

EQUITABLE BANK PRESENTS

CRC BUILDING LIVES BENEFIT



To support our critical work
in Regent Park

An evening of spectacular music & food

Monday, October 24, 2016

6:30 to 9:00 p.m.

The Daniels Spectrum in Regent Park

585 Dundas Street East, Toronto

CRC
Building Lives. 
Creating Community. Together.

40 Oak Street
Toronto, ON M5A 2C6

(416) 363-4234

crc@tcrc.ca

www.tcrc.ca

Charitable number:

108114133 RR0001

CRC makes a difference every day

CRC is a bright welcoming space where community members in need can enjoy a hot nutritious meal and companionship. Where an individual in transition can have a hot shower, do their laundry, and find a free winter coat and warm boots.

CRC is a safe supportive environment where someone who is homeless can be connected with a home. Where someone whose home is at risk can find the support they need to remain housed. Where someone can meet their neighbours and engage in the community.

CRC is a knowledge hub where people can learn about nutrition, develop new cooking skills, become a community gardener and grow healthy food. Where people can discover how they can help each other better their lives and advocate for change that improves their neighbourhood.

CRC is where everyone has a name. Where someone is missed if they are not seen.

CRC makes a difference for people. CRC is where people know that they matter. A place where they can make friends and find the support they need.



CRC Mission: Building Lives. Creating Community. Together.

CRC Vision: CRC is a welcoming place where people work together effectively to meet their basic needs, achieve personal growth and help create an inclusive and cohesive community.

CRC Values: We treat others as we would like to be treated ourselves. This means that we welcome, value and respect everyone.

Charitable registration number: 108114133 RR0001 (Toronto Christian Resource Centre)

Check us out at: www.tcrc.ca.

CRC has been providing practical assistance to Torontonians marginalized by poverty since 1964.

CRC works with the residents of Regent Park and the surrounding neighbourhoods to realize their potential and contribute to a better community. Our philosophy has always remained the same - "to help people to help themselves".

In 2000, the City of Toronto began to redevelop the Regent Park community. As part of this rebuild, CRC decided to significantly increase its presence in Regent Park and built its largest undertaking ever – 40 Oaks.

Completed in 2012, 40 Oaks is an innovative project that consists of 87 units of deeply affordable, stable, safe housing that serves as a foundation for tenants to build better lives and develop positive community relationships both within 40 Oaks and with the wider community. It is the only not-for-profit social housing on the Regent Park footprint.

40 Oaks is also the home of CRC, which includes a 5,000 square foot community hub where people can gather and have access to a range of activities and support services geared to their needs: superb healthy meals, free clothing, housing, drop-in, life skills and food skills programs. Community advocacy, gardening, and our social enterprises programs are key elements in building capacity. CRC does this each day with a team of dedicated volunteers – over 200 last year gave us 29,000 hours of their time.

In partnership with Community Food Centres Canada, CRC has developed the Regent Park Community Food Centre, one of six centres across the country. At our food centre, we offer amazing meals, food skills-building workshops, and create more opportunities for participants to find their voice.



40 Oaks is a special place because we are safe in the community. We're all like family here. We all care for one another and we try to help one another – that's just the way we are.
- **40 Oaks Tenant**

This place is well-run. This place looks after you. We have everything here to build ourselves.
- **Breakfast Participant**

All the fruits and vegetables they put on your plate and the protein – It's exactly what the dietitian told me to have.
- **Breakfast Participant**

The sense of community that I feel here. I tend to socially isolate myself, so having a community is important.
- **Lunch Participant**

This is one of the very few places - I come here . . . Positive people that are actually listening and that care. The food here is healthy. The whole entire atmosphere is soothing.
- **Lunch Participant**

I feel healthier and today some guy said, "you're looking really good these days"! I'm making better choices, I know that.
- **Seniors' Community Kitchen Participant**

Through ticket sales, sponsorships, and donations, our *Building Lives Benefit* hopes to raise \$250,000 for CRC's innovative programs.

Regent Park has the highest child poverty rate in the country – 63% of our local children are living in families that are experiencing insecurity and impoverishment. This needs to change.

CRC is a place where this change can begin, where people experiencing poverty are given the opportunity to better their lives through our innovative services and impactful programs.

Partner with us in making this a place of possibility and change.

