

Ginny Gemmell

From: Anne Marie Thornton <annemarie.thornton@cmha.bc.ca>
Sent: Tuesday, December 13, 2022 10:32 AM
To: Mayor; Council
Subject: Coldest Night of the Year 2023
Attachments: cnoy_charitybrochure_cmhacvb2023_en.pdf; cnoy_sponsorship_2023_duncan-updatedDec2.pdf

Good morning, I am reaching out to you as we are beginning the planning for this year's Coldest Night of the Year event.

On February 25th, folks in Duncan will join thousands of others in 170+ cities across Canada in The Coldest Night of the Year (CNOY) - a family friendly, winter walk in support of people experiencing hunger, hurt, and homelessness in the Cowichan Valley. Two walks will be available to choose from – a 2km or a 5km walk. The event begins at 4pm at the Cowichan Community Center and ends there at approximately 7pm. Having the event outdoors makes it easy to make small adjustments to COVID restrictions and, if necessary, we are ready to adapt to a 100% virtual event.

CNOY is something special - it's fun, meaningful, and a little challenging. CMHA Cowichan Valley Branch is also something special, and our work and service in the community are essential. We hope to build on the momentum of last year's successful event in which we had 67 teams with 495 walkers raising over \$90,000. We anticipate new groups and participants in 2023.

The event is organized in partnership with the Blue Sea Foundation (another charity). **Funds raised in Duncan will go to CMHA Cowichan Valley to create a safe space and programs for homeless youth.**

We are seeking team captains, walkers, volunteers and event sponsors. We welcome corporate and business teams, faith groups, community groups, sports teams, family & friends groups, schools and any other groups willing to walk to raise money.

I have attached brochures with details about participating and sponsoring. We encourage teams to challenge others in the community to participate and fundraise. Our CNOY goal for 2023 is to raise over \$100,000 to support vulnerable youth in the Cowichan Valley.

I hope both Duncan and North Cowichan Mayors and Councils will consider getting involved this year. If you would like more information, please visit: www.cnoy.org/location/duncan or reach out to me directly.

Thank you for your consideration.

Anne Marie

Anne Marie Thornton, Manager (she/her)
Community Engagement and Fund Development
CMHA-Cowichan Valley Branch

My work hours:

Monday: 10:00am - 5:30pm

Tuesday: 10:00am - 5:30pm

Wednesday: 10:00am - 5:30pm

Thursday: 10:00am - 5:30pm

Did you know that you can turn your one time donation into a monthly donation? Visit the [Donate](#) sections of our website for details.

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Duncan, BC

V9L 2R1

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Email: annemarie.thornton@cmha.bc.ca

Facebook: [@CMHACV](https://www.facebook.com/CMHACV)

Twitter: [@CMHACowichanVal](https://twitter.com/CMHACowichanVal)

Instagram: [@cmhacowichanvalleybranch](https://www.instagram.com/cmhacowichanvalleybranch)

Tel: 250.597.1372 ext 113

Fax: 250.746.0844

Cel: 250.709.1855

Living, walking and working together, from a place of honour, gratitude and respect on the traditional territory of the Khowutzun people.



Canadian Mental
Health Association
Cowichan Valley
Mental health for all



CMHA-Cowichan Valley is an accredited organisation through Imagine Canada's Standards Program,



it's cold out there
cnoy.org



**Canadian Mental
Health Association**
Cowichan Valley



It's cold out there.

On February 25, CMHA Cowichan Valley Branch is hosting the Coldest Night of the Year, a 2 & 5 km winterrific walk hosted in 170+ cities across Canada in support of our work in **Duncan** with people experiencing homelessness, hurt, and hunger.

