GLOWING HEARTS CHARITY

DISRUPTING THE CYCLE OF POVERTY

BACKPACKS FOR YOUTH SPONSOR LETTER

Greetings,

Did you know that children and youth represent over one-third (34.7%) of low-income persons in Simcoe County? There were 53,580 people living in low-income households in 2015, of whom 18,585 were children and youth.

Glowing Hearts Charity is a grassroots volunteer led organization that wants to assist low-income families that are facing financial burdens. All children and youth need the resources to learn and help build a better tomorrow.

One of the ways we will do this is to provide filled backpacks to children and youth in our community. We need your help financially to purchase the backpacks and school supplies. The support from our community is vital to making this a success.

Enclosed is our sponsorship package. Please take a moment to review and let us know how participating in our Backpacks for Youth initiative will meet your philanthropic and community outreach goals. Your support will help us create the people who will change the world - today and tomorrow.

We genuinely appreciate your consideration and look forward to championing learning in the children and youth of Simcoe County together.

Regards,

Sarah Fleming
President/Chair

Dayna Dunn
Public Relations Officer

SPONSORSHIP PACKAGE

GLOWING HEARTS CHARITY

DISRUPTING THE CYCLE OF POVERTY

Glowing Hearts Charity

In 2016, Frank Nelson's dream of providing necessities free of charge to low income families came true and Glowing Hearts Charity was born. What started as a simple concept: "give what you can and take what you need" has evolved over the years — so even though the donation centre has since closed, a great future lies ahead for the charity.

Today, as a grassroots, volunteer-driven organization; the Board wants to ensure that Frank's vision stays at the forefront by facilitating hope and help in our community. With a focus on reducing the many financial burdens that low-income families face, we are looking forward to continuing — and expanding — the Glowing Hearts Backpack Program by helping provide educational supplies for the children and youth in Simcoe County.

Backpack Program

Please join Glowing Hearts Charity in being champions of learning for the children and youth of Simcoe County.

150 backpacks (minimum) will be filled with essential school supplies and given to children and youth from low-income households.

Distribution of the backpacks are split into five academic divisions: Kindergarten (JK & SK), Primary (Grades 1-3), Junior (Grades 4-6), Intermediate (Grades 7-8), Secondary (Grades 9-12).

The average cost for a complete backpack ranges from $60.00 - $140.00 (dependant on academic division).

glowingheartscharity.org

@GlowingHeartsCharity

@glowingheartscharity

@glowingheartsc

Knowledge is power. Information is liberating. Education is the premise of progress, in every society, in every family.

– Kofi Annan –

BECOME A CHAMPION OF LEARNING

WHY BE A CHAMPION

Meet your philanthropic and community outreach goals by helping us provide filled backpacks to youth attending JK to Grade 12, whose families are facing financial hardship. Help us provide children and youth with some of the resources they need to learn and grow, so they can help build a better tomorrow.

HOW TO BE A CHAMPION

Choose a degree of sponsorship package:

- Financial sponsorship
- Adopt an academic level
- Adopt a grade(s)
- Adopt a student(s)
- Donate school supplies

To ensure your sponsorship meets your philanthropic and financial needs, a sponsorship opportunity can be personalized - let's talk. We promise that your investment will be used to champion those who need it the most.

CHAMPIONSHIP LEVELS/APPRECIATION

Value	President's Circle $1,500+	Scholar $1,000 – $1,499	Graduate $500 - $999	Honours $100 - $499
Social Media* Logo				✓
Social Media* Logo and Link	✓	✓	✓	
Website Logo				✓
Website Logo and Link	✓	✓	✓	
News Release Mention	✓	✓	✓	
Brochure/Business Card in Backpack	✓	✓		
Marketing Materials Logo	✓	✓		
Media Mention	✓			
Information Display at Pickup Station	✓			