Today in Regent Park, there is a tangible spirit of optimism, possibility, and change in the community and certainly in our space:

- 🌿 In our community gardens, where young and old hone their skills to grow their own food;
- 🌿 At our meals, where kale salad, curry chicken, and good conversations nurture body and soul;
- 🌿 At festive events like “The Taste of Regent Park” that bring the community together around food and culture and help local caterers hone small business skills;
- 🌿 Among our tenants, who can sleep at night knowing they have a stable, warm, dignified home and a sense of belonging;
- 🌿 At any one of our community kitchens where food skills are learned, food knowledge is shared, and friendships are formed;
- 🌿 At our bake oven, where local children learn to make their own pizzas from scratch;
- 🌿 Amongst our dynamic, dedicated staff team who offer a warm welcome and a chance for a better life by providing necessities and skills building;
- 🌿 Amongst our amazingly gifted troupe of volunteers and Board members, who are determined to provide excellent service to our community members.

Your support will have impact.

CRC is committed to an evidence-based approach to programs going forward. Research and best practices tell us that there are a few key things that need to happen to help individuals and families living with poverty move to a better life. They need to have safe, affordable housing as a foundation.



Nutrition and secure access to food are critical to all – especially to families raising children. Many of our community members rely heavily on food banks and meal programs which provide starchy, sugary foods as a base to fill hungry bellies but which lack the essential nutrients for wellness. We know that social isolation and unaddressed trauma can play havoc with people's resilience, especially when they are already living in precarious situations.

The Fundraising Goal - \$250,000 to support CRC's critical work in Regent Park

So how does CRC respond?

Housing

We are committed to providing deeply affordable safe housing. CRC has 87 units of affordable housing and operates a rooming house for 10 individuals.

Healthy Food

At our Regent Park Community Food Centre, we provide nutrient-dense delicious food, teach people how to grow their own food through our community gardens and workshops, promote food skills learning on how to cook interesting nutritious food on a budget, and operate community kitchens for everyone from children, to LGBTQ youth, to seniors.

With Taste of Regent Park, CRC presents a family-friendly summer celebration of food and culture. Every week, we bring together a good food market and an affordable community meal cooked by local caterers to help local residents develop their small business skills. We host kids' activities, dance lessons, and a movie in the park. In the future, we will consider food skills industry training as a job readiness strategy and deeper partnerships with other community agencies to make significant change in people's lives.

Community Programs

Our programs such as our knitting club, music program, mindfulness skills, chair yoga, and advocacy are designed to engage community members at a deeper level. We'll be taking a closer look at leading trends as well as piloting new innovations. Research tells us that for those who have experienced trauma, nutrition, mindfulness learning, life skills training, and positive social interaction have a huge impact on wellness, resilience, and mental health.



Partner with us to make change

In the past, CRC has been deeply dedicated to the importance of relief work. Like first responders, we are there with food, clothing, and shelter where there is need. Our vision is to continue with that relief work and build on our strength as community developers to create the conditions and provide programs that build new skills enabling community members in Regent Park to become change agents in their own lives.

The new CRC leadership team, staff, and Board have the skills to develop innovative programs that build capacity in the community. CRC is partnership focused – we will do this work with other community organizations, with community leaders, and with you.

When you support CRC, you have the opportunity to be part of real change – to have an immediate impact on someone's life, giving them dignity and self-worth.

Please support CRC today. When you do, you are investing in our community and in the possibility of a better future for your neighbours in Regent Park.

The Fundraising Goal - \$250,000 to support CRC's critical work in Regent Park

Gold Sponsor – *Building Lives Benefit**

\$50,000

1 opportunity

Benefits to be offered:

- Recognized in the name of the event as:

Your Company presents:

Building Lives Benefit: *To support CRC's critical work in Regent Park*

- 8 complimentary tickets to the event
- 2 sessions for up to 10 staff each of CRC's *Corporate Team Building Opportunity* facilitated by Fusion Learning Inc.
- A specialized cooking class for 10 of your staff with CRC's Community Chef Norberto Cáceres at our community kitchen.
- Event presented as "Sponsored by **Your Company**"
- On-stage recognition with opportunity for speaking on stage
- Logo/name recognition on CRC website
- Logo/name recognition on Save the Date and Invitations (if confirmed by print date)
- Logo/name recognition on signage at event
- Logo/name recognition in CRC Annual Report
- Business letter/ invoice/ receipt
- Your Company Logo/name recognition on Sponsor/Supporter Wall at CRC**
- Opportunity to include something in 500 gift bags