- **GOAL:** With your help, our goal is to raise **\$100,000** by February 25, 2023!
- **HOW:** To accomplish our goal, we're looking for **50** team captains (of all shapes, sizes and ages) who will recruit 7-8 friends to their team, with a goal of raising \$2000 per team. Of course, we're also looking for a whole pile of walkers to join each of our teams and help us raise the funds.
- **TOQUE BONUS:** Every walker who raises either \$75 (youth 17 and under) or \$150 (for adults) gets our famous Coldest Night toque as thanks for being amazing fundraisers.

contact

If you have any questions or need promotional materials please contact us below:

Director: Anne Marie Thornton

Phone: 250.709.1855

annemarie.thornton@cmha.bc.ca

* get started

HOW TO CAPTAIN A TEAM FOR CMHA COWICHAN VALLEY BRANCH

Once you've registered, your team and name will show up on the Scoreboard and on our location page too! (Note: it takes 5-10 minutes to appear.)

- Visit cnoy.org and click the big **REGISTER** button
- Create your new account (or sign in to your account from last year)
- Select the **LOCATION** where you'll be walking and continue
- Click to accept the **WAIVER** and continue
- Under **REGISTRATION TYPE**, click **CREATE A TEAM**
 - Name your team (and write a brief description)
 - Accept or increase your fundraising goal (this can be edited later!)

Once you've registered, your team will show up on our CHARITY PAGE, which is:

cnoy.org/duncan

You can begin recruiting team members and raising funds immediately!

HOW TO JOIN A TEAM FOR CMHA COWICHAN VALLEY BRANCH

If you would like to walk with us but don't want to start a team, please join our general team called **CMHACVB General Team**:

- Visit cnoy.org and click the big **REGISTER** button
- Create your new account (or sign in to your account from last year)
- Select the **LOCATION** where you'll be walking and continue
- Click to accept the **WAIVER** and continue
- Click **JOIN A TEAM** (or register individually if you wish and join a team later)
- Search for your **TEAM** by name or captain name
 - Select that team from the list and proceed to complete registration

an event by blue sea
blueseafoundation.org
helping charities thrive

blueseas
FOUNDATION



coldest
*night
OF THE YEAR

it's cold out there
cnoy.org

CNOY Walkers
and volunteers are
70% more likely
to support a
CNOY Sponsor

sponsorship package

february 25, 2023

The **Coldest Night of the Year** is a winterrific family-friendly walk to raise money for local charities serving people experiencing hurt, hunger, and homelessness. This year, CMHA Cowichan Valley Branch is hosting an **in-person** event with fantastic community sponsorship opportunities!



blueseas
FOUNDATION

Blue Sea Foundation
260-659 King St. East,
Kitchener, ON, N2G 2M4
Phone 1.877.743.3413
Web blueseafoundation.org



Canadian Mental
Health Association
Cowichan Valley

To find out more about our event, please visit
cnoy.org/duncan



About CMHA Cowichan Valley Branch

We dream of creating a safe space for street entrenched youth.

The Cowichan Valley has an estimated 300+ individuals that are unhoused, precariously housed (couch surfing) and increasingly, living in vehicles. As housing becomes more scarce and less affordable, these numbers are increasing. Many of those individuals are youth. At a time in their lives when they need stability, direction, and support, they have none. Some have aged out of care, left unhealthy family situations, some have disabilities, and many have trauma we can't imagine. Some turn to substances to ease the pain.



How can we help?

We can start by providing a safe place for youth to drop in. We can start by listening while we provide the basics such as a warm meal, medical attention, a warm shower and some clean clothes. We can learn about what they need and direct them to other resources in the community. In a perfect world, we could provide shelter or at the very least a referral to shelter. We can provide the vital connection needed to change the course of their lives.



Funds raised from CNOY will be held in a capital account for CMHA Cowichan Valley Branch to create a safe space and programs for homeless youth in the Cowichan Valley.

ONE OF CANADA'S *fastest-growing peer-to-peer events!*

▶▶▶▶▶ **9 out of 10**
participants recommend CNOY

RANKED AMONG THE **TOP 5** Fundraising Events
in Canada



Become a Sponsor!

Sponsorship in the Coldest Night of the Year is a unique opportunity for businesses to reach a wider audience while aligning with a charity dedicated to supporting your community. CMHA Cowichan Valley Branch relies on businesses like yours to continue our work. Consider a sponsorship today to bring hope to our city.

