



Shelter Her Campaign:

Sponsorship Package

Supporting Safe Futures for
Women and Children in Halton

*Welcome to our newly rebranded **Shelter Her** campaign, building on the legacy of our **Safe Shelter** initiative. This year, we are focusing on enhancing the bedrooms in our shelters, ensuring they become even more personalized safe spaces where women and children can experience the comfort and peace that a bedroom should bring.*



Campaign Overview

The Shelter Her Campaign is an initiative by Halton Women's Place to partner with community businesses, organizations and families to sponsor a room in one of our two shelters. This year, the focus is to sponsor the 27 bedrooms at Halton Women's Place. This bedroom sponsorship of \$10,000 provides essential support to women and children escaping violence, offering them a safe space to rebuild their lives.

Your sponsorship isn't just about funding a room; it's about providing a sanctuary—a sacred space where women and children can rest their heads at the end of a hard day, find safety, and begin to heal with dignity and peace.



Sponsorship Opportunities

Bedroom Sponsorships:

Cost: \$10,000 per bedroom, per year

By sponsoring a bedroom, you're providing more than just a room—you're creating a sanctuary where women and children can find peace after escaping violence. This is where they'll lay their heads at night, feeling safe and protected, often for the first time in a long while. Your sponsorship helps transform this space into a haven of comfort and security, filled with warmth, care, and the promise of a fresh start.



Additional Sponsorship Opportunities

In addition to sponsoring our bedrooms, you can support the creation and maintenance of other essential spaces that provide comfort, security, and healing for our residents. These spaces include the kitchen, children's playroom, wellness room, and more.

Kitchen:

Cost: \$20,000, per year

Children's Playroom:

Cost: \$12,500, per year

Teen Rooms:

Cost: \$10,000, per year

Wellness Room:

Cost: \$12,500, per year

Counseling Office:

Cost: \$12,500, per year

These spaces are critical to ensuring a holistic approach to healing and empowerment, providing every resident with the care and support they deserve.

Sponsorship Perks

When you choose to support Halton Women's Place, your impact goes beyond financial contribution—it's a powerful statement of solidarity and care. As a sponsor, we want to ensure that your commitment is recognized and celebrated, both within our shelter and out in the community. Here are some of the ways we show our appreciation for your vital role in creating safe spaces for women and children:

Decal Display:

Customized decals for the sponsor's storefront, vehicle, or website to highlight their support.

Online and Social Media Visibility: Recognition on the Halton Women's Place website and social media platforms.

Plaque Recognition:

A plaque displayed in the sponsored room and at the sponsor's place of business.



How Your Sponsorship Transforms Lives

Your sponsorship of **\$10,000** plays a crucial role in providing a safe, supportive environment for women and children escaping violence. **Here's how your contribution directly impacts our shelter operations:**

Shelter Maintenance and Room Enhancements

- Your support keeps each room safe, comfortable, and trauma-informed, with fresh linens, essential amenities, and necessary upgrades like furniture and fixtures. By providing these items, we restore dignity and privacy to every resident, making their stay as supportive as possible.

Security Enhancements and Ongoing Upkeep

- Your contribution strengthens shelter security, with improvements like new cameras, enhanced lighting, reinforced doors and windows, and ongoing upkeep of all systems, including accessible entrances, ensuring a safe environment for all.



How Your Sponsorship Transforms Lives

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Long-Term Sustainability

Building Renovations:

Your contributions fund crucial renovations that create an inclusive, accessible, and safe environment.

Energy Efficiency:

Your support ensures the sustainability and reliability of our shelters through energy-efficient upgrades like new windows and power generators.

Your sponsorship is a lifeline for women and children at their most vulnerable, helping us create and maintain safe spaces where they can heal, rebuild, and regain control of their lives. By lowering costs and allowing more resources to go toward essential services like meals, counseling, and wellness programs, your generosity makes a lasting impact. While each sponsorship plays a crucial role, it's through the collective support of our community that we're able to provide the comprehensive care and support every survivor deserves.

Together, we are transforming lives.



Benefits to Sponsors

As a sponsor, your brand will gain significant exposure through our social media, email newsletters, and community engagement, ensuring broad visibility and alignment with a meaningful cause. Our customized decals, displayed at your business, on vehicles, or your website, also highlight your commitment to corporate social responsibility. These decals not only showcase your support for Halton Women's Place but also spread awareness, allowing your impact to reach further into the community.

Social Media Exposure: Promoted across social media platforms.

-  **4,930 followers**
-  **3,100 followers**
-  **3,183 followers**
-  **1,265 followers**

Email Newsletter Features: Featured in emails reaching 3,993 subscribers, ensuring broad community awareness.

Corporate Social Responsibility: Align your brand with a mission-driven organization that promotes safety and empowerment for women and children in the local community.



