

WAMM

MAD ABOUT MARGARET'S Champions for Change

Sponsorship Opportunities

2021

Presented by:



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 associated to mental health challenges, homelessness, and addiction.



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 and addiction.



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



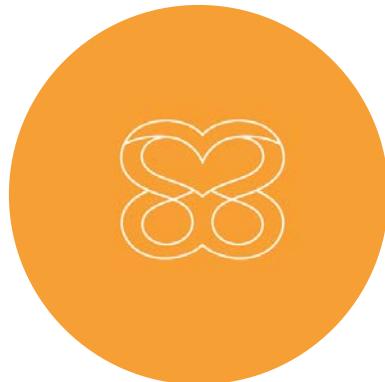
698

Crisis beds used



1,516

Individuals accessed nursing clinics



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



MAD ABOUT MARGARET'S
Champions for Change

Become a CHAMPION for change!

Join us online for our signature virtual event

Wednesday, June 2, 2021

@ 7:00 PM

Together we can end the stigma and change the conversation about mental illness, homelessness, and addiction, so we can keep vulnerable women safely housed.

Charitable Registration Number: 118890391 RRR 0001

A Night of Hope

Join us online for our signature virtual event on Wednesday, June 2, 2021. @ 7:00 PM. Enjoy an evening of award-winning performances, and guests. All proceeds will work towards helping us achieve our mission to help vulnerable women in need. Included with your sponsorship will be a VIP experience, with a charcuterie snack box, and curated beverage delivered right to your, or your guest's doorstep. Immediately following the performance, join 2021 Margaret Trudeau Advocacy Recipient, Joanne Vannicola, online for an exclusive fireside chat @ 8:00 PM.

With Special Guest Performances By



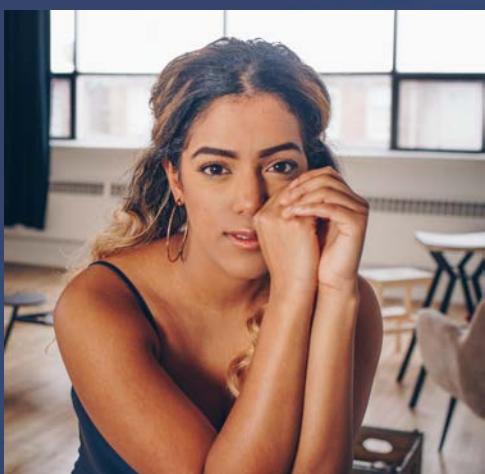
Susan Aglukark

An award-winning Canadian singer/songwriter. She blends the Inuktitut and English languages with contemporary pop music to tell the stories of her people, the Inuit of Arctic Canada.



The Tenors

Clifton, Fraser, and Victor are an award-winning and multi-platinum-selling Canadian vocal super group, that blends classical music and contemporary pop.



Meagan De Lima

Meagan De Lima is an R&B singer-songwriter who is making waves in the Toronto music scene. Her accomplishments to date include: performing at "The Future Series: A Conversation with President Barack Obama," Canadian Music Week, The Invictus Games, opening for Kehlani with the group TRP.P, as well as recently been awarded Top Artist for Social Change in 2021 in Canada.

Margaret Trudeau Advocacy Award

The Margaret Trudeau Mental Health Advocacy Award is presented annually at the MAD About Margaret's signature fundraising event. The Award was created to recognize individuals who have dedicated their lives to reducing the stigma and improving the dialogue about mental illness with compassion and empathy.

Each year, communities across Canada nominate individuals who have the first-hand experience of living with mental illness, uses that experience to advocate for better mental health care, and have proven that one person can make a difference. Margaret Trudeau inaugurated the first award during the 5th annual Mad About Margaret's Gala Dinner held in Oct 2016. The award is a sculpture designed by Dutch Canadian, Gustin Keser. The sculpture 'Tendresse' is meant to express the tender moment of vulnerability.