Lead Sponsor in Cowichan - \$5000 (one available)

- Opportunity for opening remarks at the event
- Recognition as Lead Sponsor during opening ceremonies
- Recognition as Lead sponsor on participant + team pages, website, emails, and social media
- Invitation to attend and speak at launch party (where applicable)
- Logo on Power Point displayed on CNOY Day (where applicable)
- Invitation to host/have signage at CNOY Toque Pick Up (where applicable)
- Option for CNOY Day booth or display
- Option to add a "Proud Sponsor of CNOY" badge to company emails, website, and social media
- Key volunteer roles set aside (where applicable)

Supporting Sponsor - \$2000 (one available)

- Recognition during opening ceremonies, on participant + team pages, website, emails, and social media
- Invitation to attend and speak at launch party (where applicable)
- Logo on Power Point displayed on CNOY Day (where applicable)
- Option for CNOY Day booth or display
- Clickable logo on team and participant pages (seen by all participants and donors – 4X the reach of a physical route sign!)
- Key volunteer roles set aside (where applicable)

Rest Stop Sponsor — \$1000 (two available) ~~SOLD~~

- Recognition on participant + team pages, web, emails, and social media
- Logo on PowerPoint displayed on CNOY Day (where applicable)
- Your name and logo displayed at the Rest Stop
- Option for CNOY Day booth or display at the Rest Stop
- Clickable logo on team and participant pages (seen by all participants and donors – 4X the reach of a physical route sign!)
- Rest Stop volunteer roles set aside

Route Sponsor - \$500 (five available)

- Recognition on participant + team pages, emails, web, and social media
- Logo on PowerPoint displayed on CNOY Day
- Clickable logo on team and participant pages (seen by all participants and donors – 4X the reach of a physical route sign!)
- Your name and logo displayed along the route

Don't see what you're looking for?
Talk to us! We can work with you to create your own customized sponsorship opportunity.

////////////////// IN 2022 //////////////////////

over **31,000** walkers
and **127,000+** donors
in over **165** locations

(from Newfoundland to Yellowknife to Vancouver Island)

..... helped raise over

\$11.8 million

Did you know?
CNOY Walkers
and volunteers are
70% more likely
to support a
CNOY Sponsor

facts + stats

- 494 walkers from 66 teams participated in the Cowichan Valley's #CNOY22
- Last year, we raised over \$92,000 to support homeless youth in the Cowichan Valley
- Across Canada, over 180 communities are involved with the Coldest Night of the Year
- Average age is 39
- Half of all participants walk 5 kms

To become a Coldest Night of the Year sponsor, please contact:
Anne Marie Thornton, Manager of Community Engagement & Fund Development
Phone: 250.709.1855
Email: Annemarie.Thornton@cmha.bc.ca

Next Steps

1. Confirm Your Sponsorship Level

Please call or email your CNOY sponsorship representative to discuss your sponsorship type and financial level (see contact area above for more info).

2. Email Logo

Please email your CNOY sponsorship rep a high quality copy of your corporate logo. Your logo will appear on your local CNOY location's page, usually within a day or so. (Visit cnoy.org/locations/duncan to view your local page).

3. Make a Payment

Once you have confirmed your sponsorship type and amount with your rep, you will receive an invoice directly from Blue Sea Foundation (the charity who operates CNOY). From there, you can quickly and securely pay your invoice online via **Credit Card**.

Note: We also accept cheques (allow 1-4 weeks for processing). Please make payable to "Coldest Night of the Year", and mail directly to Blue Sea Foundation, 260-659 King St. East, Kitchener, ON, Canada, N2G 2M4.



Blue Sea Foundation is a registered Canadian charity (819882655 RR0001) that exists to help other charities thrive financially by providing easy access to profitable turn-key fundraising events and services, like the **Ride for Refuge**, the **Coldest Night of the Year**, and **The Grand Parade**.