Silver Sponsor – *Building Lives Benefit**

\$25,000

2 opportunities

Benefits to be offered:

- 6 complimentary tickets to the event
- 1 session for up to 10 staff of CRC's *Corporate Team Building Opportunity* facilitated by Fusion Learning Inc.
- Your Company Logo/name recognition on CRC website**
- Logo/name recognition on Save the Date and Invitations (if confirmed by print date)
- Logo/name recognition on signage at event
- Logo/name recognition in CRC Annual Report
- Business letter/ invoice/ receipt
- Your Company Logo/name recognition on Sponsor/Supporter Wall at CRC**
- Opportunity to include something in 500 gift bags

Crystal Sponsor – *Building Lives Benefit**

\$15,000

4 opportunities

Benefits to be offered:

- 🌿 4 complimentary tickets to the event
- 🌿 Logo/name recognition on CRC website
- 🌿 Logo/name recognition on Save the Date and Invitations (if confirmed by print date)
- 🌿 Logo/name recognition on signage at event
- 🌿 Logo/name recognition in CRC Annual Report
- 🌿 Business letter/ invoice/ receipt
- 🌿 **Your Company Logo/name recognition on Sponsor/Supporter Wall at CRC**
- 🌿 Opportunity to include something in 500 gift bags

Oak Sponsor – *Building Lives Benefit**

\$5,000

8 opportunities

Benefits to be offered:

- 🌿 2 complimentary tickets to the event
- 🌿 Logo/name recognition on CRC website
- 🌿 Logo/name recognition on the Invitations (if confirmed by print date)
- 🌿 Logo/name recognition on signage at event
- 🌿 **Your Company Logo/name recognition in CRC Annual Report**
- 🌿 Business letter/ invoice/ receipt

***Donation instead of sponsorship**

*If you would prefer to make a donation at any one of our sponsorship levels instead, and enjoy a tax receipt, please let us know, by contacting:
Bruce Voogd, Development Manager, at brucev@tcrc.ca.*

Building Lives Benefit Contact Information & Volunteers

To support CRC's critical work in Regent Park
Building Lives. Creating Community. Together.

