



[niagaralifecentre.ca](http://niagaralifecentre.ca)

NLC Charitable Reg. # 13872-4463 RR001

## ABOUT NLC

NLC provides low-fee counselling services to Niagara families and individuals in need.

We offer a broad spectrum of counselling and group therapy programs, including but not limited to:

Abuse  
Addictions  
Anger  
Anxiety  
Children (12 & Under)  
Depression  
Financial Management  
Grief and Loss  
Groups  
Marriage and Family  
Moms 'n Tots Program (FREE)  
Post Abortion Trauma  
Pregnancy Support  
Relationships  
Self Esteem  
Spiritual Needs  
Young & Pregnant Niagara (FREE)  
And more!

For more information or to join our Business Sponsorship Program, please contact:

Lori Punton  
Fund Development Coordinator  
Niagara Life Centre  
[lori@niagaralifecentre.ca](mailto:lori@niagaralifecentre.ca)  
Tel: 905.934.0021



## Growth for your business means emotional growth for our clients!

As a not-for-profit organization, Niagara Life Centre (NLC) is financially sustained through private donors, churches, donations from ongoing fundraising efforts and businesses like yours. One hundred percent of our donations are used for programming and group services, unless otherwise specified.

Whether you choose to be a Business Sponsor through funding or services-in-kind, we have a promotion plan for you! We can help you reach diverse audiences of thousands in Niagara who believe in the good works of NLC and who support our Business Sponsors. See reverse side for the benefits of sponsorship.

We are a well-respected and visible Christian organization. We welcome everyone in need of counselling regardless of race, religion, sexual orientation, gender or financial background. Motivated by Jesus Christ's love for everyone, we work to ensure that individuals and families get the help they deserve in order to live happy, productive lives.

*In 2016, NLC staff and supporters met to develop a 5-Year Strategic Growth Plan for the ministry, **Vision 2021**. Since that time, much has been achieved:*

- *We've moved to 65 Lakeshore Road where client access has dramatically improved and we continue to serve more clients*
- *The new space allows for more group counselling sessions*
- *The NLC Board continues to increase counselling hours*



*Niagara Life Centre is impacting the community in exciting ways. Three years into our growth plan, we continue to stretch towards our goal of serving nearly 1,300 children, individuals and families through both individual and group counselling. Consider partnering with us so that together we can achieve **Vision 2021** as we continue to bring about positive life change in the community of St Catharines.*

# Grow your business through our Sponsorship Program, while helping those in need in our community.

NLC is pleased to offer you an exciting opportunity to promote your business with a full-year promotional plan. The many benefits and rewards your business will receive are determined by your choice of sponsorship level below.

Benefit	Diamond \$7,500	Palladium \$5,000	Platinum \$2,500	Gold \$1,000	Silver \$600	Bronze \$300
Logo & Link on Website	Yes	Yes	Yes	Yes	Yes	Yes
NLC Newsletter Listing (3 per year)	Yes	Yes	Yes	Yes	Yes	Yes
Sponsorship PowerPoint (Vendor events/Banquet)	Yes	Yes	Yes	Yes	Yes	Yes
Banquet & Silent Auction Tickets	4	4	4	2	2	2
Logo on Event Posters, Brochures	Yes	Yes	Yes	Yes	--	--
NLC e-News Feature	Yes	Yes	--	--	--	--
Title Sponsor for Key Event	Yes	--	--	--	--	--

## NLC Fundraising Events:

### Come See What's Growing

This event is held every year in the spring. The greenhouse community invites the public to come see the beautiful locally grown cut flowers, potted plants and vegetables and learn about the floral culture and its intention to share hope and connectedness through the gift of flowers. The event is promoted through social media, our Spring newsletter, flyers, posters and our website [niagaralifecentre.ca](http://niagaralifecentre.ca).

### Walk & Run for NLC

This event is held each year in April. It's a fun-filled family event; an action-packed morning of a 5K Walkathon and 1K and 5K timed fun runs. Prizes are awarded to top runners and for top pledges collected. Promotions for this event reach well over 10,000 people in Niagara through our Spring newsletter, brochures, posters in schools and churches, social media pushes and our website [niagaralifecentre.ca](http://niagaralifecentre.ca).

### 'Change is Good' Coin Campaign

This is a rolling campaign that kicks off on Family Day in February and runs through to the fall. Nickels, dimes, quarters, loonies and toonies...they all add up! Change canisters are distributed to churches, businesses, families and individuals in St. Catharines and surrounding area. Campaign materials drive participants to our website where your logo is displayed.

### Motorcycle Ride for Hope

This charity ride takes bikers on a tour through beautiful Niagara. Participants are encouraged to seek pledges to further the work and outreach of Niagara Life Centre. The event is promoted through social media, newsletters, flyers, posters, motorcycle riding clubs and our website [niagaralifecentre.ca](http://niagaralifecentre.ca).

### Annual Fundraising Banquet & Silent Auction

Powerful testimonies of the changed lives of our clients are a highlight at our Annual Banquet held each Fall. The evening includes a delicious catered meal, testimonies, fun at the silent auction tables and an update on how this ministry is having an impact in our community. There are opportunities to host, sponsor a table and join us as a guest. Promotions include personalized letters, event listings, print and radio media, church promotions, direct mailings and a feature in our Fall newsletter that is circulated to approximately 5,000 NLC donors and supporters.