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Homefeathers

“Helping Others Feather a New Nest”

Canadian Centre for Abuse Awareness has just launched a new program called **Homefeathers** as an offering in conjunction with CCAA’s **“Delivering Hope”** Program.

Homefeathers will endeavor to help women and children make a more comfortable home by assisting them in acquiring some of the basic comforts and necessities. Most recipients of this program will have fled abusive circumstances, leaving most of their clothing and belongings behind. While CCAA’s “Delivering Hope” program provides clients with clothing and some other basic items, **Homefeathers** will compliment this by focusing more on the recipients’ homes, providing additional home “comforts” and furnishings.

Recipients are accepted into the **Homefeathers** program through agency referral. CCAA’s Director of Women and Children’s Programs, Denise Spector, assigns the clients to **Homefeathers** program facilitator, Designer Lorelie Noble. Lorelie then begins to work with each client in order to meet their individual needs.

A visit is then made to the client’s home, at which time Lorelie will be able to get to know them and assess their particular item needs. An inventory will be taken of what they already have. Lorelie then returns to the CCAA warehouse and draws from both her interior design and CCAA product-sponsored resources, to pull together the items for the particular project. These items are then brought to the client’s home and **Homefeathers** also will provide skilled trades for minor repairs when required.

In the interior design world, there is a surplus amount of goods and, in most households, there are many useful items that are no longer wanted or needed. You can now donate directly to **“Homefeathers”** knowing your items will go to people who desperately need them and would appreciate them in their new homes.

Canadian Centre for Abuse Awareness is looking for program sponsorship for **“Homefeathers”** (see Sponsorship Levels). It is also appealing to the design industry for ongoing product support and sponsors to donate interior design goods (including furniture), and other decorating items including lamps, pillows, picture frames, rugs, etc. which will be given directly to people affected by abuse and who are needing to “feather a new nest”.

If you are interested in providing product towards this program or becoming a Sponsor of this program, contact:

Ellen Campbell
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Canadian Centre for Abuse Awareness
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905.967.0687 Ext. 221

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SPONSORSHIP Opportunities



Facilitator, Lorelie Noble

TITLE SPONSOR - \$15,000

Along with acknowledgment of Title Sponsorship level, this package also includes:

- Promotional mentions on CCAA national television show, Living Clean Living Well
- Logo representation at Title Sponsor level on all program print materials
- 2 Full page colour ads within 1 six-month period in CCAA monthly eZine, AbuseHurts.Ca
- Logo representation on CCAA website in appropriate program area.

SILVER SPONSOR - \$10,000

Along with acknowledgment of Silver Sponsorship level, this package also includes:

- Logo representation at Silver Sponsor level on all program print materials
- 2 Full-page colour ads within 1 six-month period in CCAA monthly eZine, AbuseHurts.Ca
- Logo representation on CCAA website in appropriate program area.

SUPPORTING SPONSOR - \$5,000

Along with acknowledgment of Supporting Sponsorship level, this package also includes:

- 1 Half-page colour ad within 1 six-month period in CCAA monthly eZine, AbuseHurts.Ca
- Acknowledgement on CCAA website in appropriate program area.

PRODUCT SPONSOR

This sponsorship level has benefits that are customized to the degree of support, whether the product donation is large or small, a one-time donation or a regular, ongoing commitment. Based on the parameters of the agreement, benefits can include one or more of the items listed in the Title, Silver, or Supporting Sponsor levels above.

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