



Niagara life Centre

C O U N S E L L I N G

NLC Charitable Registration # 13872-4463 RR001



65 Lakeshore Road, St. Catharines, ON L2N 2T3 Phone 905.934.0021 www.niagaralifecentre.ca

BUSINESS SPONSORSHIP PROGRAM

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 & Loss
- Groups
- Marriage & 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
lori@niagaralifecentre.ca

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 promotional 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.

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 Rd where clients access to our services 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. As we near the end of our 5 year plan and work on laying the ground-work for the next 5 years, we continue to stretch towards our goal of serving nearly 1,300 children, individuals and families through both individual and group counselling.

Please consider partnering with us so that together we can achieve **Vision 2021** & our new 5-year plan that is being developed, as we continue to offer Help, Hope & Healing to the community



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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 & 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
Powerpoint Promotion at Events	Yes	Yes	Yes	Yes	Yes	Yes
Banquet & Silent Auction Tickets	4	4	4	2	2	2
Logo on Event Posters, Brouchures	Yes	Yes	Yes	Yes	---	---
NLC E-Newsletter 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 vegetable and learn about the floral culture and its intention to share hope and connectdness through the gift of flowers.

This event is promoted through social media, our Spring newsletter, flyers, posters and our website

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 & 5K timed 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, social media and our website

"Change is Good" Coin Campaign

Our Annual Rolling Campaign kicks off on Family Day in February and runs through the fall. In 2020 we launched our Virtual Coin Campaign that gives you the option of giving on-line through our "Virtual Hope Canister" as well as with our traditional coin canisters. Coin canisters are distributed to churches, businesses, families and individuals in St. Catharines and surrounding areas. 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 the beautiful Niagara Region. 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.

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 meal, testimonies, silent auction and an update on how this ministry is impacting our community. There are opportunities to host, sponsor a table or join us as a guest. Promotions include personalized letters, event listings, print and radio media, social media, church promotions, direct mailings, and a feature in our Fall newsletter that reaches over 5,000 NLC donors & supporters.