



Box 551, Stavely, AB, T0L 1Z0
Alberta Registered Non-Profit (CRA)
741523336RC001
www.calgaryfpc.com

Calgary Family Peer Connections NPO Hand UP Not Out Food Rescue & Distribution

Sponsorship Proposal



Prepared for

Sponsor

From

Betty Loder
Community Distribution
Manager
Betty@calgaryfpc.com
(403) 795-2071

Hello From

CFPC

Dedicated to
Rural Communities
Calgary Family
Peer Connection



Our non-profit organization Calgary Family Peer Connections (CFPC) has a commitment to mental health initiatives, with a goal of shedding the stigmas surrounding mental health. CFPC bridges the support service navigation gap by streamlining and personalizing our services and programs for the unique community members we serve, from children to Elders. We connect vulnerable clients to proper mental health agencies, empower peer connection and connectivity within the rural and urban communities we serve. We focus on providing Albertans access to confidential and culturally competent services, to reduce long-term adverse mental health effects relating to the pandemic.



May your days always be happy



We started in Willow Creek and have grown from serving our surrounding communities to serving Edmonton, Red Deer, Sherwood Park, Devon, Piikani Nation, Kainai Nation, and Leduc. Our warehouse and office are based out of the rural community of Fort Macleod, where we have been orchestrating weekly food distributions for the community for years. We provide an all-encompassing approach to mental and physical wellness by creating positive relationships; opportunities to develop life skills; education in financial literacy, resiliency, nutrition, self-care, and wellness; and providing community unity.



About Hand UP Not Out



CFPC has grown to be the largest food rescue agency in Alberta, providing food to established agencies and grassroots community groups to streamline the food aid distribution system to support the most people with efficiency, urgency, and respect.

Over the last 12 months we have grown to provide food to over a hundred Food Distribution Community Partners, who then distribute it to their community members in need through teams of more than 125 volunteers. Our events are for people of all abilities to volunteer and socially connect as a team, while serving neighbors with kindness and compassion.



Vision

Our commitment is to strengthen and empower communities by filling the gaps in food security for Albertans, while shedding mental health stigmas.

Mission

Practicing compassion and inclusion through culturally competent, anti-oppressive, community-centered services that focus on equity, peer connections, strengths and resiliency .



Our Team

Jaquie Duhacak

Founder and President

Betty Loder

Community Distribution Manager

Brittaney Taylor

Distribution Manager



What We Do

Our food security program *Hand Up Not Out: food rescue & distribution* is hosting food distribution events in 7 rural Sothern Alberta communities in April & May; Magrath, Stand Off, Coalhurst, Cardston, Stirling, Milk River and Raymond. We will be distributing 100,000 pounds of groceries to hundreds of families in each of the rural towns free to the participants that need a helping hand. We work with local businesses to sponsor the expenses of bringing the goods to the communities, and work with local volunteers to help distribute the food.

According to Maslow's Hierarchy of Needs, food is one of the physiological needs that make up the most fundamental level of human needs. If these basic needs are not met, a person cannot achieve higher levels of success.

Food security is a determinant of health; youth who struggle with food insecurity are more likely to have struggles with their education and other areas of their personal life, that can ultimately affect their mental health status. By helping fill the gaps in food security for these communities, we help make them safer and healthier.



Our Impact



Calgary Family Peer Connections' food security program *Hand UP Not Out: food rescue & distribution* is partnered with corporate food operations and local communities to divert millions of pounds of acceptable food from being routinely wasted in landfills and helps fill the gaps in food security for thousands of families in rural and marginalized Alberta communities. We have a societal impact by bringing people together with a service project, and an environmental impact by rescuing this food from the landfills.



Partnerships

Our joint venture with EcoSSEN partners us with the Shaw Charity Classic, Birdies for Kids, and AltaLink charity fundraiser. They match donations up to 50% to support our organization. We are partnered with Value Village for a FUNdrive fundraiser to help raise funds for the rising costs of operating our warehouse. We have many expenses and have many ways that we can partner with your organization.



Receprocity

As a valuable sponsor, you will be given brand visibility throughout the advertising of our events on our social media pages, as well as event posters, and other advertisements. Your name and logo will be highlighted before, during and after events.

With your permission we will also share the amount donated and the number of families your sponsorship helped with food security.

We create opportunities for you to build long term partnerships with local businesses, town councils, and residents in and around the communities we serve.

With your sponsorship you are guaranteed to provide food security to hundreds of rural and marginalized families in Southern Alberta.

We look forward to working with you.

