



# **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, \$44 million affordable and accessible apartment building in Etobicoke, Ontario on 150 Eighth Street. Currently CHKC has secured \$38 million of this funding through the Rapid Housing Initiative.

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

Funding for this project comes from the Government of Canada through the Major Cities Stream of the Rapid Housing Initiative (RHI) and the Ontario Priorities Housing Initiative (OPHI).

The accessible and affordable housing complex will include 56 units of one, two and three bedrooms, 25 to 30 of which will be reserved for Canadians who are deafblind. The remainder of the units will be reserved for people with physical disabilities.

Since 1992, CHKC has also operated another accessible and affordable apartment building of 16 units for tenants who are deafblind in the Willowdale community of Toronto.

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

With 39 people on CHKC's current wait list, more people with a combination of hearing and sight loss will have access to a more independent life.

Within the apartment building 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).

\$203.3 million of the funding under the Major Cities Stream is allocated to Toronto with \$38 million of that funding going to CHKC.

The aim is to have the new building available for move-in by July 2025.



## **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, free from barriers.

## **Why sponsor us?**

Although CHKC has secured funding for 150 Eighth Street we still need to fundraise 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.

## Housing

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

- 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 entry system
- Common room, public washrooms



## Intervenor Services

Intervenor Services are a critical component of the support CHKC provides to the deafblind community. Intervenor are trained professionals who provide auditory and visual information to individuals who are deafblind using various adapted communication modes.

Intervenor provide opportunities for people who are deafblind to gain independence, pursue goals, interact with their environment and maintain control over their lives.

Consumers have access to one-to-one Intervenor Services. In addition, an Intervenor is on site at RCA 24 hours a day to provide access to information, safety and security for the building and access to CHKC's Emergency Intervenor Services program.





## Training

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

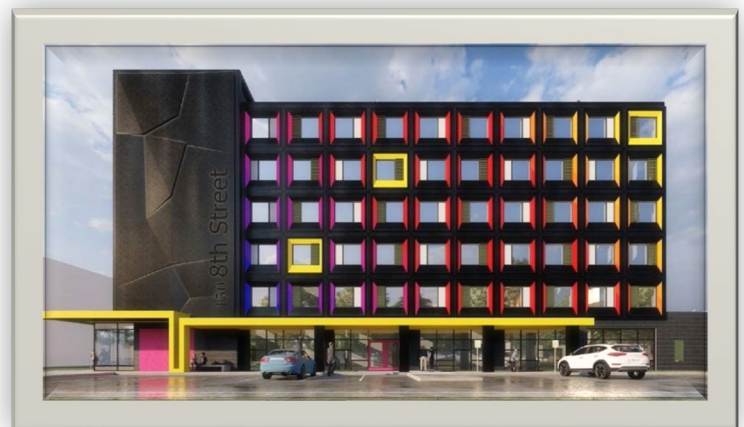
All programming is customized to meet the needs of participants. Individualized courses are taught on a one-to-one basis, using the consumers preferred mode of communication. Workshops are also offered on a variety of topics.



## The Need

According to Statistics Canada's latest Canadian Survey on Disability, there are about 602,160 deafblind individuals receiving services nationwide, including about 246,370 in Ontario.

At CHKC, Canadians who are deafblind have access to affordable housing along with the programs and services to live more enriching lives. The demand for affordable housing and services continues to rise due to the aging population and increased service hours based on individual needs. This expansion has significantly increased the demand for CHKC's services, leading to growth in programming and a pressing need to expand office space to accommodate the rising number of staff and consumers. These challenges have highlighted our urgent need for expanded resources, both in space and staffing to serve Ontario's deafblind population adequately.





**Sponsorship Opportunities**  
**(All opportunities are negotiable)**

**Platinum Sponsor - Lead Sponsor**

- Lead sponsor for \$1,000,000
- Naming rights of Training Centre (Main) Floor with offices \$1 million

**Diamond Sponsor**

- Naming rights of 5 Apartment Floors \$500,000 each floor

*Platinum & Diamond Sponsorship includes*

- Recognition at events and on CHKC website, social media outlets etc.
- Naming rights space signage and recognition
- Table invitation to donor recognition gala
- Recognition in media (newspaper ads, etc.)
- Corporate logo on all print advertising at events for three years
- Opportunity to make cheque presentation at an event
- VIP invitation to CHKC events
- Name on donor Wall in Lobby (Tree of donors)

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

- Naming rights of Mae Brown Library at \$250,000
- Naming rights of Large Meeting Room at \$250,000
- Sponsorship of Appliances \$250,000
- Naming rights of Rehab Training Kitchen at \$250,000
- Naming Rights of Rooftop Garden at \$150,000
- Naming Rights of Classrooms x 3 at \$100,000 each
- Naming Rights of Small Meeting Room at \$100,000
- Naming rights for a program of choice ie: John's Breakfast Club

*Gold Sponsorship includes*

- Recognition at events and on CHKC website, social media outlets etc.
- Naming Rights space signage and recognition
- Table invitation to donor recognition gala
- Recognition in media (newspaper 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
- Name on donor Wall in Lobby

### **Silver Sponsor \$50,000 - \$100,000**

- Naming rights of Technology Room at \$75,000
- Naming rights of Wellness Room at \$50,000
- Naming rights of Gym Sponsor at \$50,000
- Naming rights for a Vehicle/Shuttle Sponsor to transport residents within the community.

#### *Silver Sponsorship includes*

- Recognition at events and on CHKC website, social media outlets etc.
- Naming Rights space signage and recognition
- Invitation to donor recognition gala (4 tickets)
- Recognition in media (newspaper ads, etc.)
- Corporate logo on all print advertising at events for one year
- Opportunity to make cheque presentation at an event
- Name on donor Wall in Lobby (Tree of donors)

### **Bronze Sponsor \$10,000 - \$25,000**

- Naming right of module sponsor at \$25,000 each
- Naming rights of Service Dog Run and Parkette Area \$20,000
- Naming rights of 50 Memorial Trees \$10,000 or \$200 each

#### *Bronze Sponsorship includes*

- Recognition at events and on CHKC website, social media outlets etc.
- Naming Rights space signage and recognition
- Corporate logo on all print advertising at events for one year
- Name on donor Wall in Lobby (Tree of donors)

### **In-Kind Donation Opportunities**

- Rehab Training Kitchen Appliances
- Technology
- Gym Equipment
- Office Furniture
- Garden and Landscaping Supplies and Services



## Canadian Helen Keller Centre 150 Eighth Street Partnership Opportunities

### 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 [cgregorio@chkc.org](mailto:cgregorio@chkc.org).**

*Please note that sponsoring companies must provide their logo and other company information as requested to event staff 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 8<sup>th</sup> 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 been met. Canadian Helen Keller Centre will do their best to honour all benefits outlined for sponsors.*

\_\_\_\_\_  
**Signature of Representative at Sponsoring Company**

\_\_\_\_\_  
**Date Signed**