



COLDEST NIGHT OF THE YEAR

A fun, family-friendly, walk to raise money for people experiencing hunger, homelessness and hurt, who are served by YSM.

This year we are hosting an in-person event with fantastic Sponsorship Opportunities!

February 25, 2023



Sponsorship Opportunities



About Yonge Street Mission (YSM)

YSM believe each and every one of the 500,000 people experiencing poverty in Toronto has immense value.

At YSM we understand poverty. Since 1986 – Over 126 years! - we've been meeting the complex needs of people experiencing poverty.

YSM provides over 100 programs to help people overcome barriers on their journey out of poverty. With help from organizations like yours, we:

- Support **over 400** families weekly at our food bank
- Serve **80-100** street-involved youth hot healthy meals every day.
- Provide mental health support to **over 3000** clients per year
- Enroll **over 900** children/year in our computer lab, which equips them with the skills needed to succeed in school.



Please join us!



YSM
YONGE STREET MISSION

coldest
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OF THE YEAR

To find out more about YSM's programs and services, visit us at www.ysm.ca

Become a valued CNOY Sponsor!

Sponsorship Benefits:

- **Reach a wide audience**, via an engaging immersive event
- **Boost your brand**, as a partner of a reputable social services charity working to end poverty
- **Extended exposure** - 12 weeks compared to a 1-day event
- **Interact with & invest in your community**, through a unique, engrossing opportunity
- **Engage customers, the public and your staff!**



DID YOU HEAR?
CNOY walkers and
volunteers are
70% more likely
to support a
CNOY Sponsor!

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In 2022

- **Over 31,000 walkers** and **127,000+ donors** in over **165 locations** raised **\$11.8 million**

Facts & Stats

- **338 walkers** participated in YSM's Coldest Night of the Year, far above the national average of 188
- YSM **teams raised an average of \$3,200** above the national average of \$1,900/team
- YSM had **1,223 donors**, well more than the national average of 754 donors
- 165 charities participated, **YSM among the top 20 charities raising over \$139,000!**

LEADING SPONSOR - Value: \$5,000*

- Recognition as **Lead Sponsor** during opening ceremonies
- Recognition as **Lead sponsor** on participant + team pages, website, emails, and social media
- Logo included in presentation at CNOY event
- Invitation to host/have signage at CNOY Toque Pick Up
- Option for CNOY event product sampling booth or display
- Option to add a “Proud Sponsor of CNOY” badge to company emails, website, and social media
- Key volunteer roles set aside for your organization

**Sponsorship at this level entitles you to customized sponsor benefits, reflecting your specific needs*

Poverty Facts

- Poverty costs Ontario **between \$27.1-\$33 BILLION / year**
- Toronto is Canada’s child poverty capital with **more than 1.3 million children** living in poverty
- **500,000** Toronto residents struggle with poverty – **37%** are female single parents, **46%** are recent immigrants
- On average, a low income family has **<\$10 / day** for food & needs, after rent
- In Toronto, there are **2,000 homeless youth** / night on our streets
- Subsidized housing applicants can expect to **wait 7-12 years** in Toronto.
- **Over 110,000 households** on the waitlist in Toronto in 2019



Supporting Sponsor - Value: \$2,000

- Recognition during opening ceremonies, on participant + team pages, website, emails, and social media
- Logo on Power Point displayed on CNOY Day
- Option for CNOY Day booth or display
- Clickable logo on team and participant pages (seen by all participants and donors – 4X the reach of a physical route sign!)
- Key volunteer roles set aside

Rest Stop Sponsor- Value: \$1,000

- Recognition on participant + team pages, web, emails, and social media
- Logo on PowerPoint displayed on CNOY Day
- Your name and logo displayed at the Rest Stop
- Option for CNOY Day booth or display at the Rest Stop
- Clickable logo on team and participant pages (seen by all participants and donors – 4X the reach of a physical route sign!)
- Rest Stop volunteer roles set aside

Route Sponsor - Value: \$500

- Recognition on participant + team pages, emails, web, and social media
- Logo on PowerPoint displayed on CNOY Day
- Clickable logo on team and participant pages (seen by all participants and donors – 4X the reach of a physical route sign!)
- Your name and logo displayed along the route



Don't see what you're looking for?
[Reach out to Eleanor](#). She will work with you to create your own customized sponsorship opportunity

T: (647) 466-1865

E: eedwards@ysm.ca



Sponsorship Inquiries
or to develop custom recognition options:

Eleanor Edwards
Community Engagement & Fundraising Specialist

Email: eedwards@ysm.ca

Tel: (647) 466-1865



Thank you!

We value your support of
YSM's vision to end chronic poverty in
Toronto in one generation.

