

# Raising SPIRITS

SEPTEMBER 14, 2023



RAISING  
*spirits*  
YYC



# who we are

Raising Spirits is a fundraiser that supports the Alberta Children's Hospital Foundation to fund mental health initiatives and programs at the hospital. We have grown exponentially since inception in 2017 and to date have raised over \$250,000. In 2019, we held a 150-person event and raised over \$70K. The proceeds were directed to the construction of a Child & Adolescent mental health center in Calgary. In 2020 we went virtual with COVID and raised \$43K that went towards a program called Acute at Home. In 2021, with the ongoing uncertainty around hosting events we postponed; this was a hard decision, but we gave it our all to gain momentum back for September 2022. Truthfully, it got off to a slow start, but we ended up having our biggest year in attendees and dollars raised. We had over 200 people attend, presented a cheque to the hospital for \$102K and were able to support not one but two mental health related programs: Acute at Home and Emerging Adults! This was a great achievement as 2022 also marked the Hospital turning 100 years old!

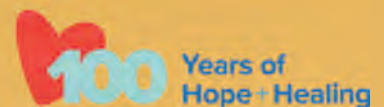


## looking ahead at our 2023 event



a unique night @ [The Pioneer](#)

The 2023 event will take place at The Pioneer, who has generously donated their event space @ 117 8th Ave SW in the heart of Downtown Calgary from 7pm - late.



in support of the Alberta Children's Hospital

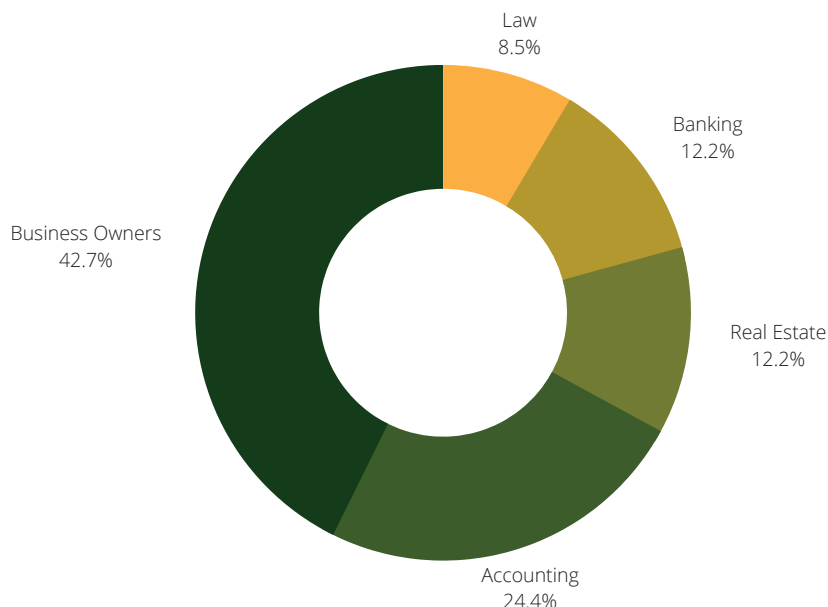
This year all proceeds raised at the event will go towards Emerging Adult Mental Health. Learn more about this important cause [here](#) and under Our Goal & Impact page.

# our goal & impact

Our evolution and growth to date is directly tied to the tremendous support of individuals and businesses in our community. We are striving to make a long-lasting impact on the mental health services available to children and youth in Calgary. We are always aiming to beat what we did in the previous year, our goal for 2023 is to raise over \$100K, have 300 attendees and bring the largest silent auction to date with a goal of 50 exceptional items to bid on!

Each Spring we meet with the Alberta Children's Hospital to learn about the initiatives and programs that require funding. It is often hard to choose as there are many needs related to mental health but we look forward to this each year. As Calgarians rallied to create a new Centre for Child & Adolescent Mental Health, which we supported in 2019, the need to support 16- to 24-year-olds became very clear. Young people in this age group are equally vulnerable and at a critical stage of development. It is during this time when symptoms of diagnosable mental disorders and the onset of major mental illnesses become most prevalent. It is because of this and the Hospital's need to raise \$3M to continue providing world class care for this high need group fothat we have chosen to support Emerging Adults again in 2023.

