



Walk to Remember Sponsorship Opportunities

September 20, 2025

Lakeside Park in Mississauga



About the Centre for Grief and Healing

We empower grieving individuals and families by providing inclusive mutual support programs, fostering hope and healing, and educating the public to help reduce stigma surrounding grief and bereavement.

Our trained grief facilitators and professional staff and volunteers work together to create a safe, caring, and non-judgmental space that empowers participants through each unique grief journey.

The Centre for Grief and Healing offers:

- one-to-one peer support sessions
- peer-to-peer support groups
- community educational workshops and talks (such as our Navigating Through Grief workshop and GriefTalks)
- community memorial events

We've been nurturing and building trust in our community for 35 years. We provide a direct service for those who are experiencing grief and have a transformative impact on people's lives. By transforming lives at the individual level, we create a ripple effect, resulting in lasting change for the Halton-Peel community that we serve.

"I thank you for being here for me every week."
– Grief Support Group Participant



Vision

To be the recognized leader in the Halton-Peel Community in support of grief and healing.



Mission

To provide inclusive mutual support, improved awareness and education about grief, that fosters hope, healing and improved health and wellness outcomes in the Halton-Peel community.

The Centre for Grief and Healing (Bereaved Families of Halton-Peel) became a registered charity on January 1, 1989.

Registered Charity No. with the Canada Revenue Agency: 118803667 RR 0001

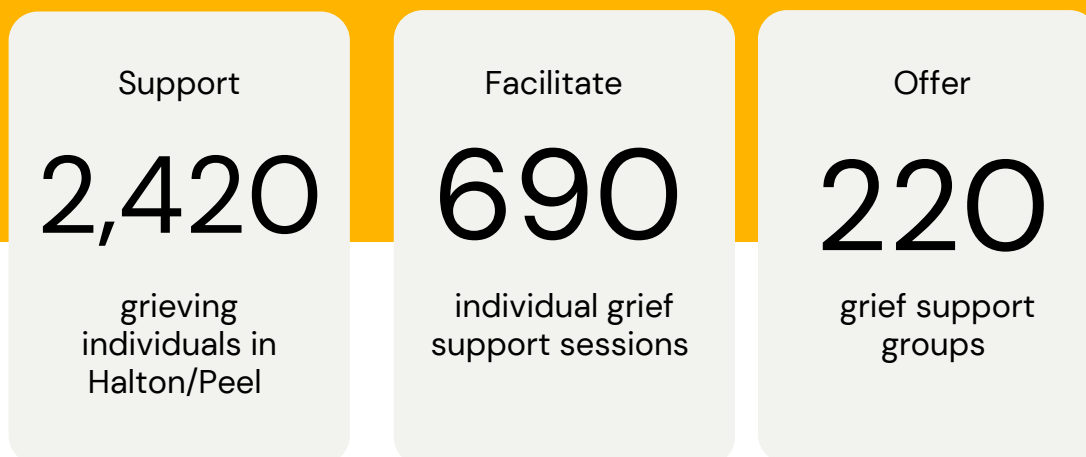
Our Impact

The Centre for Grief and Healing (CFGH) is proud to provide its services free-of-charge. Our free programs are accessible to everyone who needs them.

Yet requests for our free and accessible services are growing. We experience need on a daily basis for our support to individuals and families facing the difficulties and mental distress of grief.

Since 2020, we have experienced a significant increase in demand for our grief support services.

In 2024, we were able to:



We have been serving bereaved individuals and families across Halton and Peel for over three decades.

"Thank you for your unending support through my grief journey and for helping me rebuild my self esteem and confidence. This organization is one of the things I am grateful for and you have become part of my success story." – Grief Support Group Participant

Your Impact

By partnering with us and supporting our organizational mission, you're ensuring we're able to continue running our programs free-of-charge. Your support has a large impact on our organization and community.

Thanks to your support of Walk to Remember 2024, we've reduced wait times for grief support, ensuring quicker access to our programs. In 2025, our goal is to expand our programming to provide more tailored peer support for equity-deserving groups, including 2SLGBTQ+ communities, BIPOC individuals, Indigenous peoples, and those affected by traumatic loss such as overdose, suicide, and homicide. With your continued support, we can reach even more people in need.

