


DEPARTMENT:	
	TOPIC: Foothills Country Hospice Society – Request for Sponsorship
REPORT PREPARED BY: Krista Conrad REPORT PRESENTED BY: Sherri Barrett	

PURPOSE OF REQUEST

To consider the Foothills Country Hospice Society’s request for support of its 2024 Gratitude and Giving Gala.

BACKGROUND

The Foothills Country Hospice Society (FCHS) is requesting support for its 2024 Gratitude and Giving Gala, “Hospiceopoly,” which is taking place October 18, 2024, at the Foothills Centennial Centre in Okotoks to raise funds for the operation of the Foothills Country Hospice.

On September 13, 2023 Council made the following motion in regards to a similar request and invitation:

“That Council acknowledge the invitation to attend the Foothills Country Hospice Society’s Gratitude 2023 Gratitude & Giving Gala on October 28, 2023 and authorize the donation of a silent auction item.”

On June 19, 2024, Council made the following motion with regards to a request for support of the Foothills Country Hospice Society’s building fund:

“That Council acknowledge the request from Foothills Country Hospice Society and authorize support in the amount of \$25,000.00 toward the Foothills Country Hospice Society building fund.”

REQUEST OF COUNCIL

Proposed Motion:

That Council acknowledge the invitation to attend the Foothills Country Hospice Society’s 2024 Gratitude and Giving Gala and authorize the donation of a silent auction item.

APPENDICES

- Appendix A: Letter of Request
- Appendix B: Gala 2024 Sponsorship Package

From: Lindsey Dunham <ldunham@countryhospice.org>
Sent: Tuesday, August 27, 2024 11:58 AM
To: Sherri Barrett <Sherri.Barrett@FoothillsCountyAB.ca>
Subject: Invitation: Foothills Country Hospice 2024 Gratitude and Giving Gala

You don't often get email from ldunham@countryhospice.org. [Learn why this is important](#)

Good morning Sherri,

I hope this message finds you well!

I am writing to you as we are currently in the process of organizing the annual fundraising gala to support our hospice. I wanted to invite you to join Foothills County as a valued sponsor for our 2024 Gratitude and Giving Gala. The event will be held on **Friday October 18, 2024 at the Foothills Centennial Centre**, and the theme of the gala this year is **HOSPICEOPOLY!** I have attached our sponsorship package, where you will find that we offer several sponsorship levels to accommodate your budget and desired level of involvement. Additionally, I encourage you to reach out should you have any creative suggestions outside these parameters. The Gala aims to support our hospice care services and your support would significantly contribute to the success of the event and help in raising the necessary funds to continue our mission and expand our services to reach more individuals in need.

I also wanted to let you know that tickets are on sale now and here is the link to reserve your tickets:

<https://www.eventbrite.ca/e/hospiceopoly-the-2024-foothills-country-hospice-gratitude-and-giving-gala-tickets-944990761807>

We would be so grateful to have your team join us, and also if you shared this link with your connections!

Thank you once again for considering our request. We appreciate your ongoing support and look forward to the possibility of partnering with you for this special occasion.

If you are interested in learning more about our sponsorship opportunities or have any questions, please do not hesitate to reach out to me directly at 403-995-4673 ext. 219 or ldunham@countryhospice.org. I would be delighted to provide you with more information and discuss how we can work together for this worthy cause.

Thank you for considering our invitation, and I look forward to the possibility of working with you to make our fundraiser gala a resounding success!

Warm regards,



Lindsey Dunham
EVENTS COORDINATOR

FOOTHILLS COUNTRY HOSPICE SOCIETY
P: 403-995-4673 Ext. 219 • F: [403-938-0831](tel:403-938-0831) • www.countryhospice.org
Physical Address: 322001 32 St E, Okotoks, AB T1S 1A5

