

Fundraiser Sponsorship Opportunities Package



 **MAKING CHANGES**
Advancing futures for women. **TOGETHER.**

 **DRESS FOR SUCCESS**
CALGARY
Going Places. Going Strong.

Powerful You! 2024

THURSDAY, MAY 2, 2024
11:00 AM - 1:15 PM
FAIRMONT PALLISER HOTEL

presented by 



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About **POWERFUL YOU! 2024 – 2nd Annual Fundraising Luncheon**

Powerful You! is a fundraising and community event organized by **Making Changes Association** to support the delivery of programming and to celebrate women.

Hosted at the Fairmont Palliser and geared towards professional women in Calgary, attendees will enjoy a three-course luncheon, networking opportunities, and a dynamic keynote speaker. The 1st annual luncheon in May 2023 was attended by 175 individuals (women and men), representing a cross-section of mid- to senior-level professionals across a variety of industries in Calgary including Finance, Energy, Consulting, Technology, and Aviation.

This year's speaker is leadership coach, podcaster, and influencer **Mandy Balak**. Mandy will lead a dynamic session themed “***Rethink, Reset, Recalibrate: Leverage Your Experiences for Strengths.***” Speaking to the successful, high performing professionals in the room, Mandy will explore what the next phase of the journey looks like as we work with authenticity and courage, in alignment with our deepest values, and help align with what truly matters.





OUR VISION

Empowering women to make meaningful contributions to the community.

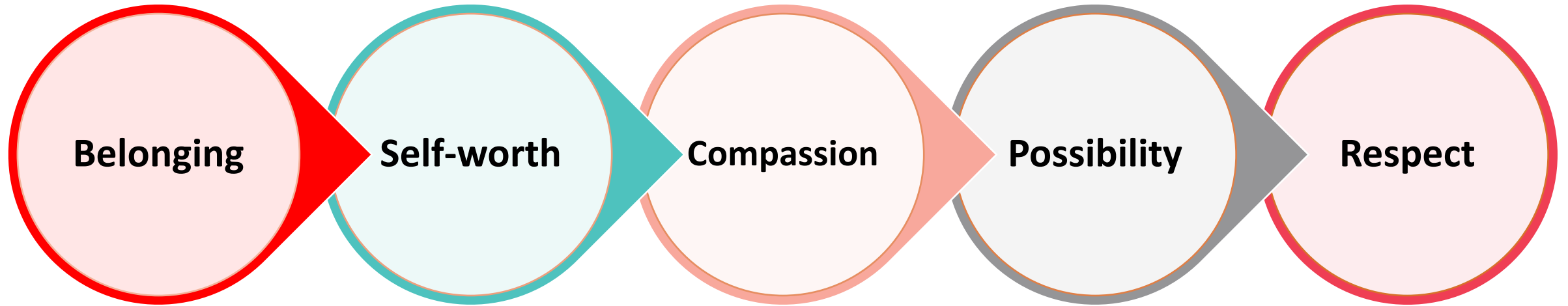
OUR MISSION

Making Changes is a community of women helping women and their families through life transition by providing them with the skills and resources to support their pursuit of meaningful work and educational opportunities.



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OUR CORE VALUES



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OUR PROGRAMS

Making Changes Association is committed to creating an environment of inclusion and welcome ALL who identify as women and teenage girls regardless of age, race/ethnicity, religion, gender identity, sexual orientation or physical ability.

We know that unemployment and underemployment are underlying causes of poverty. When women have the self-confidence and motivation to stay in school and pursue employment, they can become active members of the community both financially and socially. We proudly fulfill our mission by providing 4 core programs that are offered at no cost to our participants.

Program breakdown →

OUR PROGRAMS

1

Dress for Success Calgary (a division of Making Changes)

- A confidence building, empowerment program.
- One-on-One consultations on professional attire.
- Supports women, facing financial barriers, who want to join the workforce, return to school or volunteer.
- Women are given gently used clothing and accessories to help them look and feel their best.
- Women are invited to join an 8-week virtual Working Women's Group to build community and explore key skills to success.

2

Employment and Life Skills Program

- Supports immigrant women plan and prepare for their future in Canada.
- Builds confidence and skills in career planning, communication and Canadian workplace culture.
- Focuses on helping women establish meaningful careers and lives in their new community.

3

Women in Technology Program

- Designed to support immigrant and Indigenous women launch their careers in the growing tech industry.
- 6-month program provides technical skills and employment power skills training.
- Practicum work experience in the Information and Technology sector.
- Focuses on increasing women's economic security and participation in the labour market and to increase women in leadership.

