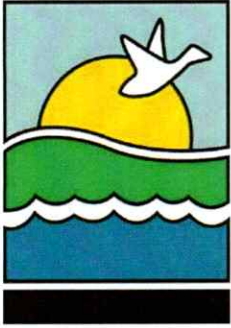


Town of Bonnyville Sponsorship and Donation Request Form

**This completed form must be submitted within a minimum of
30 days prior to the planned event to
finance@town.bonnyville.ab.ca.**



Town of Bonnyville Sponsorship and Donation Request Form

This completed form must be submitted within a minimum of 30 days prior to the planned event to finance@town.bonnyville.ab.ca.

Organization or Person Requesting Funds:

Stepping Stones Crisis Society

Contact Name(s):

April Simard

Phone Number:

780-594-0430 x121

Email Address:

events@steppingstonesociety.ca

Mailing Address:

Box 419 Cold Lake, AB T9M1P1

Funding Request Total:

15,000

Date of Event (dd/mm/yyyy):

25/10/2025

Type of Sponsorship Request:

- Event Table Conference
 Gifts-in-Kind (i.e., Silent Auction Items)
 Other (please explain): _____

Briefly Describe Your Organization (not-for-profit, for profit):

Stepping Stones Crisis Society (SSCS) is a well-established non-profit organization committed to providing comprehensive support to individuals and families affected by domestic violence and other forms of abuse. For over 40 years SSCS has been a pillar in the Lakeland region, offering a continuum of services that include emergency shelter, second-stage housing, outreach programs, and advocacy. Our mission is to empower survivors to achieve safety, stability, and independence through holistic and trauma-informed care.

Please Indicate the Intended Purpose of the Funds:

Stepping Stones Crisis Society is at a critical juncture in its growth. Over the past five years, we have experienced a 350% increase in the number of individuals we have had to turn away due to lack of capacity. In less than a year, we will move into a state-of-the-art facility that will allow us to double our service capacity and expand our offerings to better serve the community. The purpose of the requested funds is to support our 2025 Halloween Gala, our first fundraising gala since 2017. This event serves multiple purposes: it will be a major fundraising effort to help cover the operational costs of the expanded facility, while also raising awareness about domestic violence and women's safety in the region. By partnering with the Town of Bonnyville, other municipal partners and local businesses, we seek to offset the costs of hosting the event, thereby maximizing the fundraising potential to support critical programs and services.

What are the direct goals/objectives of the project/event?

See additional page

Where and when is the project/event taking place?

Date: October 2025

Location: Venue to be determined in Cold Lake

Format: The evening will include a formal dinner, live entertainment, silent and live auctions, and recognition ceremonies.

How many people will benefit from the planned project/event?

The 2025 Halloween Gala will not only provide essential funding for Stepping Stones but will also positively impact the broader community. The services we offer directly benefit the most vulnerable populations with ripple effects that extend far beyond the individuals we serve. For every woman or child supported, we estimate that 2-3 additional family members or friends indirectly benefit from the increased safety and stability.

Please describe how the project/event will benefit the community and/or the residents of the Town of Bonnyville:

Our partnerships with local service providers, businesses, and healthcare systems ensure that Bonnyville and surrounding communities can refer individuals to our programs, thereby enhancing the capacity of local organizations. Through our outreach office in Bonnyville, we also provide direct services such as prevention education and community awareness programs that aim to decrease the incidence of intimate partner violence, reducing strain on the healthcare, legal, and social service systems.

Please specify the amount of funding requested/anticipated from other organizations or government sources:

We are seeking financial support from the Town of Bonnyville as well as The City of Cold Lake and MD of Bonnyville for this event. We will also pursue monetary and in-kind sponsorships from local businesses and corporate partners.

Please provide any additional information that will assist to support a funding decision:

Our commitment to the community drives us to engage local vendors, entertainment, and service providers for this exciting event. We will also be reaching out to community volunteers to help plan and execute the evening. Our 2025 Halloween Gala is more than just a fundraising event; it is a celebration of community spirit, a show of solidarity against domestic violence, and a commitment to improving the lives of those most in need. By supporting this event, the Town of Bonnyville will play an integral role in ensuring the continued success and sustainability of Stepping Stones Crisis Society. We are dedicated to recognizing every contribution and partnership in meaningful ways, ensuring that Bonnyville's role as a key supporter is visible and celebrated.

Please provide the planned sponsorship/donation recognition methods for the acquired funds:

We are requesting a platinum sponsorship from The Town of Bonnyville:
Platinum Sponsor (\$15,000): Second tier logo placement on printed materials, digital media, exclusive recognition on social media channels, full-page dedication in the program, signage at the gala, acknowledgment by the event emcee, and a table for 8 at the event.

Has the Town of Bonnyville provided a donation or sponsorship contribution within the last 2 years, and if so, how was the Town of Bonnyville's contribution recognized?


We are also currently seeking funding for our Walk A Mile In Their Shoes event for 2024 which will see the Town of Bonnyville recognized on our promotional materials as well as in our digital media and represented by logo placement on a banner at our event. Stepping Stones Crisis Society received a \$50,000 community action grant in May 2024. We have recently undergone a leadership transition with the appointment of a new CEO and the addition of a Community Engagement and Events Coordinator role. This new position and new leadership will help us ensure that sufficient recognition is granted for any future contributions.

Additional Documents

You may attach additional documentation if you require more space or would have liked to include additional information.

Town of Bonnyville Logo Permission Requirements

Please contact the Chief Administrative Officer at brogers@town.bonnyville.ab.ca for all use of Town of Bonnyville Logos as well as advertising, signs and imaging which require authorization by Town of Bonnyville Administration.

