



Canadian Helen Keller Centre 150 Eighth Street

Partnership Opportunities



**Canadian
Helen Keller
Centre**

Independence
for the Deafblind
Community

chkc.org



Canadian Helen Keller Centre (CHKC) is Growing

Canadian Helen Keller Centre (CHKC) is in the process of building a new, \$38 million affordable and accessible apartment building in Etobicoke, Ontario at 150 Eighth Street. To date, CHKC has secured \$32 million of the \$38 million in funding that is needed through the Rapid Housing Initiative (RHI).

Our goal is to raise the remaining \$6 million that is required from generous donors and sponsors like yourself.

The fully accessible and affordable housing complex will include 56 units of one, two and three bedrooms. CHKC anticipates that 25 to 30 of these units will be reserved for and used by Canadians who are deafblind. The remainder of the units will be reserved for and used by people with other disabilities.

CHKC is an experienced housing provider for Canadians with disabilities. Since 1992, the organization has operated another fully accessible and affordable apartment building of 16 units for tenants who are deafblind. It is located in the Willowdale community of Toronto.

This new housing development will ensure that CHKC can further meet the housing needs of Canadians who have dual sensory loss.

With 34 people on CHKC's current wait list, more people living with a combination of hearing and vision loss will have access to an independent life.

Within the apartment building, there will be a 6,500 sq. ft. state-of-the-art training centre where Canadians who are deafblind can gain important life skills to aid in their independence.

The RHI is delivered by the Canada Mortgage and Housing Corporation (CMHC), in partnership with the City of Toronto, under the National Housing Strategy (NHS).

The aim is to have the new building available for move-in by July 2023.



What is deafblindness?

A person living with dual sensory loss has difficulty accessing information and pursuing educational, vocational, recreational and social goals.

Deafblindness is a unique and separate disability from deafness and blindness. An individual with combined losses of both hearing and vision requires specialized services, including adaptive communication methods.

With your help, we can help empower members of the deafblind community to be more independent, and free from barriers.

Why sponsor us?

Although CHKC has already secured \$32 million in funding for 150 Eighth Street we still need to raise an additional \$6,000,000 for the build, over three (3) years, so that we are fully operational and can meet the needs of our consumers.

About Canadian Helen Keller Centre

CHKC provides affordable housing, training and Intervenor Services to persons who are deafblind.

Vision

A society where all individuals who are deafblind live free from limitations.

Mission

To empower the deafblind community through consumer-driven services and opportunities that maximize independence.

Values

We empower and lead through advocacy, respect, collaboration, professionalism and community.



Training

The CHKC Training Centre operates the only residential facility in Canada for individuals who are deafblind.

All programming is customized to meet the needs of participants. Individualized courses are taught on a one-to-one basis, using the consumer's preferred mode of communication. Workshops are also offered on a variety of topics.

Housing

Rotary Cheshire Apartments (RCA) is a barrier-free building with 16 one-bedroom apartments. The building and apartments include the following features to foster independence:

- Contrasting colours on walls, doors, flooring, electrical outlets, switches, door handles, etc.
- Tactile surface alerts.
- Alerting systems with loud horns, vibration and strobe lights for emergencies, doorbells, telephones, etc.
- Tactile signage with raised print and Braille.
- Matte surfaces to minimize glare and evenly distributed lighting.
- Accessible enter-phone system.
- Common room, accessible washroom in common area.





Intervenor Services

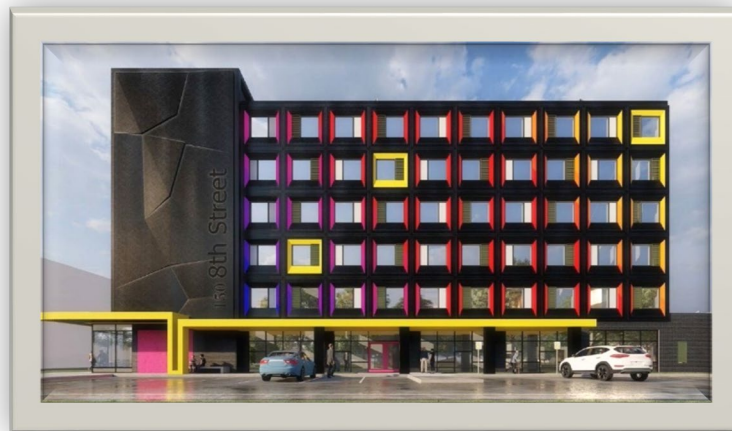
Consumers who live at RCA have access to one-to-one Intervenor Services every day for up to 24.5 hours per week. In addition, an on-duty intervenor is on site 24 hours a day to provide access to information, and safety and security for the building.

Intervenors are also available to individuals who are deafblind who live in the community for up to 24 hours per week.



The Need

Over 400,000 Canadians are deafblind, each with individual needs that require special attention. Canadian Helen Keller Centre helps alleviate the challenges that many people who are deafblind face trying to access their communities. At CHKC, Canadians who are deafblind have access to affordable housing along with the programs and services to live more enriching lives. These services come at a great cost and with your support, we can help more Canadians who are deafblind.





