

BE A WINGMAN

2023

Sponsorship Opportunities



WINGS is proud to launch its third annual “WINGMAN” campaign, which will run from September 15th to November 1st, 2023, in recognition of November being Family Violence Prevention Month.



Why WINGMAN

What is a WINGMAN?

A WINGMAN is someone who:



- takes a stand against domestic violence and inspires others to do the same.
- supports women and children to be empowered to live a life free from domestic violence.
- encourages the engagement of men in the conversation surrounding the issue of domestic violence through social media posts and Calls for Action to their followers/community
- is a WINGS ambassador that helps to spread awareness about WINGS' programs, and participates in the WINGMAN fundraising campaign

This year's WINGMAN campaign aims to:

- **Encourage men and boys to engage in the conversation surrounding the issue of domestic violence** and gender-based violence through social media posts, and targeted 'Calls for Action'. Preventing domestic violence requires sustained, systemic, and inclusive efforts by communities and society at large. Men are an essential part of the solution to ending domestic violence, and we want to encourage men to be a part of the conversation.
- **Raise Funds for WINGS:** Our hope is that WINGMEN will encourage their community with a call to action to donate to the campaign on their behalf, as well as participate in fundraising activities/events lead by WINGMEN. Funds raised from this campaign will assist WINGS in providing its safe housing and trauma-informed wrap-around services and counselling support for the families residing in our care.
- **Promote the sharing of resources and tools in an open and inclusive environment** where everyone can feel safe to discuss the issue of Domestic Violence, as well as to help educate the community about what they can do if they or someone they know is impacted by domestic violence.
- **Spread awareness about WINGS:** Share with the community at large about the programs that WINGS provides to victims of abuse, and why we need the community's help to support vulnerable families fleeing domestic violence.
- **Bring the community together:** Join us on October 1st from 3pm-8pm at **Sea Change Brewing Co.** (9850 62 AVE NW) for our **WINGMAN Ambassador event**. Bring some friends. Drink some great beer. Visit our website for event details.

Support the campaign, and help WINGS save women and children fleeing domestic violence.

 **WINGS**
www.wingsofprovidence.ca

What is WINGS?

WINGS (which stands for Women In Need Growing Stronger) provides a second stage shelter and affordable long-term housing for women and their children who are escaping domestic violence. However, WINGS is more than a housing provider.

WINGS provides a safe and supportive home for women and children to heal. Our trauma-informed approach, intensive counselling, onsite childcare, life skills training, as well as child and youth programs- allow women and children time to process and the tools they need to recover from the horrific trauma they have experienced. Our full-circle healing helps women and children become more stable, access new skills, and set a healthy course for their lives.



WINGS served
104 women &
211 children
between April 2022
through March
2023



Since opening our
doors in 1987,
WINGS has served
1,584 women &
3,439 children

Your Support Will Help WINGS to:

- Subsidize rent and utilities to provide a safe home for our families
- Provide all the home essentials, including furniture, beds, linens and kitchenware
- Provide one-on-one and group counselling for moms and their children.
- Run children's programs like daycare/OSC, provide program materials/supplies, and our therapy dog program.
- Fund grocery gift-cards for our collective kitchen and family emergencies.
- Support field trips and outings for children and youth and more...



Become a WINGMAN

How to Participate

1. Sign Up and Set a Goal!

You can SIGN UP as an INDIVIDUAL or as a TEAM of WINGMEN! Set a fundraising goal (small or large) and help raise funds for WINGS. Use our simple online fundraising platform to help share your message. Consider hosting an event or challenge to help reach your fundraising goal. (Click the "Become a WINGMAN" button above)

2. Encourage Others to become WINGMEN.

Take a picture of yourself (and/or your cat or dog) in your WINGMAN Aviator Sunglasses (provided) and share on social media why you are taking a stand against Domestic Violence and supporting WINGS. We encourage people of any gender to sign up to be a WINGMAN.

3. Increase Awareness about Domestic Violence on Social Media

by liking, sharing, and tagging WINGS information and resources from your WINGMAN Tool Kit - (provided) on your social media throughout the campaign

4. Bring the community together: Join us on October 1st from 3pm-8pm at Sea Change Brewing Co. (9850 62 AVE NW) for our WINGMAN Ambassador event. Bring some friends. Drink some great beer. Thank your donors and cheer on our 2023 WINGMEN. Visit our website for event details.

Prizes:

• Top Fundraisers • Top Community Engagers • Top Educators/ Advocates

Don't want to fundraise, but still want to help?

Donate to the WINGMAN campaign today! Help WINGS continue to provide a safe, welcoming home and critical support services for women and children escaping domestic violence.



