



Guest Speaker
Leah den Bok
Photographer and Director

Hope in the City



Fundraising Dinner November 20, 2025

SPONSORSHIP OPPORTUNITIES

In support of The Salvation Army's Christmas Season of Giving

Presented by **FLAMAN**

 **HopeYEG.ca**

 **The Fantasyland Hotel**

A message from our Divisional Commander

Dear Friends,

We are delighted to announce that our annual Hope in the City fundraising dinner will kick off The Salvation Army's 2025 Christmas season of giving. We are so grateful for the opportunity to come together with all of you in support of our work here in Edmonton.

Our special guest this year is Leah den Bok, a photographer who specializes in portraits with her ongoing project, Humanizing the Homeless. Along with her father, Tim, she brings dignity and humanity to the marginalized communities we work with. Her vision is touching, evocative, and will challenge stereotypes.



This fundraising dinner is an annual event in support of our work in Edmonton at Christmas, and all year long. Please consider buying some tickets or a table and invite your business contacts, influencers, and decision makers to join you in learning a bit about what The Salvation Army is about – and hopefully to donate!

This event is more than just a meal—it's a chance to make a meaningful impact in our community. The funds we raise will go directly toward helping The Salvation Army continue its essential programs and services, providing hope and support to those who need it most.

We can't wait to see you and celebrate the power of generosity and compassion. Together, we can create a brighter, more hopeful future for so many in need. Your partnership with The Salvation Army is vital and together we are truly Giving Hope Today.

Don and Donna Bladen

Lt Colonels Don and Donna Bladen
Divisional Commander
Prairies & Northern Territories Division



Help us kick off our 2025 Christmas Season of Giving in Edmonton!

Funds raised at Hope in the City are used to support our year-round programs and services in Edmonton, which help provide basic necessities, such as hot meals, Christmas hampers, food programs, summer camps, school supplies, toys, homelessness prevention programs, housing resources, and more.

It is thanks to the generosity of our sponsors that we can truly make a difference in the lives of those who rely on The Salvation Army's programs and services. Together, we're making a brighter tomorrow.

2025 Hope in the City guest speaker Leah den Bok

Leah den Bok is a photographer dedicated to sharing the stories of people experiencing homelessness through her ongoing project, Humanizing The Homeless.

Her work has taken her to cities around the world—including Kolkata, Brisbane, and Mallorca—where she documents the personal struggles and resilience of those living on the streets.

Leah has compiled her photographs and interviews into a book series titled *Nowhere to Call Home—Photographs and Stories of People Experiencing Homelessness*, donating 100% of the profits to local homeless shelters.

Through exhibitions and public talks, she continues to raise awareness and challenge stereotypes surrounding homelessness.

Her work has been featured by major media outlets such as the BBC, CBS, and CBC, and she has spoken at events like WE-DAY (2016), Women of the World Festival in Brisbane (2018), and She Talks in Ontario.

Leah is the recipient of several awards recognizing her impact, including the IDRF Youth Impact Award (2018), the Murray Clarkson Award (2019), the SNAP Photo Competition (2020), and the Ascend Rising Star of the Year Award (2020).





PLATINUM

Platinum Sponsor \$15,000

- Two complimentary tables of 10
- Sponsor's logo with link on event web page (hopeyeg.ca)
- Logo included on table top display
- Large-sized logo on screen periodically during the event (exclusive slide)
- Retractable banner with sponsor's logo displayed at event
- Meet and Greet for your two tables with our Guest Speaker before the event
- Sponsor logo on eight of our kettles for the duration of the Kettle Campaign
- Sponsorship acknowledgement by emcee at the event



GOLD

Gold Sponsor \$10,000

- One complimentary table of 10
- Sponsor's logo with link on event web page (hopeyeg.ca)
- Logo included on table top display
- Large-sized logo on screen periodically during the event (exclusive slide)
- Sponsor logo on six of our kettles for the duration of the Kettle Campaign (shared space)
- Meet and Greet for your table with our Guest Speaker before the event



SILVER

Silver Sponsor \$5,000

- Six complimentary tickets to the event
- Sponsor's logo with link on event web page (hopeyeg.ca)
- Logo included on table top display
- Small-sized logo on screen periodically during the event (shared slide)
- Sponsor logo on two of our kettles for the duration of the Kettle Campaign (shared space)
- Meet and Greet for six guests with our Guest Speaker before the event



BRONZE

Bronze Sponsor \$2,500

- Four complimentary tickets to the event
- Sponsor's logo with link on event web page (hopeyeg.ca)
- Logo included on table top display
- Name on screen periodically during event (shared slide)
- Meet and Greet for four guests with our Guest Speaker before the event



COPPER

Copper Sponsor \$1,000

- Two complimentary tickets to the event
- Sponsor's logo with link on event web page (hopeyeg.ca)
- Logo included on table top display
- Name on screen periodically during event (shared slide)

Hope in the City



**The Salvation Army invites you to support our
2025 Christmas Season of Giving**

November 20, 2025

Fantasyland Hotel 7-8:30 p.m.

with guest speaker:

Leah den Bok

Sponsorship Opportunities:

- ☐ Platinum \$15,000
- ☐ Gold \$10,000
- ☐ Silver \$5,000
- ☐ Bronze \$2,500
- ☐ Copper \$1,000

SPONSORSHIP DEADLINE:

October 20, 2025

To confirm your sponsorship, or for further
information, please contact us:

events.ab@salvationarmy.ca

T: 587-643-3107

Contact Information:

Contact Name: _____

Company: _____

Address (incl. Postal Code): _____

Phone: _____

Email: _____

Social Media accounts:

Instagram: @_____ Facebook: @_____

Method of Payment:

- ☐ VISA ☐ Mastercard ☐ Cheque (payable to The Salvation Army)

Name on Card _____

Card Number _____ Exp Date _____

Signature _____



Ticket Order Form

Name _____

Company _____

Address _____

Postal Code _____ Phone _____

Email _____

Tickets - \$125 each
Tables of 10 - \$1,250

I am ordering _____ tickets
For a total of \$ _____

☐ Cheque enclosed or ☐ Please invoice

To pay by credit card, please contact us at
587-643-3107 or
events.ab@salvationarmy.ca

Presented by

FLAMAN

Edmonton