Promotional Strategy

We've crafted our promotional strategy to showcase your brand in a way that maximizes both visibility and impact. By tapping into a variety of marketing channels, we'll highlight your sponsorship in ways that deeply connect with the business community and the public alike. Here's how we'll spread the word about your support.

LinkedIn: Focus on showcasing corporate sponsors and fostering business-to-business relationships.

Instagram & Facebook: Use visual storytelling to highlight the impact of donations and promote community engagement.

Email Marketing: Develop targeted email campaigns that feature sponsors and emphasize their contributions.



Promotional Strategy

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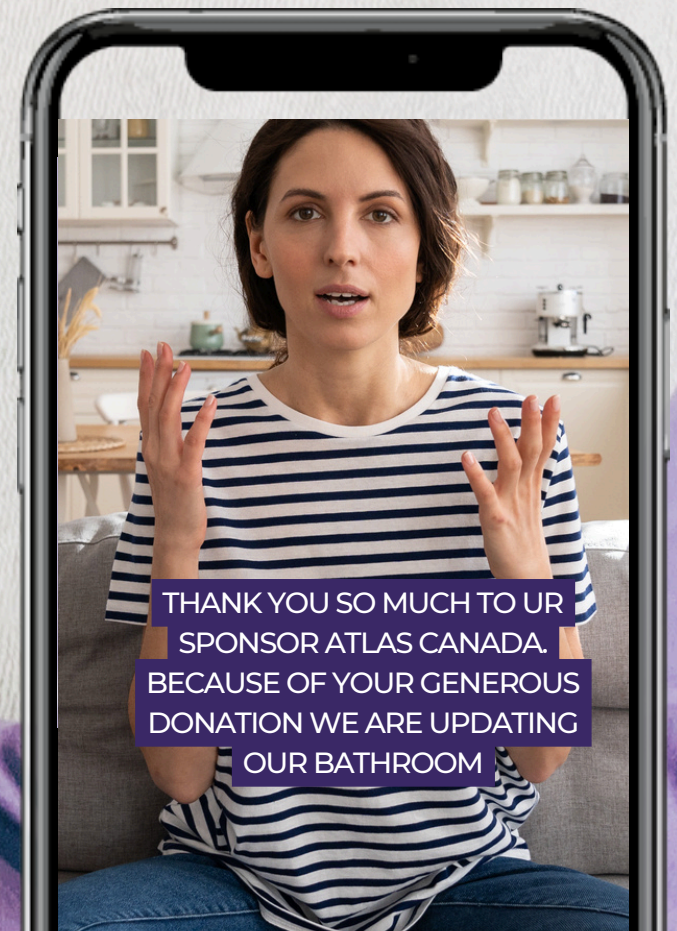
SAMPLE CONTENT:

Sponsor Spotlights:

Share success stories and testimonials from sponsors, emphasizing their role in supporting the shelter and the community.

Sponsor Thank You Video:

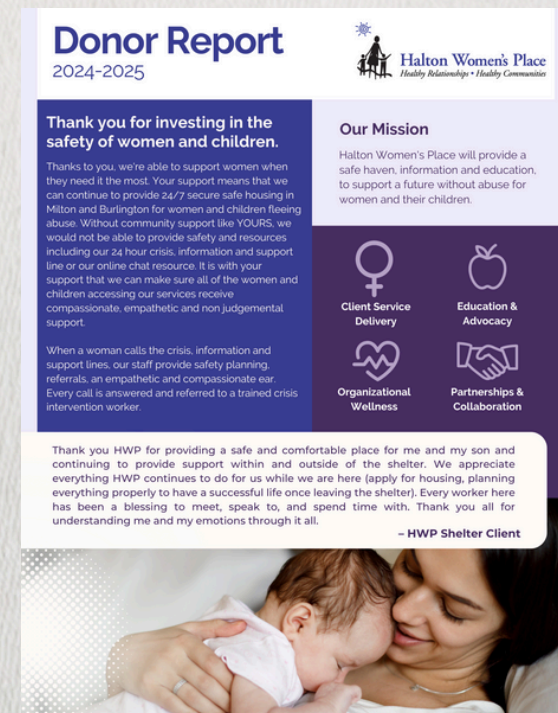
Heartfelt messages from our team about the women we serve, thanking Sponsor for their incredible support.



Success Metrics:

We value your investment in the safety and well-being of women and children. To show the impact of your support, we commit to:

- **Tracking Sponsorship Impact:** We'll share the number of bedrooms and spaces your sponsorship supports, highlighting its direct effect on residents' safety and comfort.
- **Social Media Visibility:** Your brand will be promoted across our platforms, and we'll provide engagement metrics to show the reach of your sponsorship.
- **Regular Impact Reports:** Receive updates with stories of transformation and detailed outcomes, demonstrating the difference your support makes.



Together, we can transform lives
and build a community where
every woman and child is safe,
supported, and empowered.

We invite you to join us in making a lasting difference.
Become a **Shelter Her** sponsor today and be a beacon
of hope for women and children in need.

For more information please
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