



# Reflections

co-presented by



## Looking Glass Foundation for Eating Disorders

Fairmont Pacific Rim • Thursday May 4, 2023

## Partnership Opportunities

# An Evening You Won't Want to Miss



**We are delighted to invite you to join us in commemorating the annual fundraising gala for Looking Glass Foundation for Eating Disorders: Reflections, presented by Ledcor & PCI Developments.**

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.

In 2022 we hosted our first in-person gala since the pandemic. The evening was electric, and we were overwhelmed by the support we received. For 2023 our fundraising goals are even more ambitious. We hope you will join us!

At this year's **Reflections Gala** we will come together to raise \$500,000 for our unique and critical eating disorder programs and services. With your help we can continue to offer accessible support where none is available.

On **May 4, 2023**, 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
- ◆ Coveted silent and live auction items & experiences
- ◆ Evening Emcee, “Man About Town” Fred Lee
- ◆ Impactful stories

# 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.**



**82% of our program participants have experienced barriers to care & 69% are currently not receiving clinical support**



**28% 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**



## Taking a Stand Against Stereotypes

Eating disorders do not discriminate and they do not have a 'look'. Despite this eating disorder truth, misconceptions about who is affected by eating disorders are plentiful and harmful. They exist within individual and community discourse, as well as in the healthcare environment, which can impact the diagnoses, support options and access to treatment for those who don't fit the stereotype.

As an eating disorder Foundation, it's important for us to speak up against stereotypes to ensure that support is available for people of all different lived experiences and backgrounds.

## Max's Story

I struggled for years to identify my own disordered eating because the resources I sought out didn't reflect my experience as a male. I knew something was wrong, but I couldn't put a name on it; I convinced myself that my problem wasn't worthy of professional attention.

I know first-hand the struggles that many men face in identifying disordered eating and seeking support. I also know first-hand that recovery is possible. I am proud that the Looking Glass Foundation has opened its eyes to the many diverse presentations of disordered eating and offers inclusive support for those in need. - Max\*, LGF Community Member

\*Name has been changed

# 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.

- ◆ **Presenting** --- \$25,000 (SOLD)
- ◆ **Diamond** --- \$10,000 (Exclusive Recognition)
  - Auction (SOLD)
  - Champagne (SOLD)
  - Entertainment
  - Raffle (SOLD)
  - Speaker
- ◆ **Ruby** --- \$7,500 (Exclusive Recognition)
  - Photobooth
  - Volunteer
- ◆ **Emerald** --- \$5,000
- ◆ **Sapphire** --- \$2,500
- ◆ **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



# RECOGNITION & BENEFITS

Presenting  
SOLD

\$10,000

\$7,500

\$5,000

\$2,500

## PRE-GALA

Logo/name integrated into event logo/title as "Reflections presented by xxx"



Logo (with link) on all promotional digital and print materials



Logo (with link) on Reflections webpage

Large

Medium

Medium

Small

Name only

Logo inclusion on fundraising platform (ie. Givergy)

Large

Medium

Medium

Small

Name only

Announcement of partnership on our social media platforms



## GALA EVENING

Access to exclusive high-tier event tickets (10 tickets = 1 table)

20 tickets

10 tickets

6 tickets

4 tickets

2 tickets

Opportunity for partner rep to provide 'Welcoming' remarks on the main stage



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

Logo in Gala program on partner page

Large

Medium

Medium

Small

Name only

Logo on event signage at venue

Large

Medium

Medium

Small

Name only

Special mention by Emcee



Logo on multimedia presentation



Mention/tag in social media activity during the event



# RECOGNITION & BENEFITS

Presenting  
SOLD

\$10,000

\$7,500

\$5,000

\$2,500

## POST-GALA

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

## INTANGIBLE, VALUE-ADDING ASSETS

Opportunity for a company Lunch & Learn, led by a Looking Glass expert	✓				
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	✓	✓	✓	✓	✓





# SPECIAL RECOGNITION

## AUCTION (SOLD)

- ◆ Special mention by Emcee when announcing Live Auction
- ◆ 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
- ◆ Name on Live Auction promotion page in event program “Live Auction presented by XX”
- ◆ Name included when promoting Auction in relevant digital and print assets

## CHAMPAGNE RECEPTION (SOLD)

- ◆ Logo on cards featured on passed canape trays
- ◆ Logo'd cocktail napkins (approx. 500 napkins)
- ◆ Company name included when promoting Champagne Reception in digital and print assets
- ◆ Logo and name on bar signage

## ENTERTAINMENT

- ◆ Special mention by Emcee when announcing Entertainment
- ◆ Opportunity to introduce Entertainment on stage
- ◆ Special thank you by Entertainment
- ◆ Name on Entertainment page in event program “Entertainment presented by XX”
- ◆ Company name included when promoting Entertainment in digital and print assets

## RAFFLE (SOLD)

- ◆ Special mention by Emcee when announcing Raffle
- ◆ Opportunity to draw winning Raffle ticket
- ◆ Logo on Raffle event signage
- ◆ Name on Raffle page in event program
- ◆ Name included when promoting Raffle in any other relevant digital & print assets

## SPEAKER

- ◆ Special mention by Emcee when announcing Gift of Hope
- ◆ Opportunity to introduce Speaker on stage
- ◆ Special thank you given by guest speaker
- ◆ Opportunity to host Speaker(s) at your table
- ◆ Name on Gift of Hope page in event program “Gift of Hope presented by XX”

## PHOTOBOOTH

- ◆ Opportunity to have company representatives greeting guests and managing the photobooth activation
- ◆ Logo on Photobooth event signage
- ◆ Company logo on digital guest photos

## VOLUNTEER

- ◆ Special mention by Emcee when thanking Volunteers
- ◆ Logo on Volunteer wayfinding signage
- ◆ Logo on Volunteer name tags (approx. 60 volunteers)
- ◆ Company name included in all pre and post event related communication with volunteers





THANK YOU FOR  
SUPPORTING

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WE LOOK FORWARD TO PARTNERING  
WITH YOU!

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