Mailing Address: PO Box 274, Okotoks, AB T1S 1A5

ANNUAL GRATITUDE AND GIVING GALA
IN SUPPORT OF FOOTHILLS COUNTRY HOSPICE
HOSPICEOPOLY
FRIDAY, OCTOBER 18, 2024



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HOSPICEOPOLY

FRIDAY, OCTOBER 18, 2024
CENTENNIAL CENTRE
OKOTOKS, AB



FOOTHILLS COUNTRY
HOSPICE SOCIETY

Gentle Compassion & Expert Care

SPONSORSHIP OVERVIEW

	PRESENTING FOOTHILLS BOARDWALK	ELIZABETH STREET	NORTH RAILWAY STREET	ELECTRIC COMPANY	WATER WORKS	MACLEOD TRAIL	COWBOY TRAIL
INVESTMENT	\$20,000	\$10,000	\$5,000	\$2,500	\$2,500	\$2,500	\$1,000
OPPORTUNITIES AVAILABLE	1	2	4	1	1	unlimited	unlimited
COMPLIMENTARY TICKETS	16	8	4	2	2	2	2
Speaking Opportunity at Event	X						
Event Program Full Page Ad <i>(provided by sponsor and approved by FCHS)</i>	X						
Name in Media Advertising as Presenting Sponsor	X						
Name & Logo on Guest Tables	X	X					
Name and Logo Included with Specialty Fundraising Activity				X	X		
Logo & Link on FCHS Website	6 months	6 months	3 months				
Logo in Western Wheel Thank You Ad	X	X	X				
Opportunity to Display Business Pop-Up Banner at Event <i>(provided by sponsor and approved by FCHS)</i>	X	X	X				
Logo on Event Collateral Where Applicable	X	X	X	X	X	X	
Logo on Spooling Multimedia During Event	X	X	X	X	X	X	
Logo in Event Program	X	X	X	X	X	X	
Name & Logo in 2 Tagged Social Media Posts	X	X	X	X	X	X	
Logo on Digital Display in FCHS Facility	6 months	6 months	3 months	3 months	3 months		
Logo & Link in FCHS Monthly eNewsletter Post-Event	X	X	X				
Logo in FCHS Annual Report	X	X	X	X	X	X	X
Recognition From The Podium	X	X	X	X	X	X	X
Name in Event Program	X	X	X	X	X	X	X
Right To Use Event Name and Logo in Your Corporate Marketing Campaigns	X	X	X	X	X	X	X
Sponsor Logo or Name at Table	X	X	X	X	X	X	X
Name in Western Wheel Thank You Ad	X	X	X	X	X	X	X



FOOTHILLS BOARDWALK
Sponsorship \$20,000

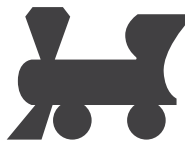
- Speaking Opportunity at Event
- Event Program Full Page Ad
(provided by sponsor and approved by FCHS)
- Name in Media Advertising as Presenting Sponsors
- Name & Logo on Guest Tables
- Logo & Link on FCHS Website *(6 months)*
- Logo in Western Wheel Thank You Ad
- Opportunity to Display Business Pop-Up Banner at Event *(provided by sponsor and approved by FCHS)*
- Logo on Event Collateral Where Applicable
- Logo on Spooling Multimedia During Event
- Logo in Event Program
- Name & Logo in 2 Tagged Social Media Posts
- Logo on Digital Display in FCHS Facility *(6 months)*
- Logo & Link in FCHS Monthly eNewsletter Post-Event
- Logo in FCHS Annual Report
- Recognition From The Podium
- Right To Use Event Name and Logo in Your Corporate Marketing Campaigns

Tickets Included: 16
Opportunities Available: 1

ELIZABETH STREET
Sponsorship \$10,000

- Name & Logo on Guest Tables
- Logo & Link on FCHS Website *(6 months)*
- Logo in Western Wheel Thank You Ad
- Opportunity to Display Business Pop-Up Banner at Event *(provided by sponsor and approved by FCHS)*
- Logo on Event Collateral Where Applicable
- Logo on Spooling Multimedia During Event
- Logo in Event Program
- Name & Logo in 2 Tagged Social Media Posts
- Logo on Digital Display in FCHS Facility *(6 months)*
- Logo & Link in FCHS Monthly eNewsletter Post-Event
- Logo in FCHS Annual Report
- Recognition From The Podium
- Right To Use Event Name and Logo in Your Corporate Marketing Campaigns

