

# Hope for the Holidays Sponsorship Package



## About the Never Alone Cancer Foundation

The Never Alone Cancer Foundation was founded by former Winnipeg Blue Bomber, Lyle Bauer, after his own cancer diagnosis. His experience showed him how important it is to have support when you need it most. Our mission is simple: **no one should have to face cancer alone**. His legacy continues to inspire our work today.

Through programs like **Hope for the Holidays**, we provide families affected by cancer with practical support, emotional care, and the reassurance that they are not alone. This year, we've already reached over 575 individuals across the province, making sure they felt supported and connected during difficult times. With your partnership, we can extend this impact to even more families in 2026.

## The Difference You Make!

In 2024, sponsors and volunteers made it possible to deliver 45 hampers reaching 168 individuals

### Why Hope for the Holidays

At Christmas, families facing cancer often struggle to put food on the table, let alone celebrate. Medical costs and stress can take away the joy of the season.

**Hope for the Holidays is different.** Each \$500 hamper is thoughtfully prepared and personally tailored with holiday food, staple pantry items, a grocery gift card, and wrapped gifts for every family member. Volunteers, joined by Santa on a sleigh, deliver each hamper right to the family's door, bringing comfort and joy when it's needed most.

**You are the difference.** Your support makes it possible for families to share a holiday meal, see gifts under the tree, and feel the strength of a caring community.



"You filled my mom's holiday season with so much love and warmth! Seeing her so happy after months of treatment was a gift to our entire family"



The most requested gifts included comfort items like housecoats, blankets, socks, slippers, and mitts, providing warmth and care that many of us often take for granted.

The holiday season can be difficult for families affected by cancer. Between medical costs and the stress of illness, many don't have the resources to celebrate.

# Sponsorship Opportunities

We've designed sponsorship levels that offer meaningful impact for families and visibility for your organization.

## Gifts of Hope Sponsor – \$5,000

Be a leader in community support while maximizing impact.

### Impact:

- Supports up to 10 families with complete holiday hampers and gifts
- Provides flexible funding to purchase essential items as needs arise year-round
- Ensures we can respond quickly to families in crisis, beyond the holiday season

### Recognition & Engagement:

- Featured in a dedicated social media post and video highlight
- Top-tier placement on website, e-newsletters, printed newsletter, and all event signage
- Tagged on social media posts
- Invitation to join us on delivery or wrapping day to see the difference your support makes
- Logo included on client greeting card inserts
- Framed thank-you acknowledging your generosity

## Season of Giving Sponsor – \$1,500

Help brighten the holidays for multiple families.

### Impact:

- Supports 3–4 families with complete holiday hampers and gifts

### Recognition:

- Logo on website, e-newsletter, printed newsletter, and all event signage
- Social media recognition

## Holiday Hamper Sponsor – \$3,000

Make a tangible difference for local families.

### Impact:

- Funds 6 complete holiday hampers, including food, grocery gift cards, and gifts
- Helps cover program costs for safe and efficient delivery
- Supports our ability to reach more families and stretch resources for maximum impact

### Recognition & Engagement:

- Logo on website, e-newsletter, printed newsletter, and all event signage
- Opportunity to volunteer and connect directly with the campaign
- Acknowledgment in client greeting card



## Sponsor a Family – \$500

Bring hope directly to a family this holiday season

### Impact:

- Provides 1 complete holiday hamper, including food, grocery gift card, and gifts for each family member
- Ensures a family in crisis experiences comfort, joy, and care

### Recognition:

- Name on website, e-newsletter, printed newsletter, and all event signage

**Your sponsorship has measurable impact, not just recognition.  
Together, we can bring hope home for the holidays.**



### FOR SPONSORSHIP OPPORTUNITIES

please contact:

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We look forward to partnering with you!

**Standing beside Manitobans affected by cancer because no one should go through it alone.**