Signature: 	Date Submitted (dd/mm/yyyy) 10/09/2024
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FOIP Disclosure

Any personal information that the Town of Bonnyville may collect on this form is in compliance with the *Freedom of Information and Protection of Privacy (FOIP) Act*. The information collected is required for the purpose of carrying out an operating program or activity of the Municipality. If you have any questions about the collection of information, please contact the Freedom of Information and Protection of Privacy Coordinator at 780-826-3496.



10 September 2024

Town of Bonnyville Supplementary Documents

2025 Funding Request- Halloween Gala

Stepping Stones Society Funding Application for 2025 Halloween Gala

Briefly Describe Your Organization (not-for-profit, for profit):

Stepping Stones Crisis Society (SSCS) is a well-established non-profit organization committed to providing comprehensive support to individuals and families affected by domestic violence and other forms of abuse. For over 40 years SSCS has been a pillar in the Lakeland region, offering a continuum of services that include emergency shelter, second-stage housing, outreach programs, and advocacy. Our mission is to empower survivors to achieve safety, stability, and independence through holistic and trauma-informed care.

Please Indicate the Intended Purpose of the Funds:

Stepping Stones Crisis Society is at a critical juncture in its growth. Over the past five years, we have experienced a 350% increase in the number of individuals we have had to turn away due to lack of capacity. In less than a year, we will move into a state-of-the-art facility that will allow us to double our service capacity and expand our offerings to better serve the community.

The purpose of the requested funds is to support our 2025 Halloween Gala, our first fundraising gala since 2017. This event serves multiple purposes: it will be a major fundraising effort to help cover the operational costs of the expanded facility, while also raising awareness about domestic violence and women's safety in the region. By partnering with the Town of Bonnyville, other municipal partners and local businesses, we seek to offset the costs of hosting the event, thereby maximizing the fundraising potential to support critical programs and services.



What are the direct goals/objectives of the project/event?

1. **Fundraising:**

Our primary goal is to raise significant funds to cover operational costs, enabling us to continue providing emergency shelter, second-stage housing, and outreach services to individuals and families across the region.

2. **Raise Awareness:**

The event will raise public awareness about the alarming prevalence of domestic violence, homelessness, and women's safety issues. We aim to engage over 400 attendees and reach more in the community through media and social channels, distributing educational materials and survivor stories to help the community better understand these pressing issues.

3. **Strengthen Community Engagement:**

Building strong relationships with donors, community leaders, and local businesses is essential to our mission. This gala will provide a platform for these stakeholders to connect, collaborate, and contribute to our shared goals of enhancing community safety and stability.

4. **Showcase Impact:**

The event will highlight the real-world impact of SSCS's work, showcasing success stories, sharing our future vision, and demonstrating how every dollar raised directly benefits the community.

5. **Donor and Sponsor Recognition:**

We will use the gala to formally recognize and celebrate our major donors, sponsors, and volunteers, ensuring they receive the acknowledgment and appreciation they deserve for their continued support.

Event Details:

- Date: October 2025
- Location: Venue to be determined in Cold Lake



- Format: The evening will include a formal dinner, live entertainment, silent and live auctions, and recognition ceremonies.
- Projected Attendance: Approximately 400 community members, business leaders, and supporters.

How many people will benefit from the planned project/ event?

The 2025 Halloween Gala will not only provide essential funding for Stepping Stones but will also positively impact the broader community. The services we offer directly benefit the most vulnerable populations with ripple effects that extend far beyond the individuals we serve. For every woman or child supported, we estimate that 2-3 additional family members or friends indirectly benefit from the increased safety and stability.

Please describe how the project/event will benefit the community and/or the residents of the Town of Bonnyville:

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Please provide any additional information that will assist to support a funding decision:



STEPPING STONES
Crisis Society

Box 419, Cold Lake, Alberta T9M 1P1
Ph. 780.594.5095 / Fax. 780.594.7304
24/7 Help Line 780.594.3353
www.steppingstonesociety.ca

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We are requesting a platinum sponsorship from The Town of Bonnyville:

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Additional Sponsorship Levels:

- **Title Sponsor (\$25,000) *one available*:** Event "presented by" with top tier logo placement on printed materials, exclusive recognition on social media channels, full-page dedication in the program, signage at the gala, provide a spokesperson to speak at the event (optional), acknowledgment by the event emcee, and 2 tables of 8 at the event.
- **Platinum Sponsor (\$15,000):** Second tier logo placement on printed materials, digital media, exclusive recognition on social media channels, full-page dedication in the program, signage at the gala, acknowledgment by the event emcee, and a table for 8 at the event.



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- **Gold Sponsor** (\$10,000): Third tier logo placement on printed materials, digital media, social media recognition, half-page dedication in the program, signage at the event, and acknowledgment by the emcee and 4 tickets to event.
- **Silver Sponsor** (\$5,000): Logo placement in the program, recognition on digital and social media channels, and acknowledgment by the emcee and 2 tickets to event
- **Bronze Sponsor** (\$1,000): Name mention in the program and on digital and social media platforms and 1 ticket to the event.

Has the Town of Bonnyville provided a donation or sponsorship contribution within the last 2 years, and if so, how was the Town of Bonnyville's contribution recognized?

We are also currently seeking funding for our Walk A Mile In Their Shoes event for 2024 which will see the Town of Bonnyville recognized on our promotional materials as well as in our digital media and represented by logo placement on a banner at our event. Stepping Stones Crisis Society received a \$50,000 community action grant in May 2024. We have recently undergone a leadership transition with the appointment of a new CEO and the addition of a Community Engagement and Events Coordinator role. This new position and new leadership will help us ensure that sufficient recognition is granted for any future contributions.