Tickets Included: 8
Opportunities Available: 2



NORTH RAILWAY STREET
Sponsorship \$5,000

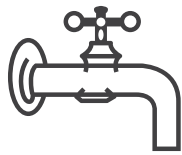
- Logo & Link on FCHS Website *(3months)*
- Logo in Western Wheel Thank You Ad
- Opportunity to Display Business Pop-Up Banner at Event *(provided by sponsor and approved by FCHS)*
- Logo on Event Collateral Where Applicable
- Logo on Spooling Multimedia During Event
- Logo in Event Program
- Name & Logo in 2 Tagged Social Media Posts
- Logo on Digital Display in FCHS Facility *(3 months)*
- Logo & Link in FCHS Monthly eNewsletter Post-Event
- Logo in FCHS Annual Report
- Recognition From The Podium
- Right To Use Event Name and Logo in Your Corporate Marketing Campaigns

Tickets Included: 4
Opportunities Available: 4

MACLEOD TRAIL
Sponsorship \$2,500

- Logo on Event Collateral Where Applicable
- Logo on Spooling Multimedia During Event
- Logo in Event Program
- Name & Logo in 2 Tagged Social Media Posts
- Logo in FCHS Annual Report
- Recognition From The Podium
- Name in Event Program
- Right To Use Event Name and Logo in Your Corporate Marketing Campaigns
- Sponsor Logo or Name at Table
- Name in Western Wheel Thank You Ad

Tickets Included: 2
Opportunities Available: unlimited



WATER WORKS
Sponsorship \$2,500

- Name and Logo Included with Specialty Fundraising Activity
- Logo on Event Collateral Where Applicable
- Logo on Spooling Multimedia During Event
- Logo in Event Program
- Name & Logo in 2 Tagged Social Media Posts
- Logo on Digital Display in FCHS Facility (3 months)
- Logo in FCHS Annual Report
- Recognition From The Podium
- Name in Event Program
- Right To Use Event Name and Logo in Your Corporate Marketing Campaigns
- Sponsor Logo or Name at Table
- Name in Western Wheel Thank You Ad

Tickets Included: 2
Opportunities Available: 1



ELECTRIC COMPANY
Sponsorship \$2,500

- Name and Logo Included with Specialty Fundraising Activity
- Logo on Event Collateral Where Applicable
- Logo on Spooling Multimedia During Event
- Logo in Event Program
- Name & Logo in 2 Tagged Social Media Posts
- Logo on Digital Display in FCHS Facility (3 months)
- Logo in FCHS Annual Report
- Recognition From The Podium
- Name in Event Program
- Right To Use Event Name and Logo in Your Corporate Marketing Campaigns
- Sponsor Logo or Name at Table
- Name in Western Wheel Thank You Ad

Tickets Included: 2
Opportunities Available: 1

WATER WORKS

Help provide funds for our annual water bill!

When you sign up as the "Water Works" sponsor, your \$2,500 will go towards our annual water expenses. Your business name will be used as the "Your Name Water Works". At the Gala, there will be a "Your Name Water Works" station collecting funds that will go towards the Hospice water bill!

Our budget for 2024/25 is \$19,500

ELECTRIC COMPANY

Help provide funds for our annual utility bills!

