

What is the CHYM Tree of Hope Campaign?

The CHYM Tree of Hope is a campaign to raise funds for vulnerable children, youth, and families in Waterloo Region. The initiative was started by a small group of concerned citizens comprised of Family and Children's Services and CHYM 96.7 staffers who came together with one goal in mind – to address the growing need for programming to prevent or alleviate neglect, abandonment, and abuse of children in Waterloo Region. Although the Agency was receiving government funding for essential services, it simply wasn't enough. Together they created the CHYM Tree of Hope Radiothon. To date this campaign has raised \$3M to help vulnerable children, youth, and families in Waterloo Region.

This year our goal is to raise \$275,000. With your help, we can do it!

It's not a hand out you're giving, *it's a hand up.*
To learn more about the CHYM Tree of Hope Campaign,
visit CHYMTreeofHope.com



2011 CHYM Tree of Hope RADIOTHON

CORPORATE
INVESTMENT
OPPORTUNITIES

one day only!

December 8th
Fairview Park, Kitchener

Family and Children's Services of
the Waterloo Region Foundation

65 Hanson Avenue
Kitchener, ON N2C 2H6
519-576-0540 Ext. 3145
Candi.Harrington@facswaterloo.org

Charitable Business Number: 885346817RR0001

family & children's services
of the waterloo region
FOUNDATION
established 1997

96.7
CHYM FM
TODAY'S BEST MUSIC

family & children's services
of the waterloo region
FOUNDATION
established 1997

96.7
CHYM FM
TODAY'S BEST MUSIC

CHYM 96.7 Points for Hope Package

\$10,000

The CHYM Tree of Hope Campaign has been a perennial holiday tradition in this community for close to 20 years. The Campaign is a co-ordinated effort between CHYM 96.7 and Family and Children's Services of the Waterloo Region. Together, we're thrilled to introduce a brand new concept that offers unprecedented exposure for (2) non-conflicting sponsors. Allow us to present **"POINTS for HOPE"**.

CHYM 96.7 embarked on a new and innovative approach to donating through CHYM's online loyalty club, which boasts over 36,000 enrolled members. 2009 was the launch of the first ever Points for Hope, and was a tremendous success! We are proud to present it again for 2011! The CHYM Platinum VIP program rewards dedicated CHYM listeners for listening...they earn Points that can be redeemed for fun prizes (concert tickets, cd's) or ballots for exciting contests (The CHYM Trip a Day Giveaway!)

Points for Hope represents a partnership of the loyalty program and the CHYM Tree of Hope Campaign. The idea is simple; turning points into donations! For one day only (the "on-sale date"), we would like to offer Members the opportunity to make a one-time only "donation" of 20,000 points. These points will in-turn represent a \$10 donation to the 2011 CHYM Tree of Hope Campaign. In the end, we are hoping that 2,000 Members will have contributed 20 million points to accumulate a maximum donation of \$10,000 on behalf of YOU, the sponsor.

Promotional Support for *Points for Hope*:

CHYM will provide very extensive pre-promotion for seven days prior to the "on-sale date". December 1 through December 7, 2011; the following promotional support will be:

- Name of sponsor included in 10 x 15 second mini promotional announcements per day (shared with other non-conflicting sponsor)
- Logo of sponsor (s) included in (1) regular edition of CHYMLINE (our e-newsletter)
- Logo of sponsor (s) on the CHYM Cares webpage on chymfm.com
- Logo of sponsor (s) included in (1) *special edition* of CHYMLINE (our enewsletter)
- Logo of sponsor included in our "flash" image on the homepage of chymfm.com (prime web real estate)
- Name of sponsor (s) included in 20 x live mentions from Dec 1 to 7th
- Logo of sponsor (s) included on Points into Hope donation card that is printed off from listeners once they donate their points.

Promotional Value:

\$48,250.00*

****Confirmation of Sponsorship required by:
NOVEMBER 21, 2011***

Visit fcsfoundation.ca to learn about our Adopt-A-Family and Adopt-A-Youth matching programs and be matched up with a family in need, today.



FAMILY TREE MEMBER LEVELS

Diamond Family Member—\$10,000

A leadership gift at the **Diamond Family** level would provide a deserving youth from this community, an educational scholarship to an accredited college, university, or training program; ensuring the transition to a successful life.

Ruby Family Member - \$5,000

A gift at the **Ruby Family** level would ensure that seven survivors of childhood sexual abuse would receive the specialized counseling necessary to move beyond the trauma to build healthy, positive futures.

Emerald Family Member - \$2,500

A gift at the **Emerald Family** level would ensure that children in care, or living with their families in the community, would have access to reading/tutoring programs and materials to help ensure their success in school.

Amethyst Family Member - \$1,000

A gift at the **Amethyst Family** level would ensure that three children in our care would have the opportunity to enjoy recreational programs such as team sports and summer camps.

To see the ways your special gift will be recognized, visit fcsfoundation.ca.

Radiothon Sponsor **\$1,500**

You can help us present this unique event by becoming a Radiothon Sponsor. As an hourly Radiothon sponsor, your company will play a special part in educating listeners on how their current donations have helped vulnerable children and youth in Waterloo Region, and, most importantly, encourage listeners to call in. ***Register early...only 14 spots available!***

Championship Package **\$3,000**

MAKE YOUR SPONSORSHIP DOLLAR GO FURTHER! You can have your advertising dollar work for you all year round with this exciting new promotional bundle!

- Logo recognition in the flyer at Gingerbread Village at Cambridge City Hall on Saturday, November 26;
- Sponsored hour during CHYM 96.7 Radiothon (value \$1,000) December 8th;
- Silver sponsorship of HOT SHOTS Street Hockey Tournament on May 12 (value \$1,000);
- VIP Package at 9th Annual Chip in Fore Kids Golf Tournament for Kids on June 16th at Dundee Golf & Country Club; Package includes: complimentary VIP foursome, hole sponsorship, Video Swing Analysis, team photo, and dinner. Perfect treat for yourself, friends, employees, or clients (value \$800);
- Invitation to the "Breakfast of Champions" ;
- A permanent token of acknowledgement to display in your place of business;
- Recognition in the annual Foundation Report;
- Recognized in spring newsletter announcement of event results;
- Name used in next year's promotional package mailed to over 500 local businesses as a caring corporate citizen;
- And the pride of knowing your company will be helping children year-round!

Six-month-old Henri* arrived at his new foster home with big brown eyes, an infectious giggle—and a full body cast. In addition to the broken femur that was treated with the cast, physicians found six other little fractured bones and ribs that had been untreated. A sad chronicle of abuse...



Today Henri is a happy, serious child; in tune with the feelings of those around him. A loving foster home gave him the chance to grow up know safety and love. This past summer he had the chance to attend summer camp!

** Name and image changed to protect his confidentiality.*

CHYM Tree of Hope Pledgeline 519.748.TREE (8733)