

Shine a Light on Youth Homelessness



Campout to End Youth Homelessness 2022

Sponsor Package

Friday December 9th

McDonald Park
& Online on Zoom



December 9th 2022, Campout to End Youth Homelessness

Dear Business Champion,

We need your urgent assistance to shine a light on youth homelessness and help ensure youth in our community have safe housing and supports. You can help support us in this mission by signing up as a sponsor for A Way Home Kamloops' 6th annual Campout to End Youth Homelessness happening on December 9th - 10th. We invite you to be a part of this life changing event, where your sponsorship directly supports youth in need of housing and wraparound services in Kamloops.

The issue

Youth homelessness is a significant issue that has been exacerbated due to COVID-19, making already difficult to navigate systems even more impossible to access. Every night in Kamloops, there are young people without a stable home searching for somewhere safe to stay. The pandemic has emphasized situations such as aging out of care or abuse, where a youth is homeless through no fault of their own. The longer a youth is homeless, the more trauma and victimization they experience. With current unprecedented challenges, youth need a home now more than ever!

The Solution

**You can be part of the change for homeless youth
by sponsoring Campout to End Youth Homelessness!**

Every cent raised will directly benefit youth at risk of, or experiencing homelessness. Our programs provide youth with housing, education, life skills, and employment training. These programs are designed to encourage youth to become contributing members of our community. Previous Campout events have helped us open our Safe Suites program in 2019 and provide sustainability to our *Youth Housing First* program.

This year's donations will go towards programs for A Way Home Kamloops' new project, *Katherine's Place*. This new building will have 39 units with 24/7 staff support and will include programs to help youth develop critical life skills while working towards and meeting their employment and educational goals.



To learn more about the A Way Home Kamloops programs, please visit:
<https://www.awayhomekamloops.com/programs>

What is Campout?

Campout to End Youth Homelessness is an event that annually shines a light on youth homelessness with community members spending a December night outside in cardboard boxes to experience what youth without a home experience every day. Campers are encouraged to raise pledges and donations that fund crucial programs that support homeless youth. In the past, City Council has issued a Proclamation for Campout to End Youth Homelessness Week in honor of this event and many high-profile Kamloopsians camp out in solidarity with homeless youth.



The founder and former Executive Director of A Way Home Kamloops, Katherine McParland, along with the previous franchise owner of Kamloops Domino's began Campout in 2017. This is the second year without our beloved friend and champion to youth in and from care. As such, we will be marking both our 6th year of Campout and the 2-year memorial of Katherine's passing.

This year's event takes place Friday, December 9th through to Saturday December 10th both in person and on zoom. For those who are able, we will be camping at McDonald Park. Campers who are joining online will have the option of receiving Campout packages and being supported to find their own way of camping at home. There will be activities hosted in-person and over Zoom throughout the night and campers can receive Campout signage to display on their lawns.

Sponsors are welcome to campout as well! Last year, we had campers join from the store fronts of their businesses, backyards, front porches, balconies, cars, and even from their living rooms with their kids. Homelessness can look like all of these, from couch surfing to being on the streets, so the choice is yours!

Please help youth have a safe appropriate home. Every cent raised will go toward A Way Home Kamloops' goal of ending youth homelessness in our community.

Sign-up as a sponsor here:

<https://www.canadahelps.org/en/charities/a-way-home-kamloops-society/p2p/Campout2022-Sponsorship>

Warm regards,

Tangie Genshorek & The Campout Committee

Contact: admin@awayhomekamloops.com 250-828-0446

A Way Home Kamloops Society
653 Victoria St.
Kamloops, BC, V2C 2B3
Charitable Number: 75431 9689 RR0001



LEVELS OF SPONSORSHIP

CAMPOUT CHAMPION **\$7500 +**

Benefits of Sponsoring:

- Your name/logo on Camper's lawn signs. Donations must be received before November 18th, 2022.
- A representative from your company to give a prerecorded or live 3-minute presentation broadcast at the event to virtual and in-person Campers
- Media mentions with event promotion
- Verbal acknowledgement at the event ceremony
- Display your company sign at the event (please provide us with your sign)
- Partnership poster displayed at AWHK office on Victoria St. (from time of contribution to event)
- Thank you in our Campout newsletter
- Social media thank you
- Logo on A Way Home Kamloops website
- Charitable tax receipt

TITLE SPONSOR **\$4,500 +**

Benefits of Sponsoring:

- Media mentions with event promotion
- Verbal acknowledgement at the event ceremony
- Display your company sign at the event (please provide us with your sign)
- Partnership poster displayed at AWHK office on Victoria St. (from time of contribution to event)
- Thank you in our Campout newsletter
- Social media thank you
- Logo on A Way Home Kamloops website
- Charitable tax receipt

GOLD SPONSOR \$2,500 - \$4,499

Benefits of Sponsoring:

- Media mentions with event promotion, such as on the CFJC Midday Show & Stingray Radio
- Verbal acknowledgement at the event ceremony
- Partnership poster displayed at AWHK office on Victoria St. (from time of contribution to event)
- Thank you in our Campout newsletter
- Social media thank you
- Logo on A Way Home Kamloops website
- Charitable tax receipt

SILVER \$1,000 - \$2,499

Benefits of Sponsoring:

- Verbal acknowledgement at the event ceremony
- Logo displayed at AWHK office on Victoria St. (from time of contribution to event)
- Thank you in our Campout newsletter
- Social media thank you
- Logo on A Way Home Kamloops website
- Charitable tax receipt

BRONZE \$500 - \$999

Benefits of Sponsoring:

- Logo displayed at AWHK office on Victoria St. (from time of contribution to event)
- Social media thank you
- Logo on A Way Home Kamloops website
- Charitable tax receipt

CONTRIBUTOR \$100 - \$499

Benefits of Sponsoring:

- Logo on A Way Home Kamloops website
- Charitable tax receipt

OTHER WAYS TO CONTRIBUTE

In Kind Services such as food for the event, volunteering, or providing services at the event.

Product donations – we are putting together swag bags for campers and would like products that show how much we appreciate their time! We are also doing arts and crafts at the event and need art supplies!