

DONATION SENSATION

A business-like approach to charitable giving

“ FOF encourages you to consider a win-win approach to charitable giving that helps build sustainable communities while enhancing your bottom line...”

Our communities face urgent challenges. Children are hungry and homeless. Heritage buildings are demolished to make way for development. Single-use plastics wash up on our beaches. And long-term decisions about human and natural resources are trumped by the potential for short-term economic growth. We need your help now to solve these and other important community sustainability challenges.

How Does FOF Contribute To Sustainability?

The Fresh Outlook Foundation (FOF) is a registered charity whose passion is “**building sustainABLE communities through conversations that inspire positive change.**” Its highly acclaimed and hugely popular events get people from all sectors communicating and collaborating around a wide range of social, cultural, environmental, and economic issues. FOF’s signature events include the Building SustainABLE Communities conference, REEL CHANGE SustainAbility Film Fest, Breakfast of Champions, ECO-BLAST Kids’ Camp & Concert, and Women 4 SustainAbility. Statistics prove that these events are highly effective at triggering actual behaviour change at home, work, and play.

How Can You Help?

We encourage you to consider a win-win approach to charitable giving that helps build sustainable communities while enhancing your bottom line by exposing your product/service to a vast sustainability-minded audience in BC and beyond.

DONATION SENSATION guarantees that your donation will be used to support the foundation’s highly acclaimed and influential events and projects while providing your business with:

- A tax-deductible receipt
- Exposure to FOF supporters on the foundation website and in newsletters
- Exposure to FOF event attendees.

DONATION SENSATION offers three opportunities for corporate giving:

- One-time donations
- Regular donations
- Sales-based donations.

Sales-Based Donations

This unique approach ensures that FOF benefits only when you succeed. The foundation will work with you to identify a product or service that reflects the foundation’s mission and/or resonates with its supporters and event attendees. You will determine an amount or percentage per sale that will be donated to FOF.

For example:

- A car dealership could donate \$100 for every hybrid or electric vehicle sold
- An organic winery could donate \$1 from the sale of every case of wine sold
- A green drycleaner could donate 25 cents for every order processed.



“ Multiple exposures to FOF’s vast sustainability-minded individuals, organizations, and communities ensure full value for your donation. ”

FOF will support sales-based campaigns with professionally produced collateral materials such as posters and ad templates. **Website/Email & Event Exposure** Multiple exposures to FOF’s vast audience of sustainability-minded individuals, organizations, and communities ensure full value for your donation. In addition to getting a tax receipt, you will receive the following, based on your level of investment.

INVESTMENT	EXPOSURE ON WEBSITE/EMAILS	EXPOSURE AT EVENTS
\$100 annually	<ul style="list-style-type: none"> Name with link listing on ‘Donors’ page 	
\$250 annually	<ul style="list-style-type: none"> Logo with link on ‘Donors’ page 	
\$500 annually	<ul style="list-style-type: none"> Logo with link on ‘Donors’ page Coupon/incentive on coupon page 	<ul style="list-style-type: none"> Logo on event PowerPoints (PPTs) Coupons at events
\$1,000 annually	<ul style="list-style-type: none"> Name on home page Coupon/incentive on coupon page 	<ul style="list-style-type: none"> Name on printed materials Logo on event PPTs Coupons at events
\$2,500 annually	<ul style="list-style-type: none"> Rotating logo with link on home page Coupon/incentive on coupon page Print media exposure (name in thank-you ad) Name / link in emails to 10,000 FOF contacts 	<ul style="list-style-type: none"> Logo on printed materials Logo on event PPTs Coupons at events
\$5,000 annually	<ul style="list-style-type: none"> Rotating photo and feature with logo and link on home page Coupon on coupon page Print and broadcast media exposure (logo in thank-you ad, name on radio) Logo with link in emails to 10,000 FOF contacts 	<ul style="list-style-type: none"> Logo on printed materials Logo on event PPTs Coupons at events Mention at events

Events that provide exposure include the Building SustainAble Communities conference, the REEL CHANGE SustainAbility Film Fest, the Breakfast of Champions, and Women 4 SustainAbility gatherings.

How Important Is Your Help?

If we are to achieve community sustainability, leaders from all sectors must contribute their ideas, energy, and financial resources. Supporting the Fresh Outlook Foundation, and the conversations and tangible outcomes it generates, guarantees that champions from all sectors will communicate and collaborate their way to more sustainable communities.

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