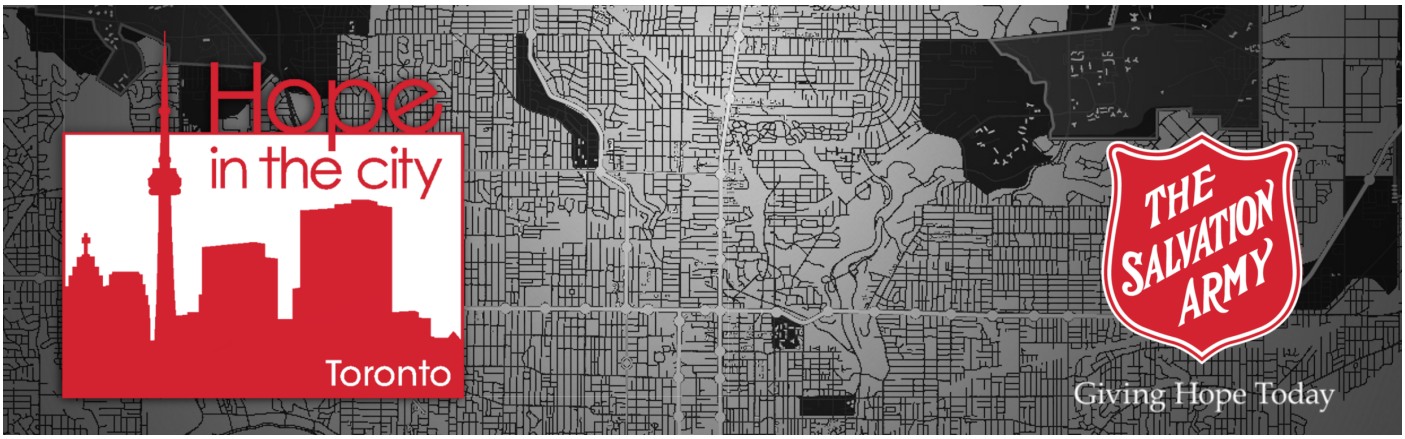
Leadership Breakfast

Thursday, November 22, 2018 - 7:30 to 9:00 AM

Fairmont Royal York Hotel (Concert Hall)

100 Front St. West, Toronto

HopeInTheCityToronto.com



Giving Hope Today in Our City

THE BREAKFAST

The Hope in the City Leadership Breakfast is one of the Salvation Army's signature, Christmas fundraising events. The breakfast draws over 400 guests including, prominent business leaders, influential community members and political decision makers. Join us for a morning of inspiration and to network with other corporate leaders who share the desire to transform the lives of the most vulnerable in our community.

THE SALVATION ARMY

The Salvation Army provides hope and dignity to those experiencing hard times. Today, approximately 4.9 million Canadians, or one in 7 people, live in poverty. The Salvation Army recognizes that poverty is a critical issue, and that everyone has the right to access basic necessities such as nutritious food, health care, education and economic opportunity.

HOW TO GIVE

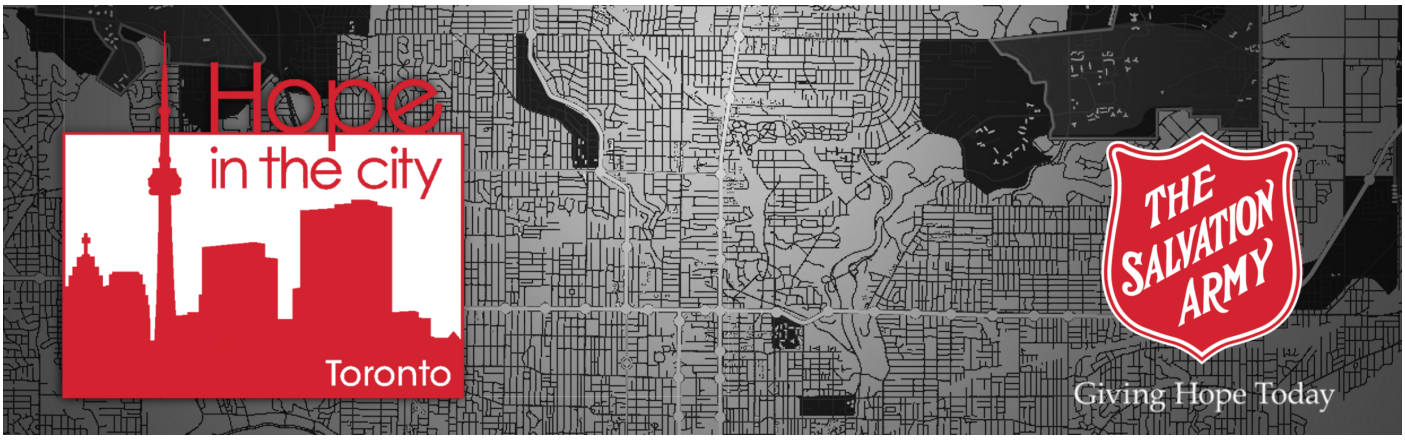
There are multiple ways to support The Salvation Army through the Hope in the City Leadership Breakfast: by sponsoring the event and marketing your company, by making a donation and receiving a charitable tax receipt, by purchasing a table and bringing guests to hear our story.