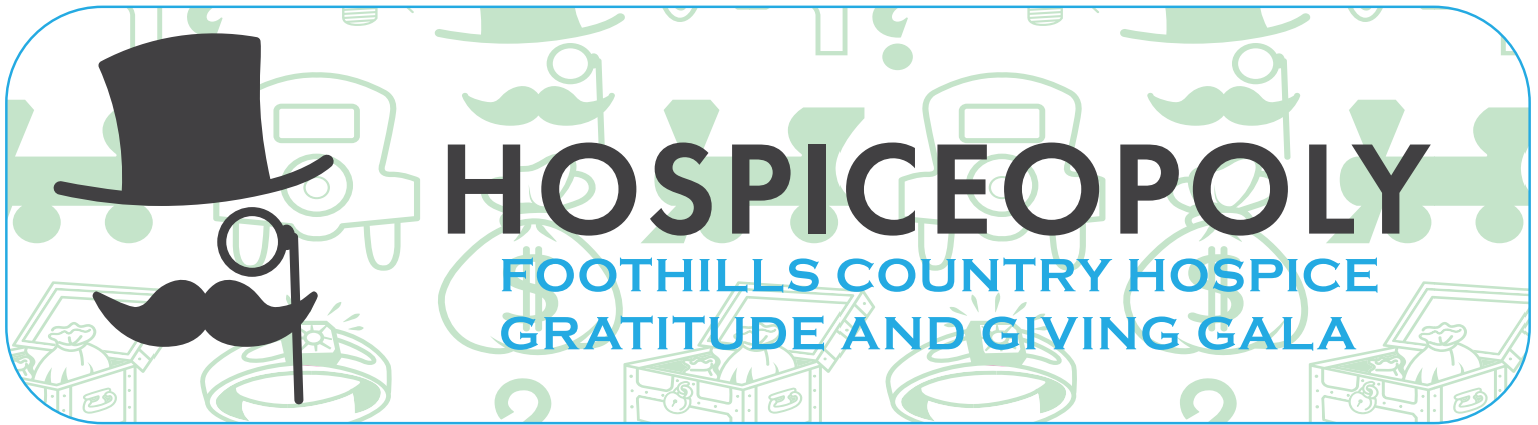
When you sign up as the "Electric Company" sponsor, your \$2,500 will go towards our annual utility expenses. Your business name will be used as the "Your Name Electric Company". At the Gala, there will be a "Your Name Electric Company" station collecting funds that will go towards the Hospice utility bill!

Our budget for 2024/25 is \$64,900

COWBOY TRAIL
Sponsorship \$1,000

- Logo in FCHS Annual Report
- Recognition From The Podium
- Name in Event Program
- Right To Use Event Name and Logo in Your Corporate Marketing Campaigns
- Sponsor Logo or Name at Table
- Name in Western Wheel Thank You Ad

Tickets Included: 2
Opportunities Available: unlimited



ABOUT THE EVENT

FRIDAY, OCTOBER 18, 2024
6:00PM RECEPTION
7:00PM DINNER, PROGRAM, LIVE MUSIC

FOOTHILLS CENTENNIAL CENTRE
OKOTOKS, ALBERTA

Our theme for the evening is Monopoly — come ready to play!

Join us for an unforgettable evening in support of the Foothills Country Hospice. This year, our annual Gala promises to be a celebration of community spirit and generosity, where we come together to raise vital funds for the compassionate care provided by the hospice.

Event Highlights:

- Cocktail Reception:** Enjoy a welcoming atmosphere with cocktails and hors d'oeuvres.
- Gourmet Dinner:** Indulge in a delicious meal prepared by renowned Highwood Catering.
- Live Entertainment:** Experience live music by local legends, Silly Wrabbit.
- Silent and Live Auctions:** Bid on an array of exclusive items and experiences generously donated by our community partners.
- Guest Speakers:** Hear inspiring stories and insights from individuals whose lives have been touched by the Foothills Country Hospice.
- Fundraising:** Learn about the impactful programs and services provided by the hospice, and participate in our fundraising efforts to support their compassionate care.

Your presence at HOSPICEOPOLY will help us continue to provide exceptional care and support to individuals and families facing end-of-life challenges in our community. Together, we can make a meaningful difference!