## Raising Spirits attendees



A look back at prior year events shows an excellent mix of professionals from the business community. This ranged from business owners to lawyers, bankers and accountants. Making the event a great opportunity for marketing and to network with like-minded individuals.

[Click here for a video preview of our 2022 event!](#)

# get involved

There are a number of different ways you can get involved:

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1 Become a sponsor and receive recognition leading up to and during the event:

- Diamond Sponsor (\$10,000)
- Platinum Sponsor (\$5,000)
- Gold Sponsor (\$2,000)

Note: More information is provided on the next page. This is considered a benefit so the ACH cannot generate a charitable tax receipt. However, under this option, sponsors do receive an acknowledgement receipt that can be used to offset marketing expenses. A cheque can be made out directly to the Alberta Children's Hospital Foundation and our contact Melanie Sortland ensures funds are allocated to Raising Spirits.

2 Make an individual donation:

This option is great for those who prefer a tax receipt and want to support but do not want recognition for their donation. This can be done via a cheque to the Alberta Children's Hospital Foundation or online:

[Click here.](#)

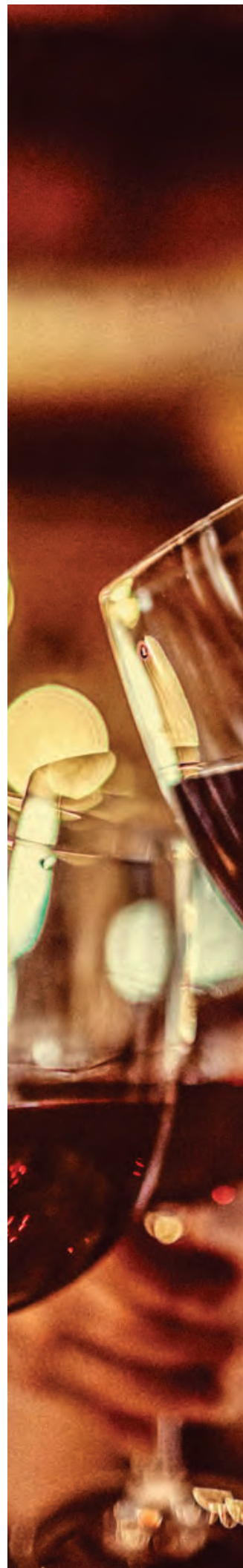
3 Provide an item for auction:

This is a big part of the evening as people come to outbid one another to take home some great items & experiences! We have had some amazing items historically such as a luxury chalet stay in Revelstoke, men and women's jewelry, trip for 2 anywhere West Jet flies, NHL tickets and merchandise etc.

Note: A donation receipt may be issued for the fair market value of the items donated.

4 Attend the event with friends & family on September 14, 2023:

Tickets will be available on Eventbrite in late Spring!



**title**

*sponsor*

 **SABRE**

- Name and logo placed on cheque
- Attend the cheque presentation ceremony
- Right of first refusal or renewal for future years
- Speaking opportunity at the event
- Name and logo on social media
- Name and logo on signage at the event
- Name and logo on sponsor list
- Announced throughout the event
- Ability for booth setup at the event
- Access to Raising Spirits and Alberta Children's Hospital Foundation
- Exclusive tour of the Alberta Children's Hospital
- Unlimited tickets to the event



**diamond**

*sponsor*

\$10,000

- Attend the cheque presentation ceremony
- Name and logo on social media
- Name and logo on signage at the event
- Announced throughout the event
- Ability for booth setup at the event
- Access to Raising Spirits and Alberta Children's Hospital Foundation
- Exclusive tour of the Alberta Children's Hospital
- 16 tickets to the event

**platinum**

*sponsor*

\$5,000

- Name and logo on social media
- Name and logo on signage at the event
- Access to Raising Spirits and Alberta Children's Hospital Foundation
- 8 tickets to the event

**gold**

*sponsor*

\$2,000

- Name and logo on social media
- Name and logo on signage at the event
- Access to Raising Spirits team
- 4 tickets to the event