"This is a great way to start your day. An inspirational message...a beautiful setting… an opportunity to partner with the Army… a win for everyone."

Gary Carmichael

"The Hope in the City breakfast is an inspirational morning of both collegiality and valuable reflection. You'll be reminded that we're all in this world together, which can't be said enough. It's a great way to give back, and to remember why we do."

Jean-Claude Killey
Paliare Roland Rosenberg Rothstein LLP



Keynote Speaker

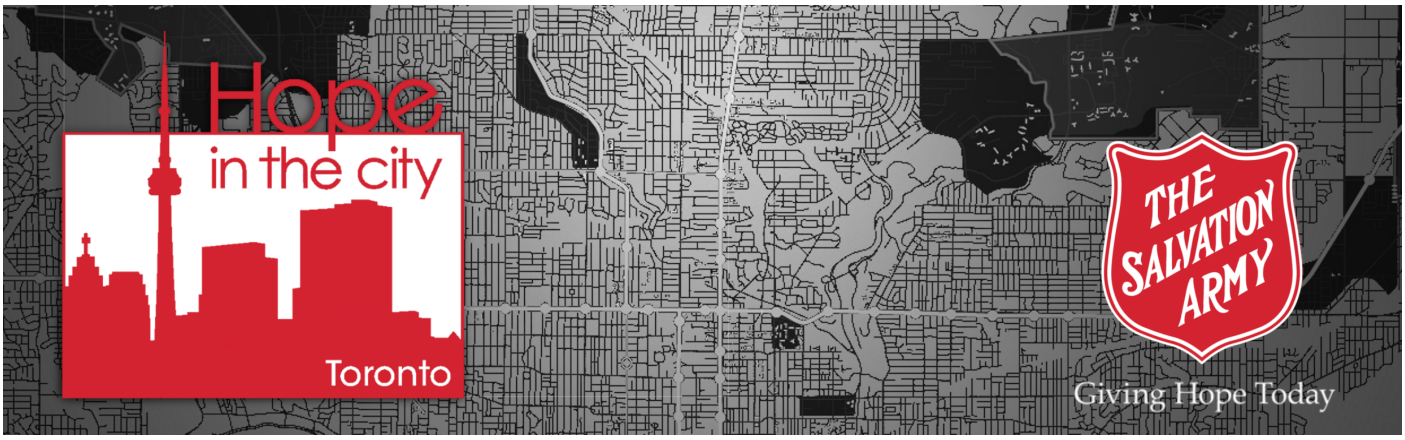
Larissa Maxwell is the Director of Anti-Human Trafficking Programs for The Salvation Army, and has over 15 years working specifically with survivors of human trafficking and exploitation. She leads 5 national anti-human trafficking programs, including The Salvation Army Deborah's Gate, a high security, wrap around rehabilitative program for survivors of labour and/or sex trafficking, which has been operating since 2009.

Starting in 2013, Larissa has founded and developed four additional, one of a kind nationally recognized programs for survivors in Canada, with plans of more to come. She also founded the Canadian Survivor Summit, Voices Raised, bringing together survivors from across Canada in 2018. She is a past instructor at the Canadian Police College Human Trafficking Investigator's Course, a keynote speaker for agencies such as the Immigration and Refugee Board of Canada & CBSA, and an international advocate who has contributed to action plans, human rights development, and legislation for the protection and restoration of survivors.

Larissa is an accomplished professional artist and leads art therapy with survivors in each of the anti-human trafficking programs. Larissa was the first recipient of the Canadian Department of Justice Excellence in Victim Services Award in 2017, and is featured in the labour trafficking documentary "Hidden in Plain Sight: Labour Trafficking, Farm Workers, and Migrant Workers in Canada."

Larissa Maxwell

Director | Anti-Human Trafficking Programs | The SalvationArmy



Sponsor Benefits

The Hope in the City Leadership Breakfast is a great opportunity to market your company.