If you are unable to sponsor but would like to attend the Gala, please visit our website for ticket details or scan the QR code: www.countryhospice.org or contact events@countryhospice.org



ABOUT FOOTHILLS COUNTRY HOSPICE

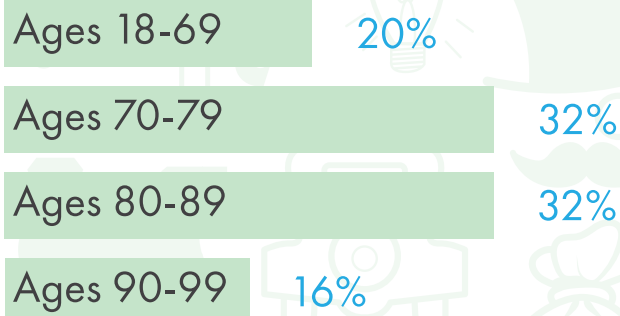
The Foothills Country Hospice Society (FCHS) is a donor-supported, volunteer-driven charitable organization founded on providing exemplary end-of-life care and compassion to residents and their loved ones.

There is no cost to residents for their stay or meals.

The professionally trained FCHS employees and volunteers provide around-the-clock end-of-life and bereavement care. Attention is paid to physical needs, expert pain and symptom management, emotional and spiritual well-being, and bereavement support as residents prepare for the completion of their life's journey. Our focus remains on holistic, comfortable care that meets residents with dignity and respect.

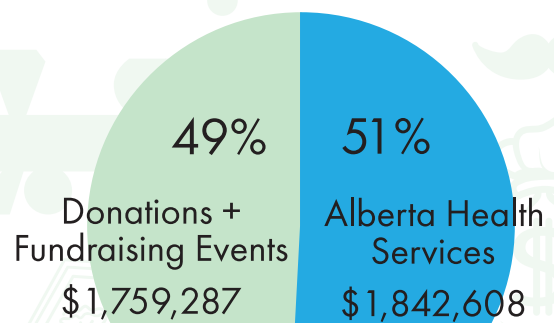
The employees and volunteers at the Foothills Country Hospice Society deeply appreciate your support. We believe in providing exemplary care and compassion for those we serve and are most grateful to all our donors and community partners who share our vision. Together we are making a difference in palliative hospice care for Foothills and Calgary community members.

FCHS 2023-24 Resident Ages

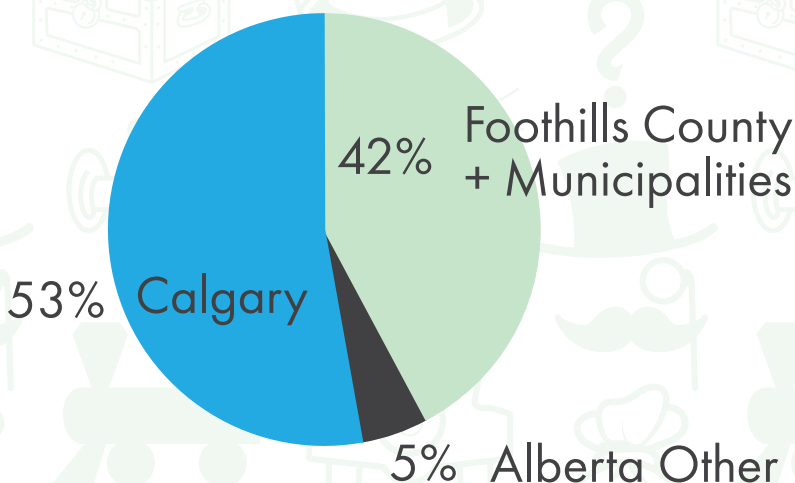


FCHS Funding

Total Expenses
\$3,601,895



FCHS Admissions



FCHS Cost of Care
Per Resident / Per Day

\$1,050

FOOTHILLS COUNTRY HOSPICE 2024 GRATITUDE AND GIVING GALA SPONSOR COMMITMENT FORM

Please email the completed form, along with logo (where applicable) to
Lindsey Dunham: events@countryhospice.org

Please Indicate Your Sponsorship Level

- | | |
|--|--|
| <input type="radio"/> FOOTHILLS BOARDWALK (\$20,000) | <input type="radio"/> WATER WORKS (\$2,500) |
| <input type="radio"/> ELIZABETH STREET (\$10,000) | <input type="radio"/> ELECTRIC COMPANY (\$2,500) |
| <input type="radio"/> NORTH RAILWAY STREET (\$5,000) | <input type="radio"/> COWBOY TRAIL (\$1,000) |
| <input type="radio"/> MACLEOD TRAIL (\$2,500) | <input type="radio"/> OTHER <small>(Contact events@countryhospice.org to inquire about customizing select sponsor levels)</small> |