Help WINGS save women and children fleeing domestic violence.

Support the WINGMAN Campaign

www.wingsofprovidence.ca





2023 Sponsorship Opportunities

WINGMAN Presenting Sponsor - \$10,000

- Exclusive Opportunity

Campaign Benefits & Recognition

- Logo included on all campaign & event marketing materials
- Logo included on all campaign education/ awareness social media posts
- Logo recognition in WINGS Annual Report
- Name Recognition in WINGS Annual Report
- Logo Included on WINGS website on campaign and event page
- Logo Included in WINGS newsletter
- Name Included on WINGS website on campaign and event page
- Name Included in WINGS newsletter
- Acknowledgement via WINGS social media

WINGMAN Ambassador Event Benefits & Recognition

- Tickets to WINGMAN Ambassador event - Full table of 8
- Speaking opportunity at event
- Logo included on slide presentation during full event
- Logo included on individual sponsor slide
- Logo included on all-sponsor slide
- Acknowledgement via social media
- Recognition at event - verbal
- Sponsor message in printed/ digital program
- Logo Included in event printed/ digital program
- Name Included in event printed/digital program
- Banner/ Signage (company provided) displayed during event



WINGMAN Partner Sponsor - \$5,000

Campaign Benefits & Recognition

- Logo included on all campaign education/ awareness social media posts
- Logo recognition in WINGS Annual Report
- Name Recognition in WINGS Annual Report
- Logo Included on WINGS website on campaign and event page
- Logo Included in WINGS newsletter
- Name Included on WINGS website on campaign and event page
- Name Included in WINGS newsletter
- Acknowledgement via WINGS social media

WINGMAN Ambassador Event Benefits & Recognition

- Tickets to WINGMAN Ambassador event - 4 tickets
- Logo included on slide presentation during full event
- Logo included on individual sponsor slide
- Logo included on all-sponsor slide
- Acknowledgement via social media
- Recognition at event - verbal
- Sponsor message in printed/ digital program
- Logo Included in event printed/ digital program
- Name Included in event printed/digital program
- Banner/ Signage (company provided) displayed during event

WINGMAN Champion Sponsor - \$2,500

Campaign Benefits & Recognition

- Logo recognition in WINGS Annual Report
- Name Recognition in WINGS Annual Report
- Logo Included on WINGS website on campaign and event page
- Logo Included in WINGS newsletter
- Name Included on WINGS website on campaign and event page
- Name Included in WINGS newsletter
- Acknowledgement via WINGS social media

WINGMAN Ambassador Event Benefits & Recognition

- Tickets to WINGMAN Ambassador event - 2 tickets
- Logo included on individual sponsor slide
- Logo included on all-sponsor slide
- Acknowledgement via social media
- Recognition at event - verbal
- Sponsor message in printed/ digital program
- Logo Included in event printed/ digital program
- Name Included in event printed/digital program
- Banner/ Signage (company provided) displayed during event



WINGMAN Supporter Sponsor - \$1,500

Campaign Benefits & Recognition

- Name Recognition in WINGS Annual Report
- Name Included on WINGS website on campaign and event page
- Name Included in WINGS newsletter
- Acknowledgement via WINGS social media

WINGMAN Ambassador Event Benefits & Recognition

- Logo included on all-sponsor slide
- Acknowledgement via social media
- Recognition at event - verbal
- Logo Included in event printed/digital program

WINGMAN Friend Sponsor - \$500

Campaign Benefits & Recognition

- Name Recognition in WINGS Annual Report
- Name Included on WINGS website on campaign and event page
- Name Included in WINGS newsletter

WINGMAN Ambassador Event Benefits & Recognition

- Logo included on all-sponsor slide
- Recognition at event - verbal
- Name Included in event printed/digital program

"WINGS for me, has been a godsend. It has provided me a safe place, both physically and emotionally to pull it all together and begin a positive journey to recovery. With the help of my counselor and the wonderful staff here, I am starting to set realistic goals and learning to take it one day at a time. For the first time in my life I feel safe, understood, helped along, and most of all like I have people around me who care about me! I can't begin to tell you how good it feels. WINGS is the beginning of a long journey for me but I can't think of a better place to begin! Every abused woman and child should have WINGS. "

~ from a Mom at WINGS

For more information, please contact:

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Domestic Violence Hurts Everyone

Domestic violence has serious implications for the individuals involved. But it is also a whole of society issue: *a public health crisis, a human rights and equality crisis, and a resource crisis.*

- 2022 Data Release, Alberta Council of Women's Shelters



We need your help to support women and children fleeing domestic violence.

Support the WINGMAN Campaign

www.wingsofprovidence.ca