Your brand will reach over 400 influential corporate and community leaders as well as The Salvation Army's network of local partners and donors.

When you sponsor this event, you can enjoy all of the benefits of sponsorship, as well as bring guests to engage with other community leaders.

They will be challenged by our keynote speaker and inspired by testimonials from people whose lives have been changed.

Special Thanks to our 2017 Key Sponsors!

KPMG

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YOUR CAUSE EMPOWERED

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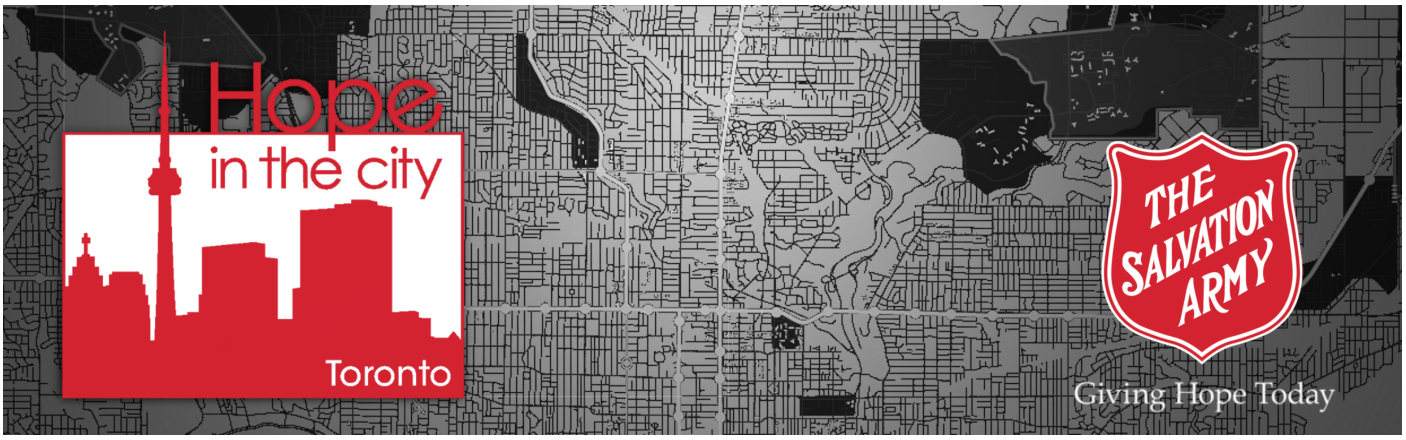
Kathy Chant, CPA, CA
eat your words
Books for Cooks & other amazing finds



Did you know…

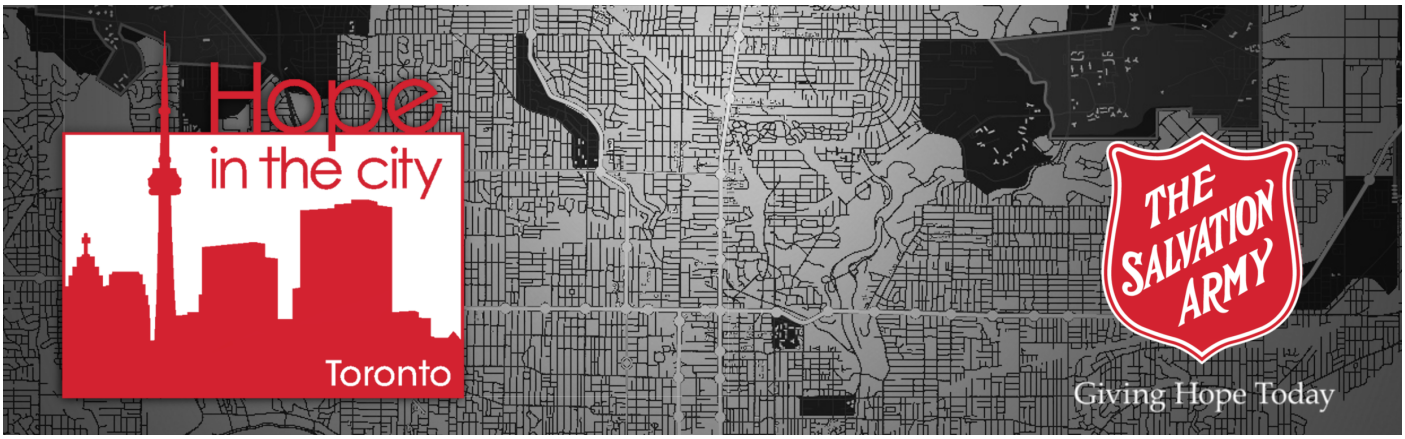
88,000 people were helped at Christmas with food hampers and toys

