



AMICA

HELPING HANDS CHARITY

Inspiring Conversations Gala

THURSDAY, NOVEMBER 14, 2024

THE OMNI KING EDWARD HOTEL

TORONTO



Planning is in full swing for our 2024
INSPIRING CONVERSATIONS GALA
where Amica partners, residents, and team members
will come together again in shared purpose to enjoy an
evening of great company and laughter. Don't miss this
wonderful opportunity to connect with like-minded
industry and community leaders while demonstrating
support for seniors who need it most.

This highly anticipated event will return to
the Omni King Edward Hotel in Toronto on
THURSDAY, NOVEMBER 14, 2024.

HELPING ALL SENIORS THRIVE

In 2003, the Amica Helping Hands Charity was established as a registered charity, to support Canadian seniors in need by providing them with the goods and services they need to flourish.

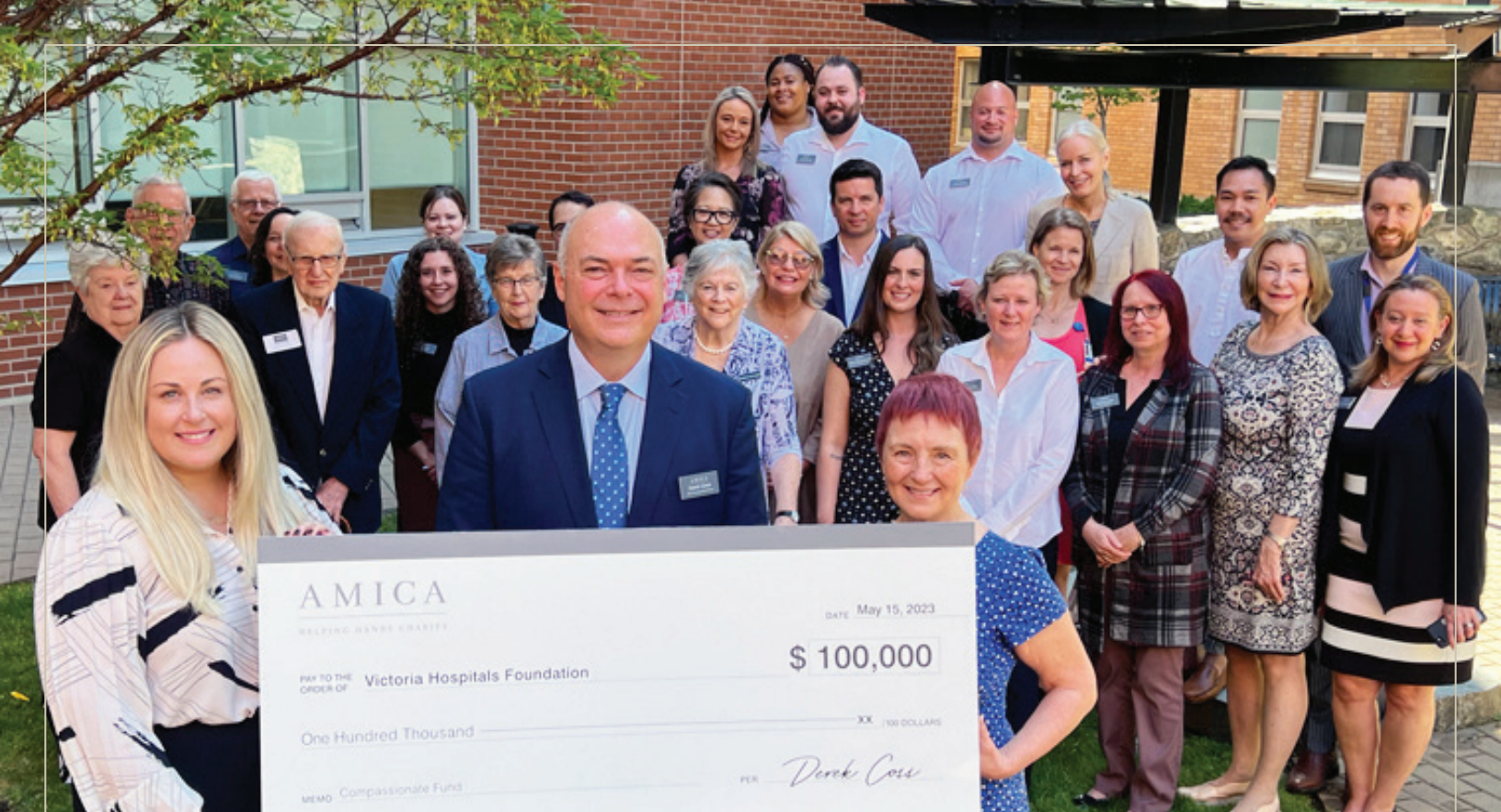
DELIVERING HOLIDAY COMFORT

We gratefully accept donations year-round, providing a direct, visible impact to seniors in need. Come the holidays each year, Amica residents and team members fill baskets with comfort items such as non-perishable foods, blankets, gift certificates for local grocery stores and pharmacies, and hand-knit items created by the residents themselves. This year, with your help, 2,800 baskets will be distributed to marginalized seniors. Our grassroots charity is an important part of our cultural DNA.

