

# CORPORATE SPONSORSHIP





# WELCOME

Bent Arrow Traditional Healing Society strongly believes in seizing opportunities to connect with community partners. This means coming together to foster a safe, mutually respectful environment through open and considerate dialogue, thereby ensuring the well-being of our amazing community.

We are inviting companies and their employees to join us in working together to foster mutually beneficial relationships. By becoming more connected, we are better able to serve and meet the needs of our community as well as achieve our goals!



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# EDUCATIONAL OPPORTUNITIES

## Visit Parkdale School for a Tour

Visiting Bent Arrow's hub, Parkdale School, for a tour is an amazing opportunity to learn about our 20+ programs and services, including cultural supports, housing, family and youth programs, employment services, and more! Please visit our program guide on our website for further information regarding our programs.



## Invite Bent Arrow's Staff to Your Workspace

We would be thrilled to come to learn about your organization and get to know you a bit better! Bent Arrow staff are always willing to tour your offices, share information about our organization, and explore further opportunities for partnership.

## Training Sessions

At Bent Arrow, we provide many different training sessions to help you on your journey to becoming an extraordinary ally. This can include cultural workshops such as: medicine picking, tipi building and Pow Wow Practice, to name a few. All of these are aimed towards creating a world full of equality and understanding.





## Hire Employee Program Graduates

We offer many pre-employment and skill developing programs to youth, young adults, and adults, and would love to partner with you to secure employment upon completion of the program! Our graduates are competent, motivated individuals, and every program is guided by an experienced leader who has worked with them in a one-on-one environment. Our graduates are open to all different types of work such as lawn care, retail, restaurants, and more!

## Financial Donations

Our corporate partners help to ensure ample financial security. We are searching for organizations, corporations and businesses who will agree to support Bent Arrow in a monetary way. This may consist of one-time or ongoing donations to financially support Bent Arrow, to make certain we continue to grow and conduct our programs and services.

# EMPLOYEE ENGAGEMENT

At Bent Arrow, we encourage our employees to take the opportunity to give back to their organization. The employees in your organization or corporation can help us in many ways as well, through several avenues.

## Volunteer with Us

We are constantly seeking volunteers to lend a helping hand with our various fundraisers and events, such as job fairs and our cultural camp. Volunteering can be an ongoing commitment or for a single event.

## Become an Advocate

Advocates educate the public about our mission and work as an ambassador for our community in their personal lives. When you become an advocate, you receive a newsletter every month and have access to various events and volunteer opportunities.

## Create Your Own Volunteer Opportunity

We invite individuals to consider and bring forth their own ideas for a volunteer opportunity! You may dabble in photography and wish to facilitate a photography workshop. Perhaps you have a penchant for yoga and want to offer a yoga class to our participants. This is completely based on your interests and strengths!

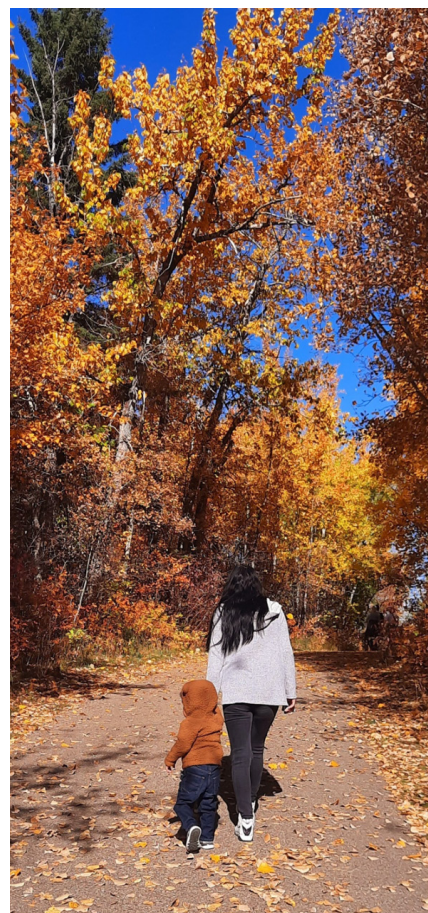
***Bent Arrow serves 50 000 community members annually.***



Bent Arrow is a community-focused organization that puts on a variety of events throughout the year, including Job Fairs, soup and Bannock lunches, Halloween, Christmas, Round Dances, and smaller programs with a Cultural focus like Powwow Practice. These events are designed to bring together members of the community, promote diversity and cultural awareness, and provide opportunities for networking and learning.

By supporting our events and encouraging your employees to attend, your organization can demonstrate its commitment to supporting the local community and promoting cultural diversity. Your employees will have the chance to engage with members of the community, build relationships, and gain a deeper understanding of Indigenous culture and traditions. Attending our events and programs is a great way for your employees to connect with the local community and build a stronger, more inclusive workplace culture.

In addition, your organization will benefit from the positive exposure that comes with supporting community events. You'll be recognized as a company that cares about the well-being of the community and is committed to creating positive change. By working with us, you'll be making a real difference in the lives of the people we serve.



## Employee Donation Program

Through this program, your employees can choose to donate a portion of their paycheck to Bent Arrow on a regular basis. This not only demonstrates your organization's commitment to supporting the local community, but it also gives your employees the opportunity to make a meaningful difference in the lives of others.

By supporting Bent Arrow through employee donations, your organization can help fund our programs and events, which are designed to bring together members of the community, promote diversity and cultural awareness, and provide opportunities for learning and growth. Your support will help us continue to make a positive impact in the community and provide essential services to those who need them most.

In addition, the employee donation program can help to foster a sense of community and teamwork within your organization. By working together to support a common cause, your employees can build stronger relationships and a sense of shared purpose, which can lead to a more positive and productive workplace culture.

