



STEPPING STONES  
**Crisis Society**

Event

Sponsorship

Request



# Introduction

Who We Are:

- Non-Profit Organization
- **Mission:** Empower survivors of domestic violence and abuse through holistic, trauma-informed care.
- **History:** Over 40 years of service in the Lakeland region
- **Services:** Emergency shelter, second-stage housing, outreach programs, advocacy, 24-hour help line, pet shelter, public education, community kitchen and healthy babies





# Our Impact



## 2024

- 16% more shelter clients
- 79% more second stage clients
- 24% more bed nights
- average stay 12.6 days
- 111% more student days

## Greater Need

In 2024 we had to turn away more than 332 women and children in need of our services the primary reason was lack of availability

## Building Better Futures

Construction is well underway on our new building with scheduled completion in summer of 2025

This new state of the art facility will allow us to more than double the number of families we can help



# Community Engagement and Events

New Role for Stepping Stones  
Focus on:

- Building Relationships
- Raising Awareness
- Fundraising
- Volunteer Recruitment
- Strengthening Community Ties and Partnerships



## 1 Awareness

Walk A Mile In Their Shoes

## 2 Fundraising

2025 Halloween Gala



# Sponsorship Request



STEPPING STONES  
Crisis Society

**WALK A MILE IN  
THEIR SHOES**



A MEN'S MARCH  
AGAINST VIOLENCE



# Walk A Mile In Their Shoes



Being held November 9th, 2024 at Cold Lake Energy Center



Encourages men to wear high heel shoes and complete a fundraising walk



Last local event was in 2020



## Goals:

1

raise awareness about domestic violence, sexual assault, and gender discrimination

2

promote empathy and understanding

3

encourage dialogue and empower survivors

4

raise funds for Stepping Stones programs



# Community Benefits:

**Direct Impact:** Appx 20 walkers, plus their supporters, volunteers, family and friends & community visibility

**Indirect Impact:** Funds support Stepping Stones' programs and beneficiaries in the Lakeland region

**Local Outreach:** Continuation of essential programming in the Town of Bonnyville and surrounding areas

## **Domestic Violence impact:**

A 2009 study estimates the cost of dealing with the aftermath of domestic violence at 7.4 billion dollars in Canada. These costs include things like healthcare expenses, legal fees, lost productivity, and social services.

Events like Walk A Mile work to diminish the impact on the community





# Sponsorship Commitment



## Amount

We are requesting a **\$2500 sponsorship**  
for **Walk A Mile In Their Shoes**

## Recognition

- The Town of Bonnyville's logo will appear in the 1st tier of all print and digital media
- Logo will be displayed on banner at event
- registration fee waved for any member of council

## Other Funding

We will be requesting the same amount from both the City of Cold Lake and the MD of Bonnyville as community partners

We will also be seeking additional corporate sponsors

## Use of Funds

To offset the costs associated with the execution of the event including entertainment, equipment, printed materials, refreshments etc. which will help us maximize the fundraising impact



# Sponsorship Request



STEPPING STONES  
Crisis Society

2025

Halloween Gala



# Event Details :

The Lakeland will come alive for a formal evening set in the spookiest season of the year!

Details will be revealed soon for a night that invites guests to step beyond the ordinary into a realm where intrigue reigns and secrets await.

Where guests can prepare to be captivated by a night of exquisite dining, spellbinding entertainment, and shadowy enchantments.

Date: October 2025  
Location: Venue TBD

## Format:

- Formal dinner
- Live entertainment
- Silent and live auctions
- Recognition ceremonies

Projected Attendance: 400 community members, business leaders, and supporters





# Halloween Gala 2025

## Goals:

The Main Goal of this event will be fundraising to cover operational costs of our new facility as well as our existing programs and services



**Awareness:** To bring attention to domestic violence and women's safety issues.

**Community Engagement:** To connect with and strengthen ties to donors and local businesses.

**Impact Showcase:** To highlight SSCS's successes and future goals.

**Donor Recognition:** To honor the support of major donors, sponsors, and volunteers.



# Community Impact:

Funds raised at a gala event like this one directly impact individuals and families affected by domestic violence

## Ripple Effect:

Every survivor supported impacts 2-3 additional family members or friends through increased safety and stability

## Prevention Education:

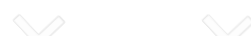
Direct services in Bonnyville, reducing intimate partner violence

## Enhanced Local Capacity:

Collaboration with local service providers and businesses

## System Relief:

Decreased strain on healthcare, legal, and social service systems





# Sponsorship Commitment



## Amount

We are requesting a **\$15,000 sponsorship** for our gala event

## Other Funding

We will be requesting the same amount from both the City of Cold Lake and the MD of Bonnyville  
We will also be seeking additional corporate sponsors

## Recognition

Platinum Sponsor (\$15,000) includes:

- Second-tier logo placement on printed materials and digital media
- Full-page dedication in the program
- Signage at the event
- Acknowledgment by the event emcee
- Table for 8



# Additional Gala Sponsorship Packages



## Title Sponsor

**\$25,000:**

- Event "Presented By" recognition
- Top-tier logo placement on all printed materials and digital media
- Full-page dedication in the event program
- Prominent signage at the gala
- Opportunity for a spokesperson to speak (optional)
- 2 tables for 8 at the event

\*note: Only one sponsorship available at this level

## Gold Sponsor

**\$10,000:**

- Third-tier logo placement on printed materials and digital media
- Half-page dedication in the program
- Signage at the event
- Acknowledgment by the emcee

## Silver Sponsor

**\$5,000:**

- Logo placement in the program
- Recognition on digital and social media channels
- Acknowledgment by the emcee

## Bronze Sponsor

**\$1,000:**

- Name mention in the program
- Recognition on digital and social media platforms



# Thank You



Be a Part of the Change:  
Contribute to improving lives and ensuring safety and stability  
for survivors of domestic violence

Join Us in Making a Difference  
These events are an important part in uniting the community in  
solidarity against domestic violence and we count on your support

We are open to any questions

