



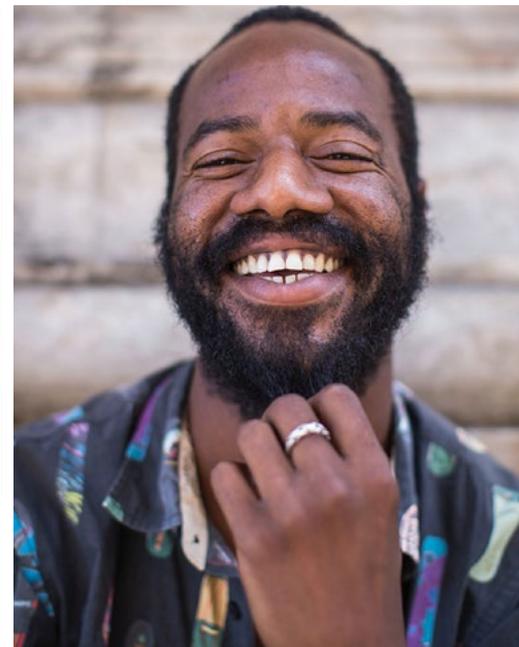
**2020**

*Mad About Margaret's  
Sponsorship Opportunities*

# Who We Are

---

Margaret's Housing and Community Support Services ("Margaret's") is a multi-service agency that provides a continuum of housing options to women living with mental illness and substance use, and innovative community-based support services for individuals experiencing complex issues tied to mental health challenges and homelessness.



# Our Mission

---

To provide a continuum of supportive housing and services to the most vulnerable in our community.





# Our History

---

Margaret's opened its doors in 1984 in honour of the well-known Toronto feminist and activist – the late Margaret Frazer. She started the agency alongside a group of other intrepid women, which included renowned journalist, author and social activist – the late June Callwood. Our organization and services strive to honour Ms. Frazer's legacy of a lifetime spent serving and giving to others. For over 35 years, Margaret's has been the leading organization in Toronto providing women suffering from mental illness with safe, dignified, and affordable housing options and other support services open to all.

# Our Work

---

We provide housing and support for women experiencing mental health challenges, and an array of greatly needed services to both women and men facing homelessness.



## Housing Services

Margaret's provides a variety of options for women who are homeless or at risk of being homeless. Our housing options include high-support transitional housing, semi-supportive housing, congregate "kinship" housing and crisis beds.



## Drop-in Services

Margaret's Drop-In and Respite services offer safe spaces where individuals can access daily meals, respite beds, showers, laundry, clothing, physical and mental health medical care, as well as housing support. Structured recreational activities are also offered.



## Mental Health & Justice Program

Margaret's offers intensive individual assistance and advocacy for those who have come in contact with the law as a result of their mental health status.



## Individualized Seniors Support

Margaret's facilitates the senior community with independent living. We provide direct support to individuals who are living with mental illness and age-related physical challenges.

# Our Impact

At Margaret's, we provide programs that literally change lives! We offer a safe and supportive environment that promotes recovery and wellness, and gives people hope. And the numbers speak for themselves.



121,876

Individuals accessed services



432,880

Meals served



698

Crisis beds used



1,516

Individuals accessed nursing  
clinics



111

Individuals accessed crisis  
intervention program



72

Individuals housed including 2 new  
families with young children



6,025

Individuals accessed clothing



8,593

Referrals to outside agencies



546

Individuals accessed mental  
health & justice services

# MAMA

MAD ABOUT MARGARET'S  
**Champions for Change**

Together we can end the stigma and change  
the conversation about mental illness and homelessness.

*Join Us for Our Signature Event*

**April 28, 2020**

---

*Event Place*

**Bram and Bluma Appel Salon,  
2nd Floor Toronto Reference Library**

Margaret Trudeau Advocacy Award Recipient and  
Keynote Guest to be announced soon.

Charitable Registration Number: 118890391 RRR 0001

# 2019 MAM Event

---



Mad About Margaret's 2019 Gala had over 200 guests in attendance, and raised significant funds that directly help our supportive housing services.

## 2019 HIGHLIGHTS:

- The **Margaret Trudeau Mental Health Advocacy Award** was presented to Juno Award winning Inuk musician Susan Aglukark who surprised the crowd with a beautiful song from her unreleased album. Susan was presented her award by friend and fellow musician Serena Ryder (who made her second MAM appearance).
- Tina Swift, one of Margaret's clients and former board members gave a moving speech about her personal struggles with abuse, addiction, and mental health and her path to recovery.
- Handcrafted goods from Margaret's clients were for sale.
- Signature gin cocktails were mixed with Levenswater gin.
- The evening was re-energized with a closing bit from Auctioneer, Frances Fripp, who helped raise almost **\$10,000** before the night's end.
- Two lucky raffle winners left with a cruise vacation for 2 and a flight voucher for 2 that was provided by **CELEBRITY CRUISES** and **Westjet**.

## MEDIA COVERAGE:

- Press releases were issued to key Toronto media outlets.
- Mad About Margaret's had garnered media coverage from **CTV News Toronto, Blog TO, Toronto.com, and TheBulletin.ca** in the past.

## PAST AWARD WINNERS:

- Margaret Trudeau inaugurated the first award in 2016 and it has since been awarded to: Susan Aglukark (2019), Serena Ryder (2018), Shelagh Rogers (2017), and Margaret Trudeau (2016).
- Past keynote speakers include Margaret Trudeau, Mary Walsh, and Silken Laumann.