Our annual operating budget is \$387,445.40, in order to sustain our staff and free grief support programs.

All funds raised through donations or sponsorship go towards running our essential support programs annually:

\$35,023

what it costs to
run individual
grief support
sessions

\$33,652

what it costs to
run our grief
support groups

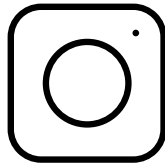
\$15,660

admin costs

\$3,320

what it costs to
run GriefTalks

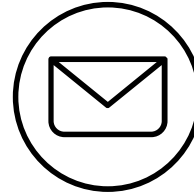
Our Influence



Instagram

We have over 2,000 followers with a good engagement rate of 9.8% (average is 2-3%)

+2,000 Followers



Email

We have 3,153 email subscribers, with a 44% email open rate (average is 40%)

+3,153 Subscribers



LinkedIn

+550 Connections



Facebook

+680 Followers



Each year, we have over 500 in-person and virtual participants attending our various community events.

About Walk to Remember

Walk to Remember is an annual fundraising event organized by the Centre for Grief & Healing in collaboration with Bereaved Families of Ontario – Toronto. This year's event will take place on **Saturday, September 20, 2025, at Lakeside Park in Mississauga** (2268 Lakeshore Road West).

In 2024, the event saw tremendous community support complete with a free food truck lunch for our participants, with 300 participants coming together and collectively raising \$38,200 for the Centre for Grief & Healing. Building on this success, our goal for 2025 is to reach \$50,000.

Walk to Remember invites participants to join either as individuals or teams, with the aim of raising essential funds to support grief services provided by our organizations. The event features a 5K route at Lakeside Park, where participants can also engage in remembrance activities facilitated by our community partners.

Funds raised from the event contribute significantly to ensuring the provision of free grief support services within the community. We appreciate your consideration and support in making this event a success.

Further details regarding event timing will be shared closer to the date.



A. YATES PHOTOGRAPHY

Corporate Event Sponsorship: Walk to Remember



We have six tiers of sponsorship for Walk to Remember:

Registration Sponsor

\$5,000 with opportunities outlined on page 8

Milestone Sponsor

\$3,500 with opportunities outlined on page 9

Cheering You On Sponsor

\$2,500 with opportunities outlined on page 10

Warm Up Sponsor

\$1,000 with opportunities outlined on page 11

Recharge Station Sponsor

\$500 with opportunities outlined on page 12

In-Kind Sponsor

Any amount with opportunities outlined on page 12

Corporate Event Sponsorship: Walk to Remember



Registration Sponsor: \$5,000

- Premiere recognition on event pages: named Registration Sponsor on RaceRoster event page and CFGH website, with your logo and link to your website
- Feature in event emails:
 - Pre-event: A 250-word feature with your logo in one (1) pre-event email newsletter
 - Post-event: Mention in a 250-word event recap
- Social media promotion:
 - One (1) dedicated Instagram in-feed post
 - One (1) dedicated Facebook in-feed post
 - One (1) dedicated LinkedIn post
 - One (1) multi-slide Instagram Story feature
 - Logo included in one (1) sponsor appreciation post across Instagram, Facebook, and LinkedIn
- Prominent signage at the event:
 - One (1) wayfinding & directional sign featuring your logo (e.g., "This Way to Registration")
 - Premiere logo recognition on one (1) sign at registration table
 - Premiere logo recognition on one (1) large sign at event pavilion, thanking all sponsors
- Race bib branding: Your logo featured prominently on all participant race bibs
- Promotional tent space: Opportunity to have branded tent at event (tent provided by sponsor)
- Dedicated signage at promotional tent: Premiere logo recognition on one (1) sign outside of your tent (sign provided by CFGH)
- Speaking opportunity: One-minute speech during opening remarks

