

The  
Huron  
Carole

# Path to a Miracle

## Sponsorship Opportunities



TUESDAY DECEMBER 3, 2019

7:30 PM

BELLA CONCERT HALL

MOUNT ROYAL UNIVERSITY

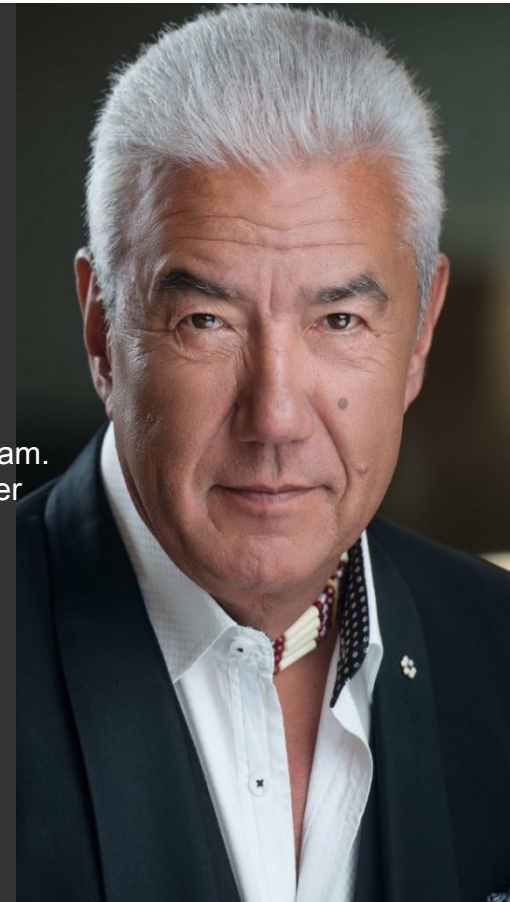


JOIN US AS TOM JACKSON AND FRIENDS CELEBRATE THE HOLIDAY SEASON WITH THE HURON CAROLE CONCERT SERIES IN SUPPORT OF CALGARY ALPHA HOUSE'S DOWNTOWN OUTREACH ADDICTIONS PARTNERSHIP (DOAP) PROGRAM.

**ON TUESDAY DECEMBER 3, 2019 TOM JACKSON'S SMOOTH BARITONE VOICE WILL FILL THE BELLA CONCERT HALL WITH HOLIDAY MUSIC AS HE BRINGS THE HURON CAROLE TO CALGARY IN SUPPORT OF ALPHA HOUSE'S DOAP TEAM.**

Tom Jackson, founder of The Huron Carole Concert Series, is a musician, beloved TV personality, activist, producer and volunteer with the DOAP Team. His boundless passion for creating and inspiring change has generated over \$200 million in combined cash / in-kind donations for food banks, disaster relief, and service agencies.

**TOM WANTS TO HELP ADDRESS THE PENDING FUNDING CUTS TO THE DOAP TEAM. WILL YOU BE PART OF THE SOLUTION?**



**“31 YEARS AGO I LIVED IN A HOLE IN THE GROUND. THE CREATOR SPOKE TO ME AND SAID, I’LL MAKE YOU A DEAL. I WILL SEND YOU AN ANGEL WHO IS WORSE OFF THAN YOU. IF YOU HELP HIM, I WILL HELP YOU. I TOOK THE DEAL.”**

*- Tom Jackson, Founder of the Huron Carole*

**ALPHA HOUSE OFFERS PROGRAMS AND SUPPORTS TO VULNERABLE MEN AND WOMEN LIVING IN CALGARY.**

#### **ABOUT ALPHA HOUSE**

We strive to develop relationships of trust with our clients, working on client-identified issues from withdrawal management to mental health concerns, and from treatment to housing needs. We seek to provide hope through direct service and the promotion of well-being. Our programs provide help along the continuum of care from outreach, shelter, detox and transitional supports to our housing program.

The DOAP Team is an alternative and more appropriate response to substance abuse issues and public intoxication, resulting in reduced pressure on Calgary Police Services (CPS), Emergency Medical Services (EMS), Transit, Bylaw and local city hospitals. The team seeks to remove barriers for individuals with multiple risk factors, such as street issues, by coordinating access to a range of medical, shelter, housing, and addiction programs. Finding someone a safe place to stay creates the opportunity to connect them with the social support that could help facilitate a positive change for them.

## THE DOAP PROGRAM WILL LOSE ITS CURRENT SOURCE OF FUNDING BY APRIL 2020. FOR EVERY DOLLAR INVESTED IN THE DOAP PROGRAM, THERE IS A SOCIAL RETURN OF \$9.43.

Alpha House is currently working to secure funding to sustain the DOAP program or there will be a real risk that the work the team currently does will be offloaded onto an already strained public system (CPS, Bylaw, EMS). The cuts projected for April 2020 will lead to a reduced presence and limited response of the DOAP team across the city. Without adequate funding, DOAP would be solely focused on the Beltline and downtown areas at reduced hours. It is crucial that we keep our teams on the street to continue serving the evolving needs of vulnerable Calgarians across the city. **Your support will help us prevent a loss of the DOAP Team in your community.**

## THE HURON CAROLE

Expect an evening of contemporary and signature Christmas music along with stories creatively crafted by Tom Jackson and his ensemble of musicians. The tour travels to 15 cities raising funds for local food banks and family service agencies.

