

Reflections

co-presented by



Fairmont Pacific Rim • Thursday May 12, 2022

Looking Glass Foundation for Eating Disorders

Partnership Opportunities

An Evening You Won't Want to Miss

We are delighted to invite your business to join us in commemorating the Looking Glass Foundation for Eating Disorders' 20th anniversary. A milestone worth celebrating!

The Looking Glass Foundation (LGF) was established in 2002 by families seeking care for their loved ones, who were suffering from life-threatening eating disorders. Thanks to the commitment, courage, and dedication of these founding families, and many others who came on board to support, the organization has become an important contributor to the continuum of care for those struggling with eating disorders.

At this year's **Reflections Gala** we will come together, in person, to reflect on the community's accomplishments and celebrate the road ahead.

On **May 12, 2022**, we will host approximately 350 guests at the stunning Fairmont Pacific Rim, for what is promised to be an inspiring and memorable event.

Here are a few highlights that you and your guests can look forward to:



- ◆ Intimate and beautiful setting in the Sapphire Ballroom
- ◆ Champagne Reception
- ◆ Gourmet 3-course meal
- ◆ Dancing with live entertainment provided by the well-sought out event performers: Side One Band
- ◆ Coveted silent and live auction items and experiences
- ◆ Evening Emcee, "Man About Town," Fred Lee
- ◆ Impactful stories

In 2020 we sadly had to cancel our annual gala due to COVID-19, and in 2021 we embarked on a new adventure hosting our first-ever at-home Reflections gala. We were overwhelmed by the support we received. Because of partners like you, we were able to raise significant funds to support those struggling with eating disorders. We are excited to share that this year our fundraising goals are even more ambitious. Together, we can continue to enhance our impact and increase our reach.

Champion Support for Mental Illness

Best known for opening Canada's first residential treatment facility for youth with eating disorders, LGF has evolved to offer several unique outreach and support programs that help people who are affected by this mental illness. Our programs and services are developed and constantly informed by those who struggle and those who support them.

Eating disorders are serious, complex, life-threatening mental illnesses that affect people of all genders, sexual orientations, ages, socioeconomic class, abilities, races, and ethnic backgrounds, with marginalized communities having higher incidence and less support.

By innovating new approaches to programming we will fill gaps in existing services and create meaningful pathways between treatment options – so ALL those affected by eating disorders are never entirely without support.



80% of our program participants have experienced barriers to care & 60% are currently not receiving clinical support



20% of our program participants identify as members of the LGBTQ2+ community



2.9 million Canadians are impacted by eating disorders



3rd most prevalent mental illness in Canada & 3rd most common chronic health condition among adolescents



Anorexia has the highest mortality rate of any mental illness

We know that navigating support and treatment options can be challenging and costly. Plus, lack of access to affordable services and real time support is prevalent. We offer accessible and volunteer-enabled virtual peer support programs to those struggling with an eating disorder.

Our Peer Support Programs are:

Confidential • Inclusive • Low Barrier • No Referral Needed • No Cost to Participants
Available for as long as Participant wishes • Ages 14+ • No Formal Diagnosis Required

Reflections Impact



How your investment can impact our programs

Hand in Hand • Volunteer mentors provide weekly, in person support to individuals of all genders who are struggling with disordered eating.

A \$10,000 investment will fund 5 mentoring matches per year

Personal Recovery Space • Volunteer mentors provide digital forum accessible 24/7, offering empathetic, flexible, and confidential support to individuals who are struggling with disordered eating.

A \$12,500 investment will fund 5 private forums on our new digital platform

Online Peer Support • Ten times per week, volunteer moderators facilitate online group support chats in real-time that are safe, confidential and motivational.

A \$20,000 investment will fund OPS weekly chats for an entire year

Alyssa's* Story

Alyssa* has been a Hand in Hand participant for over 2 years. Learn how Looking Glass has made a profound impact on her recovery journey.

"The dedication shown by the volunteers, as well as the flexibility of the program has been a huge benefit to me.

To be able to count on continued support for the duration of recovery – with the knowledge that it can be a process spanning several years- is unparalleled in any other experience I've had. For myself, a huge difference between peer support and clinical support is the relationship I've had with my volunteer, Carly*.

Time and time again Carly* has gone above and beyond what could ever have been asked or expected of her. She has provided comfort, compassion, and a sense of connection that has been both unique and unmatched with any other person in my life. She has endless patience and has only ever shown me kindness, even in moments where I felt completely undeserving of any.