25,000 meals were served in school breakfast programs

850,000 free meals were served at shelters and in feeding programs

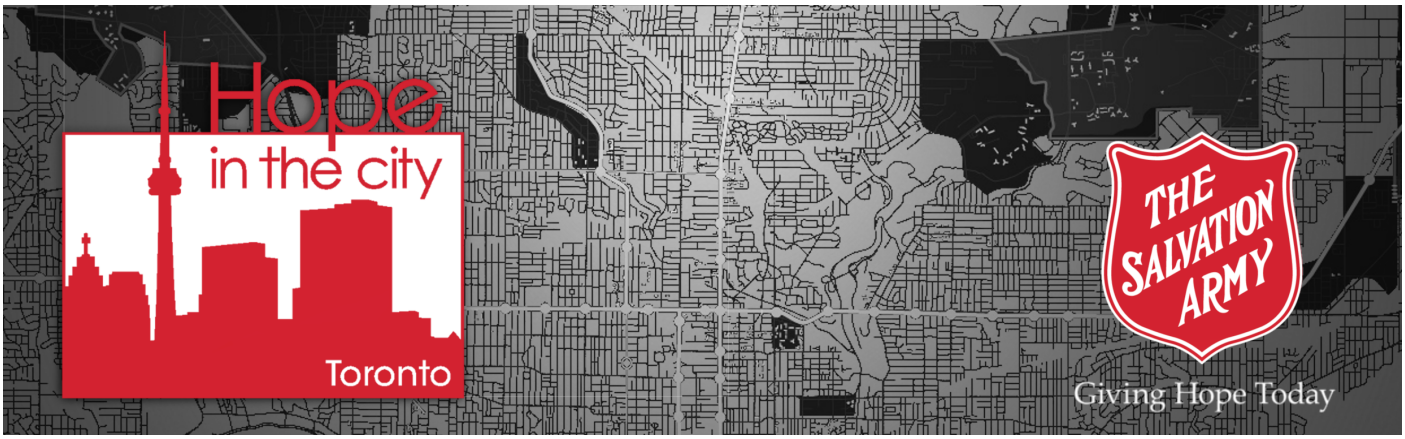
1,700 shelter, addictions, detox and mental health beds provided each night

225,000 people were assisted with food, clothing or practical assistance



Sponsorship Details

RECOGNITION	TABLE SPONSOR $1,500	SILVER SPONSOR $3,000	GOLD SPONSOR $5,000	PLATINUM SPONSOR $7,500	HOPE SPONSOR $10,000
TABLE(S) OF 8 AT THE EVENT	1 TABLE	1 TABLE	1 TABLE + 1 seat at the VIP Head Table	2 TABLES + 1 seat at the VIP Head Table	2 TABLES w/ VIP Location + 1 seat at the VIP Head Table
LOGO RECOGNITION ON EMAIL BLASTS SENT TO ALL GUESTS AND EVENT PARTICIPANTS	✔	✔	✔	✔	✔
LOGO ON CHRISTMAS KETTLE(S) AT EVENT ENTRANCE	✔	✔	✔	✔	2
LOGO ON EVENT PROGRAM, POWERPOINT, EVENT DAY SIGNS	✔	✔	✔	✔	✔
LOGO ON PRE-EVENT & POST-EVENT ADVERTISING (ONLINE & PRINT)	✔	✔	✔	✔	✔
LOGO & RECOGNITION ON EVENT WEBSITE HopeintheCityToronto.com	✔	✔	✔	✔	✔
PHOTO OPPORTUNITY WITH THE KEYNOTE SPEAKER			✔	✔	✔
BEST OF HOUSE TICKETS TO THE CHRISTMAS WITH THE SALVATION ARMY CONCERT AT ROY THOMPSON HALL – December 1, 2018		2	6	8	10
INVITES TO THE CHRISTMAS WITH THE SALVATION ARMY CONCERT PRIVATE RECEPTION – December 1, 2018				8	10
SPEAKING OPPORTUNITY AT EVENT					✔
FIRST RIGHT OF REFUSAL FOR 2019 EVENT					✔



Please visit

HopeInTheCityToronto.com

to register a table or purchase a sponsorship*

For further information please contact:

Elena Livertovsky

Special Events Coordinator | The Salvation Army

Elena_Livertovsky@can.salvationarmy.org

Tel: 416-321-2654 ext. 210

** Charitable tax receipts are not issued for sponsorships*