## Award Sponsor



## Welcome Sponsors



## Event Sponsors



# Why Sponsor

---



Be a Champion for Change! Over the past 7 years, Margaret's signature annual event MAM, has raised vital funds for innovative housing solutions for vulnerable women with mental illness and those experiencing homelessness. Mad About Margaret's fundraising initiative is devoted to including you and 200+ other community members in our commitment to bridging the gap between mental health and homelessness for women in Toronto.

In April 2020, showcase your company's leadership in social responsibility amongst like-minded professionals. Your participation as a sponsor makes you a driver of change, someone who believes in recovery, wellness, and hope. Your support is helping to create safe spaces where women can seek recovery and early intervention.



Together let's celebrate an evening where vulnerable women are empowered to be active members in the community! By sponsoring, you help us assist many more, and do better at what we do.



# MAM 2020 Sponsorship Packages

## Award Sponsor: \$20,000 (Exclusive)

- Exclusive opportunity to name and present the Margaret Trudeau Advocacy Award, given to a prominent mental health advocate. Past recipients include Susan Aglukark, Serena Ryder and Shelagh Rogers.
- Company representative opportunity to speak from the podium and present the award
- Corporate name and logo will be listed in all event literature and advertising (program, tickets, event signage, website, media, social media, mailings)
- Recognition by Master of Ceremonies
- 20 complimentary gala tickets valued at \$250 each
- 20 guest tickets available at 50% discount
- Acknowledgment in the Annual Report
- Opportunity for custom brand-activation on site

## Keynote Sponsor: \$15,000 (Exclusive)

- Exclusive opportunity to introduce and welcome the keynote speaker for the event.
- Past speakers include: Silken Laumann, Margaret Trudeau and Mary Walsh.
- Corporate name and logo will be listed in event literature and advertising (program, tickets, event signage, website, media, social media, mailings)
- Recognition by Master of Ceremonies
- 10 complimentary gala tickets
- 20 guest tickets available at 50% discount
- Acknowledgment in the Annual Report
- Opportunity for custom brand activation on-site

## Dinner Sponsor: \$10,000

- Corporate name and logo will be listed in event literature and advertising (program, tickets, event signage, website, media, social media, mailings)
- Recognition by Master of Ceremonies
- 10 complimentary gala tickets
- 20 guest tickets available at 50% discount
- Acknowledgment in the Annual Report
- Opportunity for brand activation at tables for over 300 guests

Any contribution over \$10 dollars is tax-deductible.

# MAM 2020 Sponsorship Packages

## Reception Sponsor: \$7,500

- Corporate name and logo will be listed in event literature and advertising (program, tickets, event signage, website, media, social media, mailings)
- Corporate name and logo will be listed on the auction bid sheets (silent) or on screen (live)
- 8 complimentary gala tickets valued at \$250 each
- 10 guest tickets available at 50% discount
- Recognition by Master of Ceremonies
- Acknowledgment in the Annual Report
- Opportunity for brand activation during the hour-long reception

## Auction Sponsor: \$5,000

- Corporate name and logo will be listed in all event literature and advertising (program, tickets, event signage, website, media, social media, mailings)
- Recognition by Master of Ceremonies
- 4 complimentary gala tickets valued at \$250 each
- Acknowledgement in the Annual Report
- Branded auction tickets and forms

## Welcome Sponsor: \$5,000

- Corporate name and logo will be listed in all event literature and advertising (program, tickets, event signage, website, media, social media, mailings)
- Recognition by Master of Ceremonies
- 4 complimentary gala tickets valued at \$250 each
- Acknowledgment in the Annual Report
- Branded signage at registration
- Logo prominence on the registration page and in registration reminders sent to guests

## Corporate Hosting: \$2,500 table

- Host your colleagues, friends, family or community partners at your exclusive table
- VIP reception with keynote speaker and award recipient

Any contribution over \$10 dollars is tax-deductible.

# Sponsorship Form

Join us in the effort to change the landscape of mental health by giving a voice to those who are unable to speak for themselves. We know that this work is too big to accomplish alone. Your support is a critical part of our endeavor and will not only help ensure our success but will also aid us in continuing and expanding our current programming. Make a change in your community by helping individuals struggling with serious mental health challenges to rebuild and reclaim their lives.

## Sponsorship Types

- Award Sponsor: \$20,000 (Exclusive)
- Keynote Sponsor: \$15,000 (Exclusive)
- Dinner Sponsor: \$10,000
- Reception Sponsor: \$7,500
- Auction Sponsor: \$5,000
- Welcome Sponsor: \$5,000
- Corporate Hosting: \$2,500 table

Name/Title

---

Sponsor Signature

---

Date

---

Company

---

Address

---

City/Province/Postal Code

---

Phone/Fax

---

Email

---

Margaret's welcomes collaboration and looks to partner with organizations who see value in creating safe spaces for Toronto's most vulnerable. To discuss sponsorship opportunities and donations, please contact [donate@margarets.ca](mailto:donate@margarets.ca) or fill out this form and email or send via mail.

Margaret's Housing & Community Support Services  
221 Broadview Avenue | Toronto, Ontario, M4M 2G3  
[donate@margarets.ca](mailto:donate@margarets.ca) | [www.margarets.ca](http://www.margarets.ca)