Many remark that it is the perfect way to begin their Christmas season and get into the spirit of the holidays.

### *Program*

- 5:45 p.m. Meet and Greet with Tom Jackson
- 6:30 p.m. Silent auction and cash bar in lobby
- 7:30 p.m. Concert begins

## TICKETS

Purchase tickets at [TICKETS.MRU.CA/HURONCAROLE](https://tickets.mru.ca/huroncarole) \*Sept 24, 2019

All tickets are reserved seating \*Prices do not include service fees

\$55 per ticket or \$100 per Meet and Greet ticket

## OUR GOAL

We are facing a funding shortfall for the main DOAP team of \$160,000

## OUR AUDIENCE

All Calgarians are welcome and invited to attend. This is a special evening to kick off the festive Holiday Season.

# Sponsorship Opportunities



## CO- PRESENTING SPONSOR **\$5,000**

*One Available*

- Eight complimentary tickets to The Huron Carole and Meet and Greet reception
- First and feature logo recognition at the event (program, signage)
- Eight mentions in social media posts preceding event
- Opportunity for sponsor to speak at event
- Logo recognition and feature recognition on Alpha House blog

## SILVER SPONSOR **\$3,000**

*Two Available*

- Four complimentary tickets to The Huron Carole and Meet and Greet reception
- Feature logo recognition at the event (program, signage)
- Four mentions in social media posts preceding event
- Logo recognition and feature recognition on Alpha House blog

## BRONZE SPONSOR **\$1,000**

*Two Available*

- Two complimentary tickets to The Huron Carole
- Feature logo recognition at the event (program, signage)
- Four mentions in social media posts preceding event
- Logo recognition and feature recognition on Alpha House blog

## TECHNOLOGY SPONSOR **\$850**

*One Available*

- Four complimentary tickets to The Huron Carole
- Feature logo on video screen in the concert hall prior to event and video screening
- Two mentions in social media posts preceding event and two post event
- Logo recognition and feature recognition on Alpha House blog

## COMMUNITY PARTNER SPONSOR **\$500**

*Three Available*

- Two complimentary tickets to The Huron Carole
- Feature logo recognition at the event (program, signage)
- Two mentions in social media posts preceding event and two post event
- Logo recognition and feature recognition on Alpha House blog

Not sure what to give? Auction items could include restaurant gift cards, artwork, sports or concert tickets, gift baskets, day at the spa passes, electronics... etc.

Please email [donate@alphahousecalgary.com](mailto:donate@alphahousecalgary.com) or call 403-478-0387 to start the donation process. Thank you for your support!

## HOW YOU CAN HELP

1. BUY TICKETS
2. BECOME A SPONSOR
3. DONATE TO OUR SILENT AUCTION
4. SHARE INFORMATION ON SOCIAL MEDIA

## OTHER WAYS TO SUPPORT ALPHA HOUSE'S WORK

There are other ways that you can get involved with Alpha House. Every person we help is someone who deserves to be treated with respect, compassion, and dignity. They are sons, daughters, fathers, mothers, nieces, and nephews. They have families, friends, and community who care for them.

Addiction can happen to anyone, at any time. We understand and respect the impact that the past has on present circumstances. No one chooses to be in the shelter. No one expects to become addicted to drugs and alcohol. Many are impacted by severe trauma and mental health issues. Our clients' lives make sense if you understand their stories.

We are always looking for community partners, corporate sponsors and funders to contribute to our programs. This year, Alpha House is experiencing an increased need for support of several programs that help Calgary's vulnerable men and women. Please consider how you can partner with us. We welcome the opportunity to meet with you to discuss your community investment goals and to create a giving and volunteer opportunity that is right for your organization.

### Permanent-Supportive Housing – Women's Building

Experiencing homelessness as a woman is dangerous. It is an extremely vulnerable position to be in – yet the needs of these women are often overlooked because they represent a small portion of the homeless population. Addiction, mental health issues, past trauma, and domestic violence are all factors that can contribute to homelessness. These, coupled with the risks of living on the streets, leads to higher rates of assault, illness and mortality of women.

In 2017, with the support of the Calgary community and the RESOLVE campaign, Alpha House opened the doors of a new 24-unit women's only building with twenty-four/seven wrap around supports.

Through supportive and sustainable housing, women made vulnerable by homelessness, addiction and past traumas have the chance to establish positive relationships, rebuild their self-confidence and look toward a brighter future. Alpha House is seeking financial donations to pay off the mortgage on our women's building. Please consider making a gift towards our housing project that provides a safe and secure place for women.

### Indigenous Programming at Alpha House

Alpha House is at the forefront of incorporating cultural understanding into our work. Approximately 50% of the people we serve are Indigenous and connecting with their culture can greatly contribute to their healing journey. There is a clear need for specialized services to aid Indigenous peoples as they work through the impact of colonization, cultural discrimination and intergenerational trauma on their lives.

Our Indigenous focused programming is crucial to assisting and supporting our clients and ensuring that they and their culture are represented and consulted in their individual healing processes. Some of the ways we incorporate Indigenous programming into our work is through smudges, sweat lodge ceremony, and pipe ceremony, talking circles, seasonal camps, round dances, drumming and art.

Financial donations support our individual program needs such as supplies, education and transportation.