BLB Event Office

events@tcrc.ca

416.363.4234 x237

Ruth Walker, Co-Chair

ruk53@gmail.com

647.938.6942

Marilyn Wright, Co-Chair

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Bruce Voogd, Staff

CRC Development Manager

brucev@tcrc.ca

416.363.4234 x238

BLB Honorary Co-Chairs

Carolyn & Greig Clark

Sandra & Jim Pitblado



BLB Executive Committee

Claire Barcik, CRC ED

Nancy Easton

Sue Gillan

John O'Leary

Bruce Voogd

Ruth Walker

Marilyn Wright

BLB Steering Committee

Hanne Arnold

Jann Ashley

Gemma Battista

Julie Buckley

Debra Dineen

Debbie Drewett

Leanne Herbert

Ann MacDiarmid

Tanya Newman

Linda Spears

Shanna Young

BLB Event Support Team

Jeff Arnold

Sharon Barrett Ewing

Katherine Haggart

Beth Jones

Sandy Lyons

Elliot Lyons

Jannie Mills

Penny Parker

Jan Schlee

Mike Spears

Steve Walker

Stewart Wright

CRC Board

Norm Williams, Board Chair

Peter Adamson, Treasurer

Claire Barcik, CRC ED

Neil Clarke

Joy Connelly

Bill Dines

Debbie Drewett

Andrew Gray

Leanne Herbert

Mary Morison

John O'Leary

Gary Schlee

CRC Honorary Board

John Deacon, Co-Chair

The Honorable, The Very

Reverend Lois Wilson,

CC, O.Ont., Co-Chair

Claire Barcik, CRC ED

Carolyn Clark

Greig Clark

Ann Cooper

Don Cooper

Jean Davy

Paul Dowling

Ross Durant

The Most Reverend Terence

Finlay

John Fox

Peter Kent

Ann MacDiarmid

Mike Masse

Tom McCauley

Dr. John Metson

Jannie Mills

Steve Rogers

Bruce Voogd, CRC

Development Manager

Norm Williams, Chair of CRC

Board of Directors

Marilyn Wright

Building Lives Benefit - Sponsorship Overview

LEVEL	OPPORTUNITY	BENEFIT/FEATURES
Gold Sponsor	\$50,000	<p>Recognized in the name of the event as –</p> <p>Your Company presents: Building Lives Benefit: To support CRC’s critical work in Regent Park</p> <p>Sponsorship includes 8 tickets to the event, 2 sessions for up to 10 staff each of CRC’s <i>Corporate Team Building Opportunity</i> facilitated by Fusion Learning Inc., a specialized cooking class for 10 of your staff with CRC’s Community Chef Norberto Cáceres at our community kitchen, on-stage recognition with opportunity for speaking on stage, logo/name recognition on CRC website, on the Save the Date and Invitations (if confirmed by print date), on signage at event and in CRC Annual Report</p> <p>Additional benefits include receiving a Business receipt and an opportunity to include something in 500 gift bags</p>
Silver Sponsor	\$25,000	<p>Sponsorship includes 6 tickets to the event, 1 session for up to 10 staff of CRC’s <i>Corporate Team Building Opportunity</i> facilitated by Fusion Learning Inc., logo/name recognition on CRC website, on the Save the Date and Invitations (if confirmed by print date), on signage at event, and in CRC Annual Report</p> <p>Additional benefits include receiving a Business receipt and an opportunity to include something in 500 gift bags</p>
Crystal Sponsor	\$15,000	<p>Sponsorship includes 4 tickets to the event, logo/name recognition on CRC website, on the Save the Date and Invitations (if confirmed by print date), on signage at event, and in CRC Annual Report</p> <p>Additional benefits include receiving a Business receipt and an opportunity to include something in a 500 gift bags</p>
Oak Sponsor	\$5,000	<p>Sponsorship includes 2 tickets to the event, logo/name recognition on CRC website, the Save the Date and Invitations, signage at event, and in CRC Annual Report. Additional benefit includes receiving a Business receipt</p>

Building Lives Benefit - Supporter Overview

LEVEL	OPPORTUNITY	BENEFIT/FEATURES
Gold Supporter	\$50,000	8 tickets to the event, tax receipt for CRA maximum allowable amount, name recognition on signage at the event, logo/name recognition in CRC Annual Report, name recognition at level on Sponsor/Supporter Wall at CRC
Silver Supporter	\$25,000	6 tickets to the event, tax receipt for CRA maximum allowable amount, name recognition on signage at the event, logo/name recognition in CRC Annual Report, name recognition at level on Sponsor/Supporter Wall at CRC
Crystal Supporter	\$15,000	4 tickets to the event, tax receipt for CRA maximum allowable amount, name recognition on signage at the event, logo/name recognition in CRC Annual Report, name recognition at level on Sponsor/Supporter Wall at CRC
Oak Supporter	\$5,000	2 tickets to the event, tax receipt for CRA maximum allowable amount, name recognition on signage at the event, logo/name recognition in CRC Annual Report

Building Lives Benefit Sponsorship Confirmation

To support CRC's critical work in Regent Park
Building Lives. Creating Community. Together.

I am interested in Sponsoring/Supporting the event at the following level:

- | | | | |
|---------------------------------------|----------|---|----------|
| <input type="radio"/> Gold Sponsor | \$50,000 | <input type="radio"/> Gold Supporter | \$50,000 |
| <input type="radio"/> Silver Sponsor | \$25,000 | <input type="radio"/> Silver Supporter | \$25,000 |
| <input type="radio"/> Crystal Sponsor | \$15,000 | <input type="radio"/> Crystal Supporter | \$15,000 |
| <input type="radio"/> Oak Sponsor | \$5,000 | <input type="radio"/> Oak Supporter | \$5,000 |

Please Print Clearly:

Company or Individual's Name: _____

Main Contact Name: _____

Phone Number: _____

Fax Number: _____

Mailing Address: _____

Email Address: _____

Payment Method:

Cheque (Payable to TCRC)

Credit Card: VISA MASTERCARD AMEX

Credit Card Number: _____

Expiry Date: _____

Signature: _____

Please invoice me at the following address: _____

Please mail to:

Attention: Bruce Voogd, Development Manager
CRC, 40 Oak Street, Toronto, ON M5A 2C6

Or email to:

brucev@tcrc.ca