# EXECUTIVE LEADERSHIP

## Organize an In-Kind Donation Drive

We are always looking for donations for our community members, and a great way to show your support for Bent Arrow is to organize a donation drive at your office. This could be seasonally based, or a general donation drive at any point in the year. All donation drives support our community members immensely.

## Sponsor/ Participate as an Organization in Our Cultural Camp

We offer a yearly cultural camp every June as a celebration of Indigenous culture. Companies can volunteer at the event or offer sponsorship. The camp is held over four days and encompasses a variety of workshops, elder teachings, and culminates with a community feast.

## Become a Corporate Ambassador

A corporate ambassador is an organization whose morals go together with Bent Arrow's' and wants to be a supportive ally to us. Our goal is "...to building upon the strengths of Aboriginal children, youth and families to enable them to grow spiritually, emotionally, physically and mentally so that they can walk proudly in both the Aboriginal and non-Aboriginal Communities.". As a corporate ambassador, we would like your help to develop and secure business relationships within the community, educate others about our values as a non-profit, and potentially use their influence to comment on issues affecting our community.



We understand that it is vital that our partnership is equally beneficial. In return for your support, all your news, stories, updates, and more information about your business will be highlighted through Instagram, Twitter and Facebook. We would also add you to our preferred vendors list, and more.

## Partner/Sponsor an Event or Program

Bent Arrow is a well-respected organization within the City of Edmonton that is committed to making a positive impact in the community. Each year, we partner with corporations to put on events and offer programs that bring together members of the community, promote diversity and cultural awareness, and provide opportunities for learning and growth.

By partnering with us to put on events, your corporation can benefit from the positive exposure that comes with supporting a respected and well-known community organization. Your brand will be recognized as one that is committed to making a difference in the lives of others, and you'll have the chance to connect with members of the community in a meaningful way. This can help to increase your brand's value and create a positive association with your company.

In addition to event partnerships, Bent Arrow also offers opportunities for corporations to sponsor our programs. By sponsoring a program, your corporation can provide essential funding that will help us continue to provide essential services to those who need them most. This can help to demonstrate your organization's commitment to making a positive impact in the community, and provide your brand with additional exposure and positive publicity.



## Give Back To Our Staff

By donating items for staff giveaways or sponsoring staff events, your organization can demonstrate its commitment to supporting a positive workplace culture and promoting employee engagement. Your brand will be recognized as one that cares about the well-being of employees and is committed to creating a positive and supportive work environment.

In addition, supporting Bent Arrow's mission can help to create a sense of purpose and fulfillment among your employees. By knowing that they work for an organization that is committed to making a positive impact in the community, they can feel proud to be part of something greater than themselves. This can help to increase employee engagement, morale, and retention, which can have a positive impact on your organization's bottom line.

# OUT OF THE BOX

## SPONSORSHIP METHODS

### Stocks and Mutual Funds

Ready to give back and make a positive impact on the community while potentially enjoying some tax savings? The process of transferring the ownership of securities can be done through a broker or transfer agent. Donating appreciated securities can provide the corporation a tax deduction based on fair market value and avoid capital gains tax. This can help the corporation support Bent Arrow's mission and make a positive impact on the community. Overall, donating stocks and mutual funds offers several benefits to corporations, including tax savings and the opportunity to give back to the community.

### Bequeathals

Bequeathing land, property, or funds to Bent Arrow is a way to leave a lasting impact on your community. As a testament to the positive work Bent Arrow does, many community members choose to donate their assets to the agency. Bent Arrow gratefully accepts these gifts, whether in the form of real estate, personal property, or financial contributions. By making this decision, you can ensure that your legacy continues to support and enrich the community, long after you're gone.



## Networking & Connecting

Help Bent Arrow reach new heights by introducing us to influential business leaders and members of your community. Our goal is to expand our network and raise awareness about the important work we do. You can support us in this mission by donating tickets to networking events such as galas, golf tournaments, and sports games. Alternatively, you could sponsor an annual membership for Bent Arrow to participate in networking groups, golf clubs, or community organizations. Your generosity will provide us with valuable opportunities to engage with potential stakeholders, advance our mission, and create a lasting impact in the community.

## Collaborate with us in the Digital Sphere

Online communities play a critical role in boosting brand recognition, attracting new participants, and educating wider audiences. Partnering with Bent Arrow to enhance our online presence is a smart and forward-thinking way for businesses and communities to support our cause. By collaborating on campaigns, introducing us to aligned influencers, securing appearances on podcasts, or encouraging your staff to engage with our social media, you can help us build a strong digital presence and reach new audiences. Every effort, big or small, contributes to expanding our reach and impact in the community.



# Funders

Government of Alberta  
FCSS The City Of Edmonton  
Homeward Trust  
Edmonton Community Foundation  
Alberta Mentoring Partnership  
Aboriginal Relations  
Government of Alberta  
Service Canada  
RBC  
United Way

# Partners

Edmonton Public Schools  
Alberta Health Services  
Edmonton Region Child & Family Services  
Division  
Edmonton Police Service  
C5 in collaboration with:  
Boyle Street Community Services  
Edmonton Mennonite Centre for Newcomers  
Terra Centre  
Norwood Child and Family Resource Centre

## Support Bent Arrow

Donations can be made on our website [www.bentarrow.ca](http://www.bentarrow.ca).

Or scan the QR code below!



Donations are made through Canada Helps.

Bent Arrow appreciates all donations made. Donations larger than \$10.00 are entitled to a charitable receipt. You will receive this via email if you donate using the QR Code.

Not for Profit Number: 895504165RR0001



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[bentarrow.ca](http://bentarrow.ca)

