



EMPOWERING CHILDREN & YOUTH

Greetings,

Did you know that children and youth represent over one-third (34.7%) of low-income persons in Simcoe County? There were 53,580 people living in low-income households in 2015, of whom 18,585 were children and youth. Since then, we know this number has increased.

Glowing Hearts Charity is a grassroots, volunteer-led, charitable organization that assists low-income families facing financial burdens.

Please take a moment to review our sponsorship package. We would love to help you reach your philanthropic and community outreach goals by helping us disrupt the cycle of poverty by empowering children and youth to realize their full potential.

We genuinely appreciate your consideration and look forward to championing children and youth of Simcoe County together.

Regards,

A handwritten signature in dark ink, appearing to read "SF", followed by a long, horizontal, slightly wavy line.

Sarah Fleming
Board Chair

A handwritten signature in blue ink, appearing to read "D. D'Addio", with a stylized, flowing design.

Domenic D'Addio
Fund Development Chair



SPONSORSHIP
Glowing
Hearts
CHARITY
PACKAGE
2022



GLOWING HEARTS CHARITY

In 2016, Frank Nelson's dream of providing necessities free of charge to low income families came true and Glowing Hearts Charity was born. What started as a simple concept: "give what you can and take what you need" has evolved over the years to what Glowing Hearts Charity is today...a thriving organization with a great future ahead.

Today, as a grassroots, volunteer-driven organization; the Board wants to ensure that Frank's vision stays at the forefront by facilitating hope and help in our community. With a focus on reducing the many financial burdens that low-income families face, Glowing Hearts Charity is working to disrupt the cycle of poverty by empowering children and youth to realize their full potential.

In 2021, GHC provided school supplies to 600 participants across Simcoe County...with your sponsorship, in 2022, we are aiming to support 1000 students in addition to the introduction of new programs to further empower our children and youth.



glowingheartscharity.org



@GlowingHeartsCharity



@glowingheartscharity



@glowingheartsc

**Knowledge is power. Information is liberating.
Education is the premise of progress, in every society, in every family.**

– Kofi Annan –

BECOME A SPONSOR

WHY?

- 108,305 children and youth aged 0 to 19 years lived in Simcoe County.
- 16% of children in Simcoe County under the age of 5 were in low-income households.
- The percent of children under the age of 5 living in low-income households rose sharply from 12.1% in 2005 to 16% in 2015.
- 9,575 children and youth aged 6 to 17 years were in low-income households.
- In the City of Barrie, 1,710 children under 5 years of age were living in a low-income household (2.2% higher than the county average).
- In the City of Barrie, 3,335 children aged 6 to 17 years, were in low-income households (0.9% higher than county average).
- Among the 78,945 children aged 0 to 14 years, 20.4% were living with a single parent, and 12% were part of a stepfamily.
- Low-income household rate for children and youth was 13.7%, compared to 11.4% for the total population.
- Lone-parent family or stepfamilies increased to 34.6% among children aged 5 to 9 years.
- Lone-parent family or stepfamilies increased 39% among children 10 to 14 years.
- While children made up a smaller proportion of the low-income population, the incidence of living in a low-income household remained higher for children than the all-ages population in 2015.

Source: 2018 Child, Youth and Family Profile – Simcoe County

Meet your philanthropic and community outreach goals by helping us support children and youth whose families are facing financial hardship.

Your sponsorship will go directly to where it is needed most:

- Purchasing fresh produce boxes and other necessities
- Purchasing backpacks, lunch kits, and school supplies
- Covering the cost of psycho-educational assessments
- Financial support to access WiFi and technology
- Financial support to access education-based learning opportunities and programs (i.e.: music lessons)



Become a sponsor today to support those who need it most.

How?

1. Choose your sponsor recognition level, or reach out to domenic@glowingheartscharity.org. Sponsorship opportunities can be personalized-so let's talk.
2. Complete the **SPONSORSHIP AGREEMENT FORM**.
3. Glowing Hearts Charity will be in touch to confirm and finalize your sponsorship.
4. Once your sponsorship has been confirmed, you will be updated and your recognition will begin for the year.

***Sponsorship levels are based on cumulative contributions over the course of the year. Should your cumulative total put you into a new level of appreciation, you will receive the added benefits in this level.**

SPONSORSHIP RECOGNITION LEVELS

Sponsorship Recognition	Sum of Annual Giving				
	Heart \$1000+	Bronze \$2500+	Silver \$5000+	Gold \$7500+	Platinum \$10000+
Gift Acknowledgement Letter, Update on Recognition, Business Receipt	✓	✓	✓	✓	✓
Your Logo & Link Posted on GHC Website	✓	✓	✓	✓	✓
Name in Year in Review (our year-end report/newsletter)	✓	✓	✓	✓	✓
Social Media Post & Link (Facebook, Instagram, & Twitter)		✓	✓	✓	✓
Thank You Posters/Cards from Participants		✓	✓	✓	✓
Invitation to Annual Donor Event (end of August)		✓	✓	✓	✓
Thank You Plaque from Glowing Hearts Charity		✓	✓	✓	✓
E-Newsletter Logo & Link - July			✓	✓	✓
Logo & Link in Year in Review (our year-end report/newsletter)			✓	✓	✓
Marketing Materials Logo (i.e.: official program poster) published on social media, GHC website, and around Simcoe County			✓	✓	✓
Media Release & Photo Opportunity			✓	✓	✓
2nd Social Media Post & Link (Facebook, Instagram, & Twitter)				✓	✓
Media mention (i.e.: radio, video news)				✓	✓
Corporate Champion Recognition					✓

Corporate Champions are those whose total annual giving equals more than \$10,000 or more, from January 1, 2022 to December 31, 2022