150 Eighth Street Sponsorship Opportunities

Platinum Sponsor - Lead Sponsor - \$1,000,000

- Naming rights for training centre (main) floor with offices
- Recognition at events and on CHKC website, social media channels etc.
- Naming rights space signage and recognition
- Platinum table of eight for donor recognition gala
- Sponsor table of eight at recognition gala for individuals who are deafblind (includes signage)
- Recognition in media (newspaper PSA ads, etc.)
- Recognition and quote in fundraising press release
- Corporate logo on all print advertising at events for three years
- Opportunity to make cheque presentation at an event
- VIP invitation to CHKC events
- Recognition as Platinum Sponsor on lobby donor wall

Diamond Sponsor - \$500,000 (per floor)

- Naming rights for five apartment floors available at \$500,000 per floor
- Recognition at events and on CHKC website, social media channels etc.
- Naming rights space signage and recognition
- Diamond table of eight for donor recognition gala
- Sponsor table of eight at recognition gala for individuals who are deafblind (includes signage)
- Recognition in media (newspaper PSA ads, etc.)
- Recognition in fundraising press release
- Corporate logo on all print advertising at events for three years
- Opportunity to make cheque presentation at an event
- VIP invitation to CHKC events
- Recognition as Diamond Sponsor on lobby donor wall



Gold Sponsor - \$100,000 to \$250,000

- Naming rights for Mae Brown Library – \$250,000
- Naming rights for large meeting room – \$250,000
- Sponsorship of appliances – \$250,000
- Naming rights for rehab training kitchen – \$250,000
- Naming rights for rooftop garden – \$150,000
- Naming rights for classroom – \$100,000 each (three available)
- Naming rights for small meeting room – \$100,000
- Naming rights for a program i.e., Franco's Breakfast Club – \$100,000

Gold Sponsorship includes

- Recognition at events and on CHKC website, social media channels etc.
- Naming rights space signage and recognition
- Gold table of eight for donor recognition gala
- Recognition in media (newspaper PSA ads, etc.)
- Corporate logo on all print advertising at events for two years
- Opportunity to make cheque presentation at an event
- VIP invitation to CHKC events
- Recognition as Gold Sponsor on lobby donor wall

Silver Sponsor - \$50,000 to \$100,000

- Naming rights for technology room – \$75,000
- Naming rights for rehab room – \$50,000
- Naming rights for wellness room – \$50,000
- Naming rights for gym – \$50,000

Silver Sponsorship includes

- Recognition at events and on CHKC website, social media channels etc.
- Naming rights space signage and recognition
- Four tickets to donor recognition gala
- Recognition in media (newspaper PSA ads, etc.)
- Corporate logo on all print advertising at events for one year
- Opportunity to make cheque presentation at an event
- Recognition as Silver Sponsor on lobby donor wall



Bronze Sponsor - \$10,000 to \$25,000

- Outdoor parkette and amenity area - \$25,000
- Service dog run and parkette sponsor – \$15,000
- Module sponsor – \$10,000 (127 available)

Bronze Sponsorship includes

- Recognition at events and on CHKC website, social media channels etc.
- Naming rights space signage and recognition
- Two tickets to donor recognition gala
- Corporate logo on all print advertising at events for one year
- Recognition as Bronze Sponsor on lobby donor wall

In-Kind Donation Opportunities (tax receipt provided)

- Rehab training kitchen appliances
- Technology and assistive devices
- Computers and office equipment
- Office furniture
- Gym equipment
- Laundry equipment
- Garden and landscaping supplies and services



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Please indicate sponsorship choice

- Platinum \$1,000,000
- Diamond \$500,000
- Gold \$100,000 to \$250,000
- Silver \$50,000 to \$100,000
- Bronze \$10,000 to \$25,000
- In-Kind Donation _____

Please issue a tax receipt for the maximum allowable or,
Please issue a business receipt letter for the full amount of my gift

Sponsor Information (please print or type):

Company Name: _____

Contact Name: _____

Contact Title: _____

Address: _____

City: _____ **Province:** _____ **Postal Code:** _____

Phone Number: _____ **Ext:** _____

Email Address: _____

Website: _____

Facebook @: _____

Twitter @: _____

Instagram @: _____

Please email a high-resolution logo in jpg and vector or Adobe Illustrator format to fcignelli@chkc.org.

Please note that sponsoring companies must provide their logo and other company information as requested to event staff at Canadian Helen Keller Centre. It is the responsibility of the sponsoring companies to notify staff of any changes in regards to sponsorship, company logos or names. All benefits outlined in this package are in relation to 150 Eighth Street, Canadian Helen Keller Centre. In addition, late confirmation of sponsorship may mean that not all benefits can be honoured by Canadian Helen Keller Centre, as certain print deadlines may have already passed. Canadian Helen Keller Centre will do its best to honour all benefits outlined for sponsors.

Signature of Authorized Representative Sponsoring Company

Date Signed