As I move through recovery she has been my tireless champion: celebrating my accomplishments and helping me push forward through my setbacks. I can truly say that I would not be where I am today without Carly's* continued and unfaltering support.

The Looking Glass helps break through that sense of isolation, and provides services that remind people like myself that we are not broken, we are not damaged, and that we are not alone."

*Name Change

Recovery is Possible. Join us by becoming a Reflections Partner

As a company who believes in supporting community, your commitment to giving back aligns with the mission and work of Looking Glass Foundation for Eating Disorders.

Our organization's aim is to decrease isolation, instill hope, and sustain recovery for individuals who are impacted by eating disorders. Today, we invite you to join us in the fight against eating disorders, while sharing the message that recovery is possible.

We welcome the opportunity to discuss customized benefits, as well as multi-year partnership commitments, as we lead into celebrating our 20th Anniversary in 2022.

- ◆ **Presenting** – \$20,000 (SOLD)
- ◆ **Auction** – \$12,500 (SOLD)
- ◆ **Diamond** – \$10,000 (4 Available w Exclusive Recognition)
 - Impact
 - Raffle (SOLD)
 - Entertainment
 - Champagne Reception (SOLD)
- ◆ **Ruby** – \$7,500 (Unlimited)
- ◆ **Emerald** – \$5,000 (Unlimited)
- ◆ **Sapphire** – \$2,500 (Unlimited)
- In-Kind**

All Gala Partners receive a commensurate level of benefits before, during, and following the Gala – including special guest seating, and recognition in print, AV and digital communication and promotion.

Previous Gala Partners

BentallGreenOak 

 LAWSON
LUNDELL

 KPMG

CapriCMW 

Cliffe
Tobias | BARRISTERS
& SOLICITORS

Deloitte.

eko

TECHNO
EVENTS

Blakes
LAWYERS

Global
BC 

Global News  RADIO
980 CKNW

 Johnston
group

 AIR CANADA
FOUNDATION

RECOGNITION & BENEFITS

Presenting

\$12,500

\$10,000

\$7,500

\$5,000

\$2,500

PRE-GALA

Logo/name integrated into event logo/title as "Reflections presented by xxx"	✓					
Exclusive profile blog	✓					
Logo (with link) on all promotional digital and print materials including: announcements, invitations, event newsletter, event letterhead, etc.	Large	Medium	Medium	Small	Small	Name only
Logo inclusion on online auction platform	Large	Medium	Medium	Small	Small	Name only
Logo (with link) on Gala website page partner list	Large	Medium	Medium	Small	Small	Name only
Announcement of partnership on our social media platforms, with custom partner graphic	✓	✓	✓	✓	✓	✓

GALA EVENING

Access to exclusive high-tier event tickets (10 tickets = 1 table)	20 tickets	10 tickets	8 tickets	6 tickets	4 tickets	2 tickets
Opportunity for partner rep to provide 'Welcoming' remarks on the main stage	✓					
Opportunity to contribute a logo'd guest experience item	✓					
A photo with co-emcees that will be shared on LGF social media	✓					
Table signage with logo	✓	✓	✓	✓	✓	
Company advertisement in event program	Full Page	1/2 Page	1/2 Page	1/4 Page	1/4 Page	
Logo in Gala program on partner page	Large	Medium	Medium	Small	Small	Name only
Logo on event signage at venue	Large	Medium	Medium	Small	Small	Name only
Special mention by Emcee	✓	✓	✓	✓	✓	✓
Logo on multimedia presentation	✓	✓	✓	✓	✓	✓
Mention/tag in social media activity during the event	✓	✓	✓	✓	✓	✓

RECOGNITION & BENEFITS

Presenting

\$12,500

\$10,000

\$7,500

\$5,000

\$2,500

POST-GALA

Exclusive integrated event logo on event website banner	✓					
Formal cheque presentation	✓					
Logo recognition in post-event newspaper ad (TBD)	Large	Medium	Medium			
Logo in post-Gala e-Newsletter	Large	Medium	Medium	Small	Small	Name only
Logo rotating on LGF website homepage	✓	✓	✓	✓	✓	✓
Provision of custom, digital, post-event thank you package that can be shared with employees, or featured in corporate newsletters and communications, etc.	✓	✓	✓	✓	✓	✓
Mention/tag in post Gala recap on social media channels	✓	✓	✓	✓	✓	✓

INTANGIBLE, VALUE-ADDING ASSETS

Opportunity for company leader to provide quote for use on our social media channels to show your support of Looking Glass (*written by partner)	✓					
Opportunity to engage online with access to our personalized corporate social media kits	✓	✓	✓	✓	✓	✓
Association with our influential community partners	✓	✓	✓	✓	✓	✓
Recognition as a donor to Looking Glass Foundation for Eating Disorders	✓	✓	✓	✓	✓	✓
Use of our LGF logo	✓	✓	✓	✓	✓	✓
Opportunity for a company Lunch & Learn, led by a Looking Glass expert	✓	✓	✓	✓	✓	✓



SPECIAL RECOGNITION

AUCTION - SOLD!

