

2023 Sponsorship Opportunities

Eat Eight

Teen Mom Budget Challenge

abionacentre.ca/eat4eight



Abiona Centre
For Infant & Early Mental Health

**Formerly Massey Centre
and Humewood House**

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.

- 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.



Over 500 young moms seek our support every year!

What is Eat4Eight?

October 11, 2023



Eat4Eight is an interactive fundraising event that invites participants to experience the reality of a teen mom's daily budget. For one day, challengers must manage their meals within the constraints of an \$8.00 budget, covering breakfast, lunch, dinner, and snacks.

At Abiona Centre, our teen moms face the immense challenge of being the sole providers for their children while juggling the demands of parenthood, education, healing from trauma, and learning to live independently. Despite these responsibilities, their budget for food remains extremely tight, often amounting to less than \$8.00 per day. This amount has remained unchanged over the years, even as the cost of living continues to rise. As a result, nearly all the young women we assist are food insecure, a situation that has been exacerbated by the rapid increase costs just this year.

By taking part in the challenge, participants will personally experience the difficulties faced by teen moms as they strive to purchase nutritious and satisfying meals with limited means. For many, this means giving up their everyday indulgences like coffee or a glass of wine. Ultimately, their involvement in Eat4Eight will generate greater awareness and funding for critical programs that are essential to the well-being of the young moms and their babies.

Join forces with us! By sponsoring Eat4Eight, you have the power to make a transformative impact on the lives of young families.



2023 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 Abiona Centre's website
- Featured article on Abiona 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 Abiona Centre or a Lunch and Learn at your office
- Video created by Abiona 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 Abiona 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.



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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 Abiona Centre's website
- Featured article on Abiona 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 Abiona Centre's social media
- Opportunity for a tour/photo opportunity at Abiona Centre
- Video created by Abiona 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.



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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 Abiona Centre's website
- Featured article on Abiona 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 Abiona Centre's social media
- Video created by Abiona Centre to share with your staff/social media featuring the impact of your support
- Opportunity for a tour/photo opportunity at Abiona 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 Abiona Centre's website
- Thank you posted on Abiona Centre's social media pages
- Video created by Abiona Centre to share with your staff/social media featuring the impact of your support
- Opportunity for a tour/photo opportunity at Abiona Centre



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Friend – \$500

Benefits:

- Company logo on all communications pertaining to Eat4Eight before and after the event
- Company logo and hyperlink on Abiona Centre's website
- Thank you posted on Abiona Centre's social media pages
- Opportunity for a tour/photo opportunity at Abiona 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 11.
- Staff participation prizes

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