

# Eat **4** Eight

*Teen Mom Budget Challenge*



## Sponsorship Opportunities

Charitable Registration # 11928 3687 RR0001



# What we do

We help brave teen moms and their babies escape dangerous situations and start over. We provide them with safe housing and 24/7 support to help them stabilize their lives, learn vital life skills, and go to school.

**Over 450 young moms seek our support every year!**

- 94% are homeless or under-housed
- 89% are not enrolled in high school
- 83% experienced domestic violence during pregnancy
- Over 80% are Black or racialized

Our programs change lives and break the cycle of poverty and violence for young families.





# What is Eat4Eight?



**October 12, 2022**

Eat4Eight is a virtual fundraising event where participants are challenged to eat on the same budget as a teen mom for one day! That is \$8.00 for breakfast, lunch, dinner and snacks.

The teen moms at Massey Centre are often sole-support parents who are juggling parenthood, school, healing from trauma, and learning to live independently. All this while living on a very tight budget. The moms often have less than \$8.00 a day for food, an amount that has not changed in years even as the cost of living has continued to rise. Almost all the young women coming to our centre would rate themselves as food insecure, a situation that has worsened this year due to the quickly rising costs of gas and food.

For many people taking the challenge, an \$8.00 budget will mean giving up their daily vices like coffee or a glass of wine. They'll feel the struggle of trying to buy healthy and filling meals with very limited means. Ultimately, their participation will result in more awareness and funds for critical programs vital for the moms and babies we serve.

***Partner with us!*** You can change the lives of young families by sponsoring Eat4Eight!



# Sponsorship Opportunities

## Presenting Sponsor - \$10,000

### Benefits:

- **Category exclusive**: only 1 available
- **Exclusive recognition**: Eat4Eight: Teen Mom Budget Challenge presented by your company
- **A full page** dedicated to your company in the free Eat4Eight recipe e-book distributed to all participants, and available for download online
- Pre-eminent placement of your logo on all communications pertaining to Eat4Eight before and after the event Company logo and hyperlink on Massey Centre's website
- Featured article on Massey Centre's website, social media, or targeted email blast
- Company logo on gifts mailed to all event participants
- Pre-eminent thank you to your company mentioned in every donor thank you letter
- Opportunity for a tour/photo opportunity at Massey Centre or a Lunch and Learn at your office
- Video created by Massey Centre to share with your staff/social media featuring the impact of your support
- Opportunity for your staff to create a video that will be posted on Massey Centre's social media
- **\*Paid employment opportunity\*** Three teen moms we serve will receive a paid employment opportunity working on the event.
- **Option** to be recognized as the event's Matching Donor. Participants and donors will be aware that all funds raised (up to \$10,000) will be matched dollar for dollar by your company. 84% of donors say they are more likely to make a donation if it is matched.





# More Sponsorship Opportunities

## Matching Gift Sponsor - \$5000

The Matching Gift Sponsor will double your impact to help vulnerable teen moms and inspire others to donate. Participants and donors will be aware that all funds raised (up to \$5,000) will be matched dollar for dollar by your company. 84% of donors say they are more likely to make a donation if it is matched!

### Benefit:

- **Exclusive Recognition:** All communications to participants will highlight that your company is matching all donations during a specified time period
- **A half-page** dedicated to your company in the free Eat4Eight recipe e-book distributed to all participants, and available for download online
- Prominent placement of your logo on all communications pertaining to Eat4Eight before and after the event
- Company logo and hyperlink on Massey Centre's website
- Featured article on Massey Centre's website, social media, or targeted email blast
- Pre-eminent thank you to your company mentioned in every donor thank you letter and tax receipt
- Opportunity for your staff to create a video that will be posted on Massey Centre's social media
- Opportunity for a tour/photo opportunity at Massey Centre
- Video created by Massey Centre to share with your staff/social media featuring the impact of your support
- **\*Paid employment opportunity\*:** Two teen moms we serve will receive a paid employment opportunity working on the event.



# More Sponsorship Opportunities

## Contest Sponsor - \$2000

### Benefits:

- A quarter-page dedicated to your company in the free Eat4Eight recipe e-book distributed to all participants, and available for download online after the completion of the Eat4Eight challenge
- Prominent placement of your logo on all communications pertaining to Eat4Eight before and after the event
- Company logo and hyperlink on Massey Centre's website
- Featured article on Massey Centre's website, social media, or targeted email blast
- Special emails to all participants and potential supporters announcing contest and the contest winner
- Opportunity for your staff to create a video that will be posted on Massey Centre's social media
- Video created by Massey Centre to share with your staff/social media featuring the impact of your support
- Opportunity for a tour/photo opportunity at Massey Centre
- \*Paid employment opportunity\*: One teen mom we serve will receive a paid employment opportunity working on the event.

## Partner - \$1,000

### Benefits:

- Company logo on all communications pertaining to Eat4Eight before and after the event
- Company logo and hyperlink on Massey Centre's website
- Thank you posted on Massey Centre's social media pages
- Video created by Massey Centre to share with your staff/social media featuring the impact of your support
- Opportunity for a tour/photo opportunity at Massey Centre



# More Sponsorship Opportunities

## Friend - \$500

### Benefits:

- Company logo on all communications pertaining to Eat4Eight before and after the event
- Company logo and hyperlink on Massey Centre's website
- Thank you posted on Massey Centre's social media pages
- Opportunity for a tour/photo opportunity at Massey Centre

## Corporate Teams

Create a corporate team and engage in team building with your staff for a good cause! We'll help your staff set up fundraising pages and we will make it easy by sending you tips and toolkits to make your fundraising a breeze.

Corporate teams can get creative and create a series of fun activities related to the event. Ideas include:

- Department challenge, with the department raising the most funds winning a prize.
- \$8 cook off or recipe challenge - employees create meals for \$8 and staff vote on the winner
- Video/photo sharing of how they ate for \$8 on October 12.
- Staff participation prizes

### Contact:

Ashley G. Carambelas  
Resource Development Coordinator  
acarambelas@massey.ca  
416-425-6348 x289