4

My Best Friend's Closet

- A youth empowerment program for girls 12-18 from low-income households.
- Provides one-on-one consultation and clothing/accessories to meet their school, employment, and recreational needs.
- Provides valuable leadership and personal development opportunities to young women in the community, who volunteer in the program and act as peers or near-peers to the girls they support.

OUR ANNUAL COMMUNITY IMPACT – 2,800+ clients annually

Our programs provide skills and resources, promote leadership, belonging, and confidence and ultimately support financial independence. Participants gain the resources they need to build a successful future for themselves and their families, accessing the workforce and furthering their education.

Dress For Success Calgary

1,617 Appointments

36,608+

Clothing and accessory items provided

9 Workshops

183 women participated in online Professional Woman's Group Sessions

Women in Technology Program

2

Cohorts

33

Graduates

74%

Gained Employment

Employment and Life Skills Program

151

Graduates

98%

Participant Satisfaction Rate

97%

Participants felt more confident

My Best Friend's Closet Program

453

Appointments

11,300+

Clothing and accessory items provided

48

Agency partners referring teen girls

**Statistics from our 2022-2023 fiscal year*

IMPACT OF YOUR SUPPORT

Here are some examples of what we are able to offer with our donors' support:

\$250

One consultation at My Best Friend's Closet.

\$300

One consultation at Dress for Success Calgary

\$300

Training materials for one Employment and Life Skills workshop.

\$1,500

New undergarments, hosiery and socks for 100 participants.

\$4,500

Good quality running shoes for 100 participants at My Best Friend's Closet.

\$6,500

Program supplies for 6 months for the Women In Technology program.



Presenting/Title Sponsor \$15,000 (1 Available)

SOLD!

- Naming Rights of the event for the day of the event, e.g., “Making Changes Powerful You! presented by ABC Corporation.”
- Speaking opportunity at event on behalf of the brand.
- Logo/name on luncheon table numbers (alongside agency logos)
- Eight (8) complimentary tickets to attend event.
- Visible logo placement on all event collateral.
- Mention of sponsorship on website features and pages, including logo.
- Mention of sponsorship on social media features, ads and content series – rotating ad placement of sponsor logo.
- Website/webpage advertising, including a link to the sponsor’s website/applicable web page and social media posts for promotion.
- Verbal recognition throughout the event.

Diamond Sponsor

\$5,000

- Visible logo placement on all event collateral.
- Four (4) complimentary tickets to attend the event (to use for staff, clients, etc.).
- Mention of sponsorship on website features and pages, including logo.
- Mention of sponsorship on social media features, ads and content series – rotating ad placement of sponsor logo.
- Website/webpage advertising, including a link to the sponsor's website/applicable web page and social media posts for promotion.
- Verbal recognition throughout the event.





Platinum Sponsor

\$2,500

- Visible logo placement on all event collateral.
- Mention of sponsorship on website features and pages, including logo.
- Two (2) complimentary tickets to attend the event (to use for staff, clients, etc.).
- Website/webpage advertising– Including a link to the sponsor’s website/applicable web page.
- Mention of sponsorship on social media
- Verbal recognition throughout the event.



Gold Sponsor

\$1,000

- Verbal recognition throughout the event.
- Mention of sponsorship on website features and pages, including logo.
- Website/webpage advertising– Including a link to the sponsor’s website/applicable web page.
- Mention of sponsorship on social media

SPONSORSHIP OPPORTUNITIES

Sponsorship Package Details	Presenting/ Title \$15,000	Diamond Sponsor \$5,000	Platinum Sponsor \$2,500	Gold Sponsor \$1,000
Company name integrated with event promotion. <i>“Making Changes Powerful You! presented by _____”</i>	✓ SOLD!	-	-	-
Speaking opportunity at event on behalf of the brand.	✓	-	-	-
Logo/Name on luncheon table numbers (alongside agency logos)	✓	-	-	-
Verbal recognition during the event	✓	✓	✓	✓
Logo placement on event collateral and signage	✓	✓	✓	-
Logo/name on event print materials	✓	✓	✓	-
Logo and link to your website on Powerful You! event website	✓	✓	✓	✓
Inclusion on social media	10 mentions	7 mentions	4 mentions	2 mentions
Event tickets	8 Tickets	4 Tickets	2 Tickets	-

Thanks for your generous support
and commitment to our cause.
Advancing futures for women. TOGETHER.



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Making Changes Association

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