

ALL-STARS FOR KIDS

SUPPORTING BIG BROTHERS BIG SISTERS OF CALGARY AND AREA

ALL-STARS FOR KIDS COMMUNITY PARTNERS

All-Stars For Kids is back this August! Entering its 5th year All-Stars For Kids is an annual fundraising and awareness campaign supporting Big Brothers Big Sisters of Calgary and Area. Each year, this campaign raises critical funds needed to create and empower life-changing one-to-one mentoring relationships for children and youth facing adversity in our community.

Big Brothers Big Sisters provides mentoring programs to children and youth facing adversity by matching them with a caring adult in a quality one-to-one mentoring relationship. We know that young people who have the support of a mentor are more likely to do well in school, go on to successful careers, give back to their communities and live happier, healthier lives. That's the difference that mentoring makes. It's the difference that YOU can make by getting involved in All-Stars For Kids!

Thanks to long-time supporters Gary Nissen, Qualico and PBA Land & Development, **every dollar raised during the campaign will be matched** - which means your impact is doubled!

We're challenging Community Partners, like you, to be an **All-Star For Kids** and help us exceed our goal by hosting a fundraising initiative to support the campaign!

WHAT IS THE ROLE OF AN ALL-STAR COMMUNITY PARTNER?

Your support as a Community Partner plays a BIG role in the campaign by helping to raise critical funds as well as build awareness for Big Brothers Big Sisters and the power of mentoring. The previous success of All-Stars For Kids has been due to the collaboration and support from the matching partners, Community Partners like you, and our roster of All-Star ambassadors and influencers!

As an **All-Star Community Partner**, we ask that you:

- Create a fundraising initiative during the month of August, to raise funds while engaging staff and customers. The options are endless, but we have included a few ideas on the next page to get you started.

Big Brothers Big Sisters wants to ensure your participation in the campaign is a success! In return, for being an All-Star Community Partner, we will:

- Include your name and logo on our various marketing and communications materials, including social media, and email communications
- Provide various support for your fundraiser including:
 - All-Stars For Kids and Big Brothers Big Sisters print and promotional materials
 - The guidance of our in-house events and fundraising team
 - An opportunity to ask our All-Star roster to share your initiative on social media
 - Being included on our communications plan that is distributed and shared with our All-Stars, including social media influencers and brand ambassadors
 - An opportunity to have a Big Brothers Big Sisters speaker at your initiative
- Facilitate a cheque presentation with a Big Brothers Big Sisters representative

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ALL-STAR COMMUNITY PARTNERS - FUNDRAISING IDEAS

ALL-STAR DONATIONS



When customers check out, give them the opportunity to be an **All-Star For Kids** and make a donation (can be done for virtual platforms and in person). For in-person opportunities have them sign a star and post the stars up all month

PERCENTAGE OF SALES



Donate a percentage of sales on an item or service you offer. Percentage of sales could include:

- % of entire sales for the month of August
- Sales from an "All-Star" item created for the campaign (e.g. All-Star Burger)
- % of sales on a specific item or service

DONATION AT THE (VIRTUAL) DOOR



Hosting an event or activity at your venue or virtually? Set a minimum donation (cover charge) and let customers know that their donation will be donated to Big Brothers Big Sisters. This can work for a variety of businesses, from restaurants to activity classes (e.g. paint nights, fitness classes, gaming nights, etc.)

HOST YOUR OWN (VIRTUAL) EVENT!



From virtual concerts to paint and sip nights, and office raffles, community-minded businesses like yours have always found the most creative ways to support children and youth in the community. By hosting a (virtual) fundraising event or activity as part of All-Stars For Kids, the dollars you raise will be matched!

Other Fundraising Event Ideas:

- Balloon Pop
- BBQ
- Concert / Play
- Custom T-shirt (Product)
- Fashion Show
- Fitness Class
- Fishing Derby
- Golf Tournament
- Grand Opening
- Paint and Sip Evening
- Poker Tournament
- Online Auction
- Online Raffle
- Ticketed Event
- Virtual Dinner Party
- Work Department Challenge

NEXT STEPS

If you are interested in being an **All-Star Community Partner** this August, please contact Kate Middleton at 403-693-2682 or by e-mail at kate.middleton@bigbrothersbigsisters.ca for more details!