Corporate Event Sponsorship: Walk to Remember



Milestone Sponsor: \$3,500

- Named Milestone Sponsor on RaceRoster event page and CFGH website, with your logo
- Feature in event emails:
 - Pre-event: 100-word feature with your logo in one (1) pre-event email newsletter
 - Post-event: Mention in a 250-word event recap
- Social media promotion:
 - One (1) dedicated Instagram in-feed post
 - One (1) dedicated Facebook in-feed post
 - One (1) dedicated LinkedIn post
 - One (1) multi-slide Instagram Story feature
 - Logo included in one (1) sponsor appreciation post across Instagram, Facebook, and LinkedIn
- Prominent signage at the event:
 - One (1) wayfinding & directional sign featuring your logo (e.g., "You're Halfway There!")
 - Logo recognition on one (1) large sign at event pavilion, thanking all sponsors
- Race bib branding: Your logo featured on all participant race bibs
- Promotional tent space: Opportunity to have branded tent at event (tent provided by sponsor)
- Dedicated signage at promotional tent: Premiere logo recognition on one (1) sign outside of your tent (sign provided by CFGH)
- Speaking opportunity: 30-second speech during closing remarks

Corporate Event Sponsorship: Walk to Remember



Cheering You On Sponsor: \$2,500

- Named Cheering You On Sponsor on RaceRoster event page and CFGH website, with your logo
- Feature in event email:
 - Post-event: Mention in a 250-word event recap
- Social media promotion:
 - One (1) dedicated Instagram in-feed post
 - One (1) dedicated Facebook in-feed post
 - One (1) dedicated LinkedIn post
 - One (1) multi-slide Instagram Story feature
 - Logo included in one (1) sponsor appreciation post across Instagram, Facebook, and LinkedIn
- Signage at the event:
 - Logo included on one (1) Cheering You On directional sign, along with other Cheering You On Sponsors
 - Logo recognition on one (1) large sign at event pavilion, thanking all sponsors
- Race bib branding: Your logo featured on all participant race bibs
- Promotional tent space: Opportunity to have branded tent at event (tent provided by sponsor)
- Dedicated signage at promotional tent: Premiere logo recognition on one (1) sign outside of your tent (sign provided by CFGH)
- Mention by Executive Director in Welcome Speech
- Mention by Executive Director in Closing Remarks

Corporate Event Sponsorship: Walk to Remember



Warm Up Sponsor: \$1,000

- Named Warm Up Sponsor on RaceRoster event page and CFGH website
- Social media promotion:
 - Logo included in one (1) Instagram post, thanking all Warm Up Sponsors
 - Logo included in one (1) Facebook post, thanking all Warm Up Sponsors
 - Logo included in one (1) LinkedIn post, thanking all Warm Up Sponsors
 - One (1) dedicated Instagram Story
- Signage at the event:
 - Premiere logo recognition on one (1) sign outside of warm up station, along with other Warm Up Sponsors
 - Logo recognition on one (1) large sign at event pavilion, thanking all sponsors
- Race bib branding: Your logo featured on all participant race bibs
- Mention by Executive Director in Welcome Speech

Corporate Event Sponsorship: Walk to Remember



Recharge Station Sponsor: \$500

- Named Recharge Station Sponsor on RaceRoster event page and CFGH website
- Social media promotion:
 - Logo included in one (1) Instagram post, thanking all Recharge Station Sponsors
 - Logo included in one (1) Facebook post, thanking all Recharge Station Sponsors
 - Logo included in one (1) LinkedIn post, thanking all Recharge Station Sponsors
- Logo recognition on one (1) large sign at event pavilion, thanking all sponsors
- Race bib branding: Your logo featured on all participant race bibs
- Mention by Executive Director in Welcome Speech

In-Kind Sponsor

- Named In-Kind Sponsor on RaceRoster event page and CFGH website
- Social media promotion:
 - Logo included in one (1) Instagram post, thanking all in-kind sponsors
 - Logo included in one (1) Facebook post, thanking all in-kind sponsors
 - Logo included in one (1) LinkedIn post, thanking all in-kind sponsors



Thank you for your consideration!

Contact

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