- ◆ Prominent logo placement and recognition on digital auction website, sent directly to 4000+ LGF supporters, and advertised to the public pre-event
- ◆ Logo on all Live Auction multi-media slides during event
- ◆ Logo on Live Auction promotion page in event program
- ◆ Logo included when promoting auction in any other relevant digital and print assets

IMPACT

- ◆ Prominent logo placement and recognition on digital fundraising website, sent directly to 4000+ LGF supporters, and advertised to the public pre-event
- ◆ Logo on Impact page in event program
- ◆ Logo displayed in bottom corner of impact video played at event before Gift of Hope (TBD) or Special thank you given by guest speaker before Gift of Hope (TBD)

RAFFLE - SOLD!

- ◆ Logo on Raffle table signage
- ◆ Logo on Raffle promotion page in event program
- ◆ Company name included when promoting raffle in any other relevant digital and print assets
- ◆ Opportunity to draw winning raffle ticket on stage

ENTERTAINMENT

- ◆ Company name included when promoting Entertainment in all digital and print assets
- ◆ Special mention by Entertainment

CHAMPAGNE RECEPTION - SOLD!

- ◆ Company name included when promoting Champagne Reception in digital and print assets
- ◆ Logo on cards featured on passed canape trays
- ◆ Opportunity to include a logo'd cocktail napkin or other appropriate item



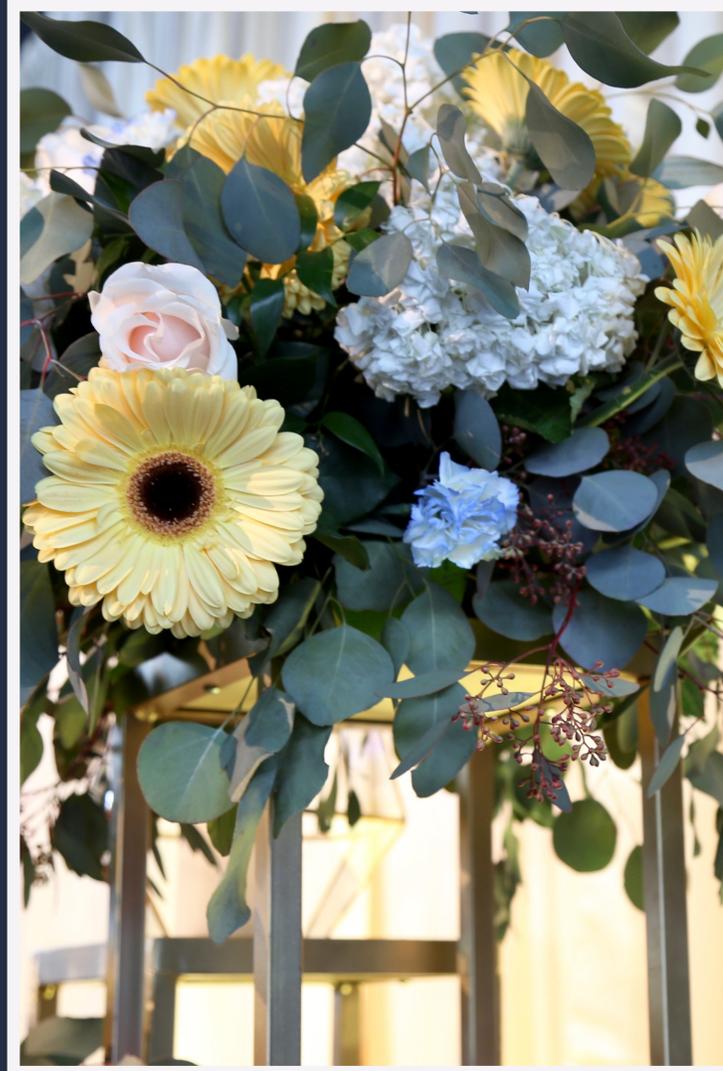
THANK YOU FOR
SUPPORTING

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WE LOOK
FORWARD TO
PARTNERING
WITH YOU!



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