Sponsorship Commitment Deadlines:

FOOTHILLS BOARDWALK	SEP 1, 2024	WATER WORKS	SEP 16, 2024
ELIZABETH STREET	SEP 16, 2024	ELECTRIC COMPANY	SEP 16, 2024
NORTH RAILWAY STREET	OCT 1, 2024	COWBOY TRAIL	OCT 1, 2024
MACLEOD TRAIL	OCT 1, 2024		

Please be aware of the differences between sponsorships and donations. As per Canada Revenue Agency, sponsorship qualifies as an advertising expense that your business may be able to deduct at tax time. A donation qualifies for a charitable receipt, but does not receive recognition of a sponsorship. Charitable receipts will not be issued for monetary or gifts in kind sponsorship.

Company / Name: _____

Contact: _____

Phone #: _____

Email: _____

Mailing Address: _____

City: _____ Province: _____ Postal Code: _____

Please Indicate Your Method of Payment

- | | |
|--|-------------------------------|
| <input type="radio"/> Cheque <small>(payable to Foothills Country Hospice)</small> | Credit Card #: _____ |
| <input type="radio"/> Invoice | Name on Card: _____ |
| <input type="radio"/> Credit Card | Expiry Date: _____ CVC: _____ |

As valued friends, Foothills Country Hospice Society requests your consent to send you important information and announcements from our organization. Your consent is required to comply with the Canadian Anti-Spam Legislation (CASL). Please check the "I consent" box below. You may unsubscribe at any time.

- I consent to receive the Foothills Country Hospice e-newsletter containing news, announcements, and info about upcoming event information. This may include information regarding fundraising events and initiatives.*

FOOTHILLS COUNTRY HOSPICE UPCOMING FUNDRAISING EVENTS

HEART OF HOSPICE RADIOTHON

Thursday, February 13, 2025

6:00am – 6:00pm

Location: TBD



Join us for a heartfelt event this February! Foothills Country Hospice is excited to host a Radiothon fundraiser on February 13, 2025, in collaboration with Golden West Broadcasting, The Eagle 100.9.

Embracing the spirit of Valentine's Day, the theme is "Heart of Hospice." Tune in and be a part of a day dedicated to love, care, and compassion as we share stories, music, and special moments that highlight the vital role our hospice plays in the Foothills community. Donations collected leading up to and during this event will support our Capital Campaign: Compassion in Action, ensuring we can continue to provide exceptional care and comfort in an expanded facility.

Celebrate with us and help keep the heart of hospice beating strong!

Here's an overview of our sponsorship opportunities for our Radiothon:

	CUPID	VALENTINE	SWEETHEART	LOVEBIRD
Investment	\$5000	\$2500	\$1000	\$500
Opportunities Available	1	2	10	unlimited

Would you like to be contacted regarding Radiothon Sponsorship? Yes No

HIKE FOR HOSPICE HUSTLE

Sunday, May 4, 2025

11:00am – 2:00pm

Location: TBD



Join us for the 9th annual Foothills Hike for Hospice on Sunday, May 4th supporting end-of-life care in the Foothills. The event includes a 5K Run in addition to a 2K and 5K Hike.

Each year, Hike for Hospice Foothills raises funds for terminally ill adults and their loved ones, allowing them to access the help they need, when they need it most. Whether you're pushing a stroller, using wheelchair, or scooter, you will enjoy an accessible, family-friendly route along the Town of Okotoks Sheep River paved pathways. In addition to the Hike and Run, there will be fun activities and food trucks.

Here's an overview of our sponsorship opportunities for our Hike for Hospice Hustle:

	PRESENTING	HERO	CHAMP	LEADER
Investment	\$5000	\$2500	\$1000	\$500
Opportunities Available	1	4	unlimited	unlimited

Would you like to be contacted regarding Hike for Hospice Sponsorship? Yes No