

From: Pamela D
Sent: Thursday, December 17, 2020 11:40 AM
To: Kogan, Jaclyn
Subject: Yellow Brick House - Breaking the Silence Gala

Jacqueline,

Happy Holidays! I just left you a message a few moments ago. I am the new Manager, Fund Development with Yellow Brick House.

I keep wondering where has the year gone, the past few months have just flown by and we are weeks away to ringing in the new year. 2021 is going to be a better year! Yellow Brick House is looking forward to hosting our annual "Breaking the Silence" gala but this year we have to go virtual.

Since 1978 Yellow Brick House has been one of the largest providers in Ontario of services to women and children escaping domestic violence and abuse. We are committed to providing support services to women and children, to empower them to live safer and have healthier lives. Safety is our first priority, protecting our clients, and staff from unnecessary risk of contracting COVID-19 or a future pandemic virus. Our current facilities, however, do not allow for regular operation following public health guidelines around physical distancing. Since March 2020, our clients have been given shelter in a local hotel.

With the growth of domestic violence by 30% during COVID 19, there has been a correlational growth in the need for community counselling and support services. The most dangerous time for an abused woman is when she attempts to leave her abuser and the six months following.

In light of the growth of domestic violence and the increase need for our shelters; our 2021 Breaking the Silence Virtual Gala is raising funds to support our shelters.

The Regional Municipality of York Police Services Board has been a great supporter of our organization and our hope is that you will consider becoming a sponsor again for our 2021 Breaking the Silence Virtual Gala.

I welcome the opportunity to discuss this further with you. Thank you again for your support.

Warm regards, Pam

Pamela Deveaux
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SAVE THE DATE



VIRTUAL

Gala

2021



Friday, March 5, 2021

**Break The Silence
End Violence Against Women and Children**



- ★ VIP WINE PACKAGE
- ★ SPONSORSHIP
- ★ SILENT AUCTION
- ★ HOST A
"WATCH PARTY"



LIVE ENTERTAINMENT
with CHANTAL KREVIASZUK



For more information, visit
www.yellowbrickhouse.org



United Way
Greater Toronto

Ontario 



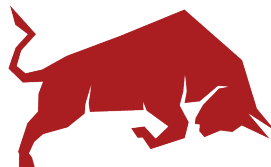
VIRTUAL

Gala

2021

Friday, March 5, 2021

The **AUCTIONISTA**



CORRENTE
CONSTRUCTION MANAGEMENT

We Listen, Plan, Build Better

TITLE SPONSOR



LIVE ENTERTAINMENT
with **CHANTAL KREVIAZUK**



**Corporate
Sponsorship**

Become a Sponsor, and save a life!

**The 16th annual
Yellow Brick House Virtual Gala
offers customized sponsorship
opportunities.**

- Partnering with an established and respected charity
- Advertising and delivering branded material directly to key decision makers and business owners
- Business exposure within York Region and GTA
- Powerful and inspiring teambuilding experience

About Yellow Brick House

Founded in 1978, Yellow Brick House provides life-saving support services and prevention programs to meet the diverse needs of individuals, families, and communities impacted by violence.

Last year, at a critical time when support and safety were needed the most, Yellow Brick House helped over 6,200 women and children escaping violence.

Your support is critical to ensuring individuals, families, and communities obtain freedom from violence through our four core services.



BREAK THE SILENCE

Take action
by sponsoring the

**2021 Yellow Brick House
Virtual Gala**

Make an impact
in your community by
saving lives now.

SOLD

Sponsorship Opportunities	Title Sponsor	Community Champion	Ambassador	Local Supporter
Investment	\$15,000	\$10,000	\$5,000	\$3,000
Naming opportunity - Event renamed to include company name SOLD	■			
Acknowledgement in video Message Presentation at the Event	■	■		
Company profiled on YBH website with direct web link	■	■	■	
Logo placed on all event communitations (Before, During & After)	■	■	■	
Received Advertisement in online gala program	■	■	■	
Recognition in pre-event promtional video	■	■		
Two (2) Customizable Social Media Posts (Facebook, Instagram, Twitter)	■	■		
VIP Bag Sponsor - Company Logo on bag (1 avail.)			■	
Mystery Envelope Sponsorship - Company Logo (1 avail.)			■	
Restaurant Sponsorship - Company Logo (1 avail.)			■	
Wine Sponsor - Company Logo on wine & in VIP package SOLD			■	
One (1) Customizable Social Media Posts (Facebook, Instagram, Twitter)			■	■
Logo & Recognition on YBH website with link to your corporate website	■	■	■	■
Donor Wall Recognition at the corresponding level	■	■	■	■
Recognition on YBH's social media platforms leading up to the event - Instagram, Facebook, Twitter	■	■	■	■
Recognition in slide show presentation at the virtual event	■	■	■	■
Opportunity to provide promational gift to guest	■	■	■	■
Company logo included in all event e-communication	■	■	■	■
Company name included in media releases	■	■	■	■
Opportunity to provide a door prize/silent auction item	■	■	■	■
Company marketing material included in thank you/VIP bags	■	■	■	■
Company profiled on event website and e-newsletter	■	■	■	■
Business receipt provided	■	■	■	■
Logo on displayed during the event	■	■	■	■
Recognition Post Event in Thank You Ad	■	■	■	■

Your Impact

(2019-2020)

Since 1978, Yellow Brick House has been at the centre of addressing the issue of violence against women and children in York Region by providing safety and support through our 4 core programs:



2 emergency shelters;
with 51 beds
and cribs



Public
Education



Community
counselling and
support services



24 hour crisis
and support line

**Domestic violence has
increased by 30% during COVID-19**

344

women and children stayed
at our emergency shelters

4,335

calls to our 24 hour crisis
and support line

11,000

total counselling hours
by our team

11,500

hours of volunteer service
by our community

**For more information
please contact**

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Prabha Tanna

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Charitable registration number: 11910 5187 RR0001