



Big Brothers  
Big Sisters  
OF CENTRE WELLINGTON

## Sponsorship Package

Jan 2025-December 2025



*Our Mission: To enable life-changing mentoring relationships to  
ignite the power and potential of young people*



## About Us

We serve young people in Centre Wellington who face adversity and are in need of an additional consistent and supportive developmental relationship.

Many children and youth in Canada struggle with societal barriers and face adversities in their lives. This includes things such as detrimental living conditions, family violence, risk factors for mental health, school issues, and identity challenges.

These circumstances have nothing to do with the value of who they are or whom they can become, but because of these situations, children and youth risk not having the opportunity to live up to their full potential.



## Meet Our Team at BBBSCW



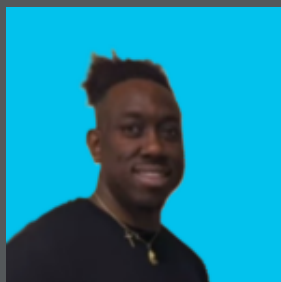
Anneli Segura

Executive Director



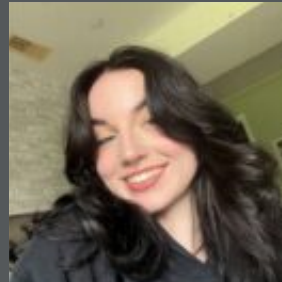
Ashley Winterburn

Director of  
Community Programs



Nick Clarke

Community Based  
Mentoring Coordinator



Olivia Minnick

Site Based & Group  
Mentoring Coordinator



Adam McCaffery

Fund Development  
Assistant

Our Location: 900 Tower St ,S. Unit 100A, Fergus ON N1M 3N7 also known as The BHive

Hours: of Operation: Monday-Friday 8:30am- 4:30pm

Phone: 519-787-0106

Charitable Business Number: 13331-8493-RR0001

*Our Vision: All young people realize their full potential*



# Soap Box Derby Sponsorship



**Event Date:** July 1st, 2025  
**Location:** Geddes St, Elora ON

We shut down Geddes Street in Elora to have an epic Soap Box Derby Race.  
Youth in Centre Wellington race in one of four designated heats during a morning of fun.  
We encourage you to come out and cheer on our racers on event day!



## Grand Prix Sponsor

(1 Spot)



**\$1,000**

- A chance to be the title sponsor for our event and get additional recognition on race day.



## Racer Recognition Sponsor

(1 Spot)



**\$500**

- Be part of celebrating every racer's efforts and successes. Race day memorabilia will be provided to reach racer



## Pit Crew Sponsor

(5 Spots)



**\$350**

- As the event revs up, you will receive logo recognition including branding on our soap box cars.



## Fuel Station Sponsor

(1 Spot)



**\$300**

- Help keep our racers and spectators fueled up with beverages and snacks on race day.



## Friend of the Derby Sponsor

(15 Spots)



**\$175**

- At this level your business will be promoted and will be on display at our finish line for attendees to see.



## Little Lightning Sponsor

(15 Spots)



**\$100**

- Join the fun with logo recognition at the event where it will be seen by racers and attendees.



# Other Ways To Give

Want to give to BBBSCW but don't want to be a Sponsor?

Check out some other options we have!

## Third Party Events

These events are organized by you or your community group (e.g. businesses, school groups or corporations) to help raise funds necessary for Big Brothers Big Sisters of Centre Wellington to operate and ensure that every child gains the confidence to achieve more through a mentoring relationship. Big Brothers Big Sisters of Centre Wellington has no fiduciary responsibility and little or no staff involvement, however, we will support you and your event as much as possible to help it be a success. Event examples include: A "something"-a-thon, Raffles, Auctions, Parties, Yard Sales and more. Please feel free to reach out to discuss ideas and opportunities.

## Giving Every Month (G.E.M.) Program

By signing up to Give Every Month – what we call a GEM – you will be supporting our cause and spreading your generosity throughout the year. No matter the amount, your monthly commitment ensures that there is a ready and reliable stream of funding available to help us match more children. Monthly giving means low administrative costs, which means that more of your money goes to where it is needed most: ensuring vulnerable youth develop into resilient young people who are able to overcome life's adversities and lead productive and healthy lives.

## Matching Gifts

Some employers will match employee donations made to Big Brothers Big Sisters of Centre Wellington or donate to our organization in honour of the hours you have volunteered with us. These gifts have a significant impact on our ability to serve the children and youth in our community. Speak to your employer to inquire about ways you can offer support.

## Legacy Giving

Consider making a legacy gift and give the gift that lasts beyond a lifetime. With your help, we can invest funds into our mentoring programs and empower youth to live their potentials! You can take pride in knowing your gift will improve lives of children now and into the future. If you wish to inform us about your place, we can ensure that your gift will be used and acknowledged exactly how you would prefer. We would be happy to meet with you so we can learn more about you and the impact you would like to have.

## In Memory/In Honour

A gift made in memory of a loved one offers a thoughtful, caring way to remember the person while contributing to the future of children and youth in Centre Wellington. We will send a 'thank you' letter to the designated recipient, notifying them of your thoughtful gift. A tax receipt will be provided to you.

Honour a loved one by making a gift to Big Brothers Big Sisters of Centre Wellington. By making a donation in your loved one's name you are helping ignite potential for young people in the community.

# What Your Support Means

Your support means we can continue offering our vital Mentoring programs. Big Brothers Big Sisters of Centre Wellington turns to people like you - the community and businesses in Centre Wellington. Every dollar we receive goes directly to supporting children in our community who are in need and allows us to empower youth to reach their potential. By helping us change the course of young lives we can in turn change the course of our communities future.



## Social Return on Investment

EVERY \$1 INVESTED IN MENTORING RETURNS \$23 TO SOCIETY

\$ 23:\$1

MENTORED YOUTH SEE POSITIVE RESULTS:

### IN LIFE

- 81% Report Financial Literacy
- 98% Believe they make good life choices
- 80% Pursue Healthy Lifestyles

### IN COMMUNITY

- 87% Have strong social networks
- 50% More likely to volunteer (and give 30% more time!)
- 13% More likely to donate (and give 20% more money)

### AT WORK

- 47% Hold senior leadership positions
- 17% More likely to be employed
- 13% Higher earnings (\$315,000 Higher lifetime income)





**Big Brothers  
Big Sisters**

**OF CENTRE WELLINGTON**

# Thank You

Your support makes a difference in the lives of Centre  
Wellington's children and youth



519-787-0106



900 Tower St. S, Unit 100A Fergus ON N1M 3N7



[centrewellington@bigbrothersbigsisters.ca](mailto:centrewellington@bigbrothersbigsisters.ca)



<https://centrewellington.bigbrothersbigsisters.ca/>