

**take a**  
**stand** **against Family**  
**Violence &**  
**Abuse**  
**host an**  
**event** **on behalf of the**  
**Calgary Women's**  
**Emergency Shelter**



74 %

of Albertans say they or someone they know has experienced family violence

68 %

of spousal violence victims never seek formal support

Number of calls received per year on our 24-hour Family Violence Helpline

11,800

## Take a Stand against Family Violence & Abuse

With 74% of Albertans saying that they or someone they know has been affected by domestic violence, there is an increasing need for citizens to get involved and help end family violence and abuse in Calgary.

Take a Stand against Family Violence & Abuse by hosting an event on behalf of the Calgary Women's Emergency Shelter. Your event will raise awareness about family violence and abuse, as well as provide financial support that is necessary for our organization to succeed. It also sends an inspirational message to your partners, co-workers and friends: we all need to work together to help build stronger, healthier communities.

## What is a community event?

Events can range from dinners to silent auctions, jewellery parties to golf tournaments to even challenging co-workers to raise their level of awareness in the workplace. Be creative, pick your event and rally your friends, family, co-workers and community to get involved and start raising funds. You may have a passion for one of our program areas so we will do our best to match your donation to that area.



## When you Take a Stand, you need friends

CANADA HELPS is an online organizing tool that leverages the power of your personal networks by using email, social media and mobile apps. You can share your stories through personal and team web pages, request email donations and post event information on social media sites.

Go to [calgarywomensshelter.com](http://calgarywomensshelter.com) to find out more.

Register for CANADA HELPS and follow the prompts. It's a very easy to use tool that allows you to increase registration, pledges and create personal fundraising pages.

## Making your event successful

We invite you to contact our team for fundraising, community relations and event management expertise, including practical advice on permits and licences required and event marketing tips.

## Legitimizing your event

Upon event approval, you will be provided with an official letter of endorsement, authorizing you to host your event on behalf of our organization, providing credibility within the community for your event. If you would like to incorporate the Calgary Women's Emergency Shelter brand and logo to promote your event, you are required to submit all

print and promotional material for approval. Once approval is granted, you will be emailed our logo and permitted to use our name for your event, adhering to this guideline:

on our website, through our social media tools, or in our newsletters. If requested and appropriate, a representative from our organization would be happy to attend and speak at your event.

Our name should not be used in the event title, but rather as a beneficiary:

INCORRECT:  
Calgary Women's  
Emergency Shelter  
Bike-A-Thon

CORRECT :  
Bike-A-Thon  
to benefit (in support of)  
Calgary Women's  
Emergency Shelter

If you require Calgary Women's Emergency Shelter marketing material for your event, limited quantities are available. At the discretion of the Communications Department, your event can be supported



# 10 Steps to a Great Event

**1 Ideas** Brainstorm with your friends and colleagues and start planning your event. Some ideas to get started include: sporting events, "a-thons" of any kind, tournaments, barbecues or parties, garage sales, carnivals, holiday, birthday or anniversary celebrations, dinner-dances, auctions, challenges. Make it fun and make it involve a lot of people.

**2 Goals** Set Goals. Decide how much money you would like to raise for the Calgary Women's Emergency Shelter and develop an appropriate budget. Most events hosted on our behalf aim for a minimum profit of 30% or higher.

**3 Call** Register your event with us by calling 403-539-5130 to get started.

**4 Build** Use CANADA HELPS. Go to our website and register for this online event marketing tool.

**5 Share** Share the event using CANADA HELPS and watch it spread through your networks.

**6 Select** Start a committee by inviting some great people to help you plan, run and promote your event.

**7 Plan** Attend to the details. Make sure you plan your event logistics –set the schedule, location and put together a checklist of details to ensure it runs smoothly.

**8 Promote** Promote your event with flyers, invites and posters. Use social media, your contacts and tools available within our CANADA HELPS tool but don't forget to personalize the ask by making phone calls and having as many face-to-face meetings as possible.

**9 Donate** Be fiscally responsible. Make sure you keep track of revenue, expenses and profits and make sure you submit your financial information and profits to our organization within 30 days of your event.

**10 Bow** You TOOK A STAND and made a difference so take a bow. Remember to say thanks to everyone who helped run the event by letting them know how much you raised and how people coming together is what creates change.



On behalf of the team here at the Calgary Women's Emergency Shelter, we appreciate that you have chosen to help **TAKE A STAND** and generate awareness and funds to end family violence and abuse.