# a message from our *Title Sponsor*



**RICH BAKER**  
CEO of **SABRE**

We are honored to be the Title Sponsor for a second year for Raising Spirits. Anxiety along with depression is the leading disorder in the world today and is a growing problem among our children. In a chance to meet and greet, Toby for the first time, which happened to be at the Raising Spirits event in 2018. I got to learn about Raising Spirits and their mission and had the opportunity to begin acting on the second core value of Sabre's - I got to "Give Back". SABRE, has gone through some tremendous growth over the last 6 years. I've had to analyze how and why. I settled on our purpose and the three most important tenets, that I believe got us to where we are and will continue being the fuel for our fire. Our purpose is simple.

"To create an environment where people thrive,  
while enhancing the community".

With a purpose so simple but powerful, it does not matter what the mission is. We will always accomplish it. We will always come up with new objectives and missions, but our purpose will never be complete. There is no amount of enhancing the community or supporting Raising Spirits where will ever reach the finish line. It is for this reason, this purpose, that we must continue living our core values, pushing ourselves to more significant limits and overcoming all challenges that we face; all so that we may simply provide an environment where people thrive while enhancing the community.

# & our *founder*



**TOBY COWX**  
*Founder of Raising Spirits*

Helpless is a feeling parents never want to feel when their kids need them. However, it is a feeling I have personally experienced. My daughter became ill. I couldn't tell her why she was sick or that I could protect her or make her better or even when she could come home from the Hospital.

Can you imagine parents telling kids they are sick and you don't know when they can come home? How about telling your child they are dying? Yet this happens at Alberta Children's Hospital all the time.

Anything we can do on our own to help provide hope and or comfort during distress is simply not enough. So we are asking you to please join us in doing what little we can to help. Show compassion, show kindness and help the Raising Spirits Committee to generate an ever increasing annual donation that has an impact.

We commit that 100% of your sponsor dollars go direct to the Alberta Children's Hospital. In fact just make the cheque out to them with a note that it is for "Raising Spirits 2023". We thank you for joining us and welcome you to the "Raising Spirits Team"!

# letter of support



28 Oki Drive NW  
Calgary, Alberta  
T3B 6A8

January 10, 2023

Board of Directors

RE: Letter of Endorsement for Raising Spirits

Chair

Darlene Haslam

Vice Chair

Mike Begir

Past Chair

Dale Dusterhoft

Dr. Mark Anselmo

Dr. Susanne Benseler

Jeff Boyd

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Steve Stretch

Doug van Spronsen

President & CEO

Saifa Kobnar

Toll Free

1.877.715.KIDS (5437)

T 403.955.8818

F 403.955.8840

kids@achf.com

childrenshospital.ab.ca

Registered Charity

913097 3744 RR0001

Dear Community Member,

Thank you for your generosity in assisting the Raising Spirits committee with their fundraising initiative, to be held in the fall of 2023 in support of the Alberta Children's Hospital Foundation.

Raising Spirits has been a generous supporter of the Alberta Children's Hospital Foundation through this initiative since 2017. Over the years, they have raised close to \$250,000 (including more than \$100,000 in 2022 in celebration of the hospital's 100<sup>th</sup> anniversary!) and helped us fund the highest priority needs of the hospital, including state-of-the-art equipment, world-class expertise, innovative research and family-centred care programs. Since 2019, they have directed their support towards important mental health initiatives including the building of our new Centre for Child & Adolescent Mental Health, scheduled to open soon in Calgary.

There are over 102,000 children and families who come through the doors of the Alberta Children's Hospital every year and each one has a unique story. Even in the face of illness or injury, thanks to the generosity of individuals and organizations in our community like Raising Spirits, more and more of these children have real hope for health and happiness.

Sincerely,

Melanie Sortland

Senior Manager, Community Initiatives & Events

Alberta Children's Hospital Foundation

28 Oki Drive NW

Calgary, AB T3B 6A8

<https://www.childrenshospital.ab.ca>

Thank  
you!



RAISING

spirits

YYC

If you have questions, please contact [raisingspiritsyyc@gmail.com](mailto:raisingspiritsyyc@gmail.com)