* Facebook, Instagram, Twitter

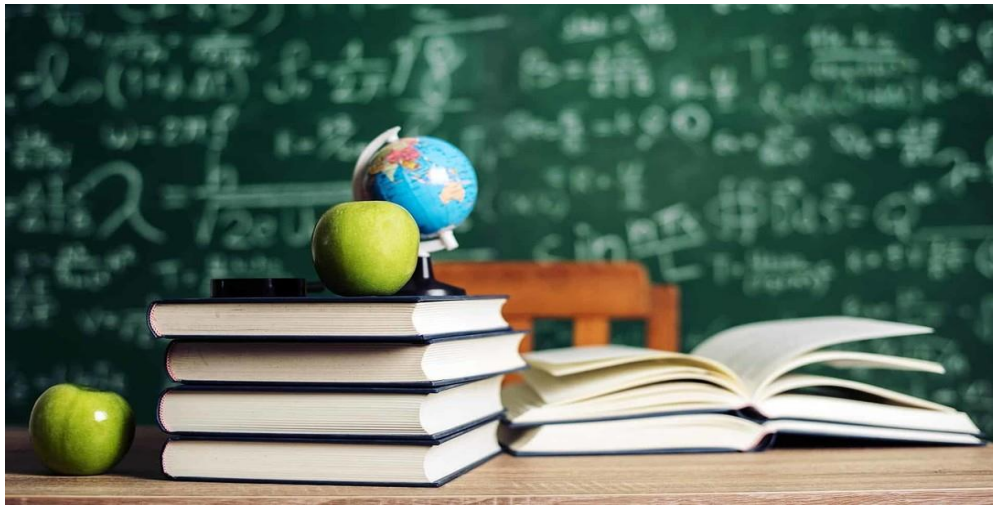
WISH LIST

School Supplies Needed	Kindergarten	Primary	Junior	Intermediate	Secondary
~~Backpack – large~~			X	X	X
~~Backpack – small~~	X	X			
Binder – 1”			X	X	X
Calculator – 8 digit		X	X		
Calculator – scientific				X	X
Crayons	X	X			
Dividers – 5 tab			X	X	X
Erasers	X	X	X	X	X
Geometry sets			X	X	X
Hand sanitizer	X	X	X	X	X
Hot lunch containers	X	X	X	X	X
Lunch bags/pails	X	X	X	X	X
Lunch containers	X	X	X	X	X
Markers		X	X	X	X
Notebook/Art Pad	X	X			
Notebook			X	X	X
Paper – lined			X	X	X
Pencil cases		X	X	X	X
Pencil crayons		X	X	X	X
Pencil sharpeners		X	X	X	X
Pencils	X	X	X	X	X
Report Covers		X	X	X	
Rulers – 30cm		X	X	X	X
Scissors		X	X	X	X
Water bottles	X	X	X	X	X

SIMCOE COUNTY STATISTICS (2016 CENSUS)

- 108,305 children and youth aged 0 to 19 years lived in Simcoe County.
- 16% of children in Simcoe County under the age of 5 were in low-income households.
- The percent of children under the age of 5 living in low-income households rose sharply from 12.1% in 2005 to 16% in 2015.
- 9,575 children and youth aged 6 to 17 years were in low-income households.
- In the City of Barrie, 1,710 children under 5 years of age were living in a low-income household (2.2% higher than the county average).
- In the City of Barrie, 3,335 children aged 6 to 17 years, were in low-income households (0.9% higher than county average).
- Among the 78,945 children aged 0 to 14 years, 20.4% were living with a single parent, and 12% were part of a stepfamily.
- Low-income household rate for children and youth was 13.7%, compared to 11.4% for the total population.
- Lone-parent family or stepfamilies increased to 34.6% among children aged 5 to 9 years.
- Lone-parent family or stepfamilies increased 39% among children 10 to 14 years.
- While children made up a smaller proportion of the low-income population, the incidence of living in a low-income household remained higher for children than the all-ages population in 2015.

Source: 2018 Child, Youth and Family Profile – Simcoe County



GLOWING HEARTS CHARITY

DISRUPTING THE CYCLE OF POVERTY

SPONSORSHIP AGREEMENT FORM

Thank you for supporting the Backpacks for Youth program and your dedication to championing learning in the children and youth of Simcoe County.

ORGANIZATION_____

CONTACT NAME_____ **TITLE**_____

ADDRESS_____

CITY_____ **PROVINCE**_____ **POSTAL CODE**_____

PHONE NO_____ **EMAIL** _____

WEBSITE _____

DEGREE OF SPONSORSHIP COMMITMENT **VALUE $**_____

☐ PRESIDENT'S CIRCLE ☐ SCHOLAR ☐ GRADUATE ☐ HONOURS

☐ PERSONALIZED _____

_____

FORM OF PAYMENT

☐ CASH ☐ CHEQUE ☐ ELECTRONIC FUNDS TRANSFER

make cheque payable to Glowing Hearts Charity

SEND PAYMENT AND COMPLETED AGREEMENT FORM TO:
Glowing Hearts Charity
23 Theresa St.
Barrie, ON L4M 1J5
or email info@glowingheartscharity.org

_____ _____ _____

PRINT NAME **SIGNATURE** **DATE**

TO RECEIVE MAXIMUM BENEFIT FOR YOUR SPONSORSHIP PLEASE RESPOND NO LATER THAN JUNE 30, 2021.