“Please accept my deep respect and gratitude to you. I was so excited to open the beautiful holiday basket of endless delights. How amazing it was and continues to be! What touched me most was your tender compassion, caring and generosity of spirit that sent it to me. This is priceless and caused many humble and happy tears to flow.”

BASKET RECIPIENT





SUPPORTING NOT-FOR-PROFITS

The Amica Helping Hands Compassionate Fund supports the work of agencies and foundations across Canada that assist seniors in need. It allows organizations such as the William Osler Foundation in Ontario, Lions Gate Hospital Foundation and Victoria Hospital Foundation in British Columbia to help improve the quality of life for at-risk seniors and further extend the reach of the charity by:

- Expanding senior's health and wellness programs.
- Purchasing equipment and passenger vans for seniors' centres in disadvantaged neighbourhoods.

- Supporting hundreds of marginalized seniors in Canada in accessing:
 - assistance with laundry and household upkeep
 - grocery shopping
 - safety equipment
 - medical devices
 - emergency dental work
 - transportation to medical appointments
 - and so much more.

“The Amica Helping Hands Compassionate Fund is truly changing the way some of our senior community members receive all-encompassing care, within our hospitals and beyond.”

AVERY BROHMAN, CEO VICTORIA HOSPITAL FOUNDATION

SPONSORSHIP OPPORTUNITIES TO SUPPORT THE AMICA HELPING HANDS CHARITY IN 2024

The needs of seniors living with low incomes have been amplified by housing insecurity, unrelenting inflationary pressures and the lingering effects of a prolonged pandemic. Most of these seniors live in government housing and have complex medical conditions. **Now more than ever, they need our help.**

A tax-deductible, corporate donation to the Amica Helping Hands Charity allows your organization to make a direct, tangible difference in the life of a vulnerable senior today.

ENGAGEMENT AND RECOGNITION

As an event sponsor, you will experience an unforgettable evening of connection while demonstrating your meaningful support. Brand recognition at the event and through a variety of marketing communications channels will celebrate your generous commitment to the charity and the direct impact your kindness continues to make.

LIVE AUCTION DONATIONS

We gratefully accept donations of auction items, which help increase our impact while providing you with an enhanced opportunity to boost your recognition at the event. Both verbal recognition during the bidding process and honorable mentions in the event program are offered.





PRESENTING | \$50,000

RECOGNITION AT EVENT

- Designation as the event's Presenting Sponsor
- 8 Gala event tickets including seating with Amica Senior Lifestyles executives
- Premium table location
- Prominent logo placement on stage signage
- Logo featured on digital event signage and sponsor reel
- Full-page ad placement in the event program
- Recognition in the Chairman's opening remarks
- Exclusive opportunity to provide branded gifts to our 250 guests

POST EVENT

- Logo placement in a full-page print ad in prominent national publication
- Logo recognition on the charity's "Thank You" page including a hyperlink to your organization's website
- Social media recognition and more...



LEADING | \$25,000

RECOGNITION AT EVENT

- 6 Gala event tickets including seating with Amica Senior Lifestyles executives
- Premium table location
- Logo featured on the sponsor reel on stage and digital event signage
- Half-page ad and logo in the event program
- Recognition in the Chairman's opening remarks
- Designation as the Leading Sponsor of an onsite activation

POST EVENT

- Logo placement in a full-page print ad in prominent national publication
- Logo recognition on the charity's "Thank You" page including a hyperlink to your organization's website
- Social media recognition and more...



SUPPORTING \$10,000

RECOGNITION AT EVENT

- 4 Gala event tickets
- Logo featured on the sponsor reel on stage and digital signage
- Logo placement in the event program

POST EVENT

- Logo recognition on the charity's "Thank You" page
- Social media recognition and more...



CONTRIBUTING \$5,000

RECOGNITION AT EVENT

- 2 Gala event tickets
- Logo featured on the sponsor reel on stage and digital signage

POST EVENT

- Logo recognition on the charity's "Thank You" page
- Social media recognition and more...



TITLE SPONSORSHIP

Your unparalleled commitment to helping marginalized seniors will shine through **TITLE SPONSORSHIP**. If you are interested in becoming the Title Sponsor for the Amica Helping Hands Charity event, please contact us. We will work with you to create a customized package that offers the best value to your organization.

Donations of less than \$5,000 will receive a charitable tax receipt. Individual ticket opportunities will come available on a first come, first served basis. Tickets will be released closer to the event date.

Contact Aly Cormack at a.cormack@amica.ca or **416-522-0523** to book your sponsorship package today!

Thank you for considering a donation to the Amica Helping Hands Charity. Your gift will make a difference and warm the hearts of isolated seniors. To learn more please visit: amica.ca/helping-hands-charity.

AMICA | HELPING HANDS CHARITY