



**true**north

a safe place for those impacted by abuse

## **HOST AN EVENT**

You can help us support individuals and families  
impacted by abuse





# HELP US HELP ALL PEOPLE

## **We're so glad you're here!**

Hosting an event in support of the shelter is a powerful and fulfilling way to make meaningful changes in the lives of those fleeing abuse. We know that you care about your community and the effects family abuse has on its members. We believe that we can end family abuse, but we can't achieve that goal without the support of people like you.

## **Let's work together to create a safer and healthier community free of abuse.**

By hosting an event, you can foster an atmosphere of humanity, empathy, and kindness within your workplace, school, or social circle. Financial support is essential for our programs and services to succeed; community events increase awareness and decrease tolerance of family abuse and its impact on society. You can help us provide help for ALL people by hosting an event in support of our shelter and its services and goals.



## THE HOW AND THE WHAT?

Here is your chance to get creative! We encourage and support events big and small! Events can range from purse parties, 5K runs, workplace teambuilding activities, charity BBQ's, silent auctions, or even golf tournaments. The sky is the limit for the types of events that can be held! If you are passionate about one of our programs in particular, we can often facilitate that the funds that you collect can be used directly for that program.

## WE'RE HERE TO HELP YOU

We are happy to help you make your event a success! We can assist you with event ideas, raffle licenses, promotional/marketing tips, and some\* print materials. Contact our team to discuss your idea and get more information - anytime.

*\* Please contact the Fund Development Coordinator for more details or questions about print materials*



## THE SKY IS THE LIMIT

### **Types of events:**

- Host a raffle (we can help with the license)
- 50/50 (we can help with the license)
- Charity BBQ
- Poker run
- Golf or ball tournament
- Charity hike or fun run
- Charity yoga, spin or exercise
- Concert
- Charity pour
- Theme party
- Bottle drive
- Toy drive
- Auction
- Gala
- Contest
- Dinner party

*If you have another idea, please contact us.*



## LET'S GET GOING!

Once we have had the opportunity to connect with you - in person or by phone - to discuss your event you will receive a copy of our fundraising agreement. The agreement endorses the event and lets your guests and donors know they can rest assured their donations will be used as promised. True North is able to provide you with versions of our logo for use on your marketing materials. We do have a few guidelines we will be happy to review with you, such as:

### **Please use our name as the beneficiary of the event**

"[Your business name] presents a 5K FunRun/Gala/Tournament

SAMPLE

- ✓ for
  - ✓ in support of
  - ✓ to benefit
- True North!"



"Join us for True North 5k Fun Run/Gala/Tournament hosted by [your business name]."



We may be able to offer additional support for your event on our website and/or social media; please contact us for more details. If requested in advance, a staff member will gladly attend or speak at your event.



## THE NEED TO KNOW & THE FINE PRINT

We are excited that you would like to host an event on our behalf! We want to work with you not only to make sure it is a success but that it also aligns with the values of our organization.

**We ask that your event:**

- ✓ Avoids content or activities that may exploit, abuse, represent mistreatment, or be offensive to others.
- ✓ Avoids content or activities that may be perceived as intentionally controversial.
- ✓ Avoids intrusive solicitation tactics such as telemarketing, or door-to-door campaigns.

True North adheres to FOIP guidelines, which means that we are unable to provide information or contact details of our donors, staff, clients, or partners at any time.

True North will not assume any liability (financial, personal, or public) for your event. Event organizers should make sure to secure appropriate insurance for the event. Please reach out to our Fund Development Coordinator for advice!



## LET'S GET IN TOUCH

Please contact us with any questions, ideas, or event plans that you may have. You can email the Fund Development Coordinator at [general@truenorthab.com](mailto:general@truenorthab.com). Or, call us at (403) 934-6634 and ask to speak with the Fund Development Coordinator.

We invite you to learn more about past and upcoming events by visiting our Events page and following us on Facebook and Instagram @truenorthab.

Thank you so much for your interest in our Host an Event program! We look forward to connecting with you soon.

## CONTACT US

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