Margaret Trudeau Advocacy Award Recipient 2020/2021



Joanne Vannicola

Vannicola is an Emmy award-winning Canadian actor and writer who has worked in film, television, and theatre since the age of eight. Vannicola was nominated for a Genie, a Gemini, ACTRA award, and received the Leslie Yeo award for volunteerism on June 3rd, 2019.

They are a long-time advocate for the LGBTQ community, women's rights, and youth rights. Vannicola spearheaded and chairs the LGBTQ+ committee in the actors union, outACTRA. They sit on the sexual assault ad-hoc committee at ACTRA for women in film and television. They are invested in telling stories that highlight people and characters that are largely invisible in the culture. They believe that art, film, writing, and all forms of creative expression can be a vehicle for social change.

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, and addiction. Mad About Margaret's fundraising initiative is devoted to including you and 350+ other community members in our commitment to bridging the gap between mental health and homelessness for women in Toronto.

In June 2021, showcase your company's leadership in social responsibility amongst like-minded professionals, especially in the light of the COVID-19 pandemic. 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.

With the increased capacity for attendance by moving online, we are opening the MAM event to a larger audience than we would see in a traditional venue setting. This effort will not only benefit you as our sponsor, with wider brand reach, but will also allow us to further the education about the important work of Margaret's.

As a sponsor, the virtual delivery of MAM will help create opportunities for marketing, staff & client engagement during a time when connecting with others can be challenging, by enjoying an evening together for a great cause.

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



MAM 2021 Sponsorship Packages

Presenting Sponsor(s): \$10,000

- Recognition as title sponsor for MAM 2021 with prominent logo recognition on the registration page and event page, the inclusion of (up to) 1-min video commercial (provided by sponsor), verbal acknowledgement by emcee, logo included in closing thank you graphic during the event, on registration page, event page, and thank you on social media.
- 15 Complimentary VIP Tickets
- Access to exclusive fireside chat with Joanne Vannicola
- 2 Sponsor Spots Available

Award Sponsor: \$7,500

- Recognition as the award sponsor by emcee, recorded introduction by Margaret's Executive Director, Diane Walter who will officially present the award, logo included in closing thank you graphic during the event, on the registration page, event page, and thank you on social media mention.
- 8 Complimentary VIP Tickets
- Access to exclusive fireside chat with Joanne Vannicola
- 1 Sponsor Spot Available

Performance Sponsor(s): \$5,000

- Logo recognition in intro card for assigned performance, logo included in closing thank you graphic during the event, on registration page and event page.
- 3 Complimentary VIP Tickets
- Access to exclusive fireside chat with Joanne Vannicola
- 3 Sponsor Spots Available

MAM 2021 Sponsorship Packages

Contributing Sponsor(s): \$1,000

- Logo included in closing thank you graphic during the event, on registration page and event page.
- 1 Complimentary VIP Ticket
- Access to exclusive fireside chat with Joanne Vannicola
- Unlimited Sponsor Spots Available

Banner Ads: \$500

- Banner ad on the registration and event page
- 4 Sponsor Spots Available
- Banner size: 336 x 280 px

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 women struggling with serious mental health challenges to rebuild and reclaim their lives.

Charitable Registration Number: 118890391 RRR 0001



Become a Champion for Change!

By becoming a corporate partner with Margaret's, your organization will be investing in the continued efforts to provide supportive programming that can change lives for the better. Help us bridge the gap by contributing in support of initiatives focused on bettering the lives of those in our community struggling with the effects of poverty, homelessness, mental health challenges, and addiction.

Charitable Registration Number: 118890391 RRR 0001

Margaret's welcomes collaboration and looks to partner with organizations that see value in creating safe spaces for Toronto's most vulnerable. To discuss sponsorship opportunities and donations, please contact us at donate@margarets.ca

Sponsorship Types



Presenting Sponsor(s): \$10,000



Contributing Sponsor(s): \$1,000



Award Sponsor: \$7,500



Banner Ads: \$500



Performance Sponsor(s): \$5,000

Margaret's Housing & Community Support Services
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