

# evas

# 2024 GOLF CLASSIC

Celebrating  
more than  
**\$1.4M**  
raised to date!

**18 foursomes and 9 Hole Sponsorships added!**



**“What hurts one of us, hurts all of us.”**

– Eva Smith, *Founder*

## SPONSORSHIP PACKAGE

*New Venue*

Join us on

**Tuesday, September 17, 2024**

at Glencairn Golf Club

9807 Regional Rd 25, Milton, ON L9T 2X7

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



## HELPING YOUNG PEOPLE BUILD PATHWAYS OUT OF HOMELESSNESS

Eva's, founded in 1989 by Jamaican immigrant Eva Smith, provides shelter, transitional housing, and health and well-being programs in Toronto for more than 200 youth experiencing homelessness every night.

We support all youth who come through our doors regardless of their race or background while offering culturally responsive and trauma-informed programs addressing the unique challenges and systemic barriers faced by Black youth experiencing homelessness.

We help young people move from crisis to stability with the ultimate goal of moving to independence. We work with each young person to develop an achievable action plan, attain their goals, and build strong community connections.

**EVA'S GOLF CLASSIC** is our annual signature fundraising event that brings together leaders in the construction and real estate industries: along with a group of corporations, foundations, community groups, and individuals who enjoy a tremendous day of golf while raising much needed funds towards **Eva's Safe Shelter & Crisis Services**.

Our goal is to raise **\$300,000** to help fund our priority projects, making vital resources available to youth at Eva's.

In supporting Eva's, you are helping to fight the systems that perpetuate anti-Black racism to break the cycle of youth homelessness.



**Charity Intelligence**  
One of the Top 100  
Impact: Canadian  
Youth Charities of 2023.

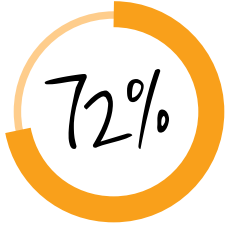
# The youth we serve

## OVER-REPRESENTATION IN THE SELTER SYSTEM

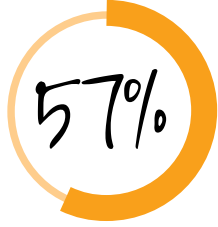
By supporting Eva's Golf Classic, sponsors can directly contribute to tailored and effective services, making a tangible difference in the lives of youth experiencing homelessness.

### TOP 3 SURVEY TRENDS

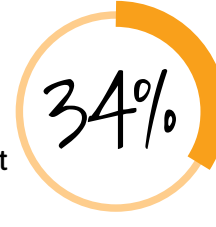
of the youth we serve...



self-identified as Black



self-identified as a refugee or refugee claimant



self-identified as 2SLGBTQ+



### BUILDING A NEW LIFE

An increasing number of newcomers are coming to Canada, seeking shelter from war, violence, persecution, human rights abuses, and environmental disasters.

Of the youth at Eva's who self-identified as a refugee or refugee claimant:

88%

also self-identified as Black

68%

also self-identified as 2SLGBTQ+

The majority of the young people at Eva's today have attended high school, and many have college or university education.

### PUTTING YOUNG PEOPLE FIRST

7% of youth at Eva's are between 16-18. The average age is 21.

### BUILDING A FOUNDATION FOR SUCCESS

60% of youth have at least some high school education

30% of youth have at least some post-secondary education



### ABOUT THE SURVEY

In November 2023, we conducted our second annual youth survey. This is a moment-in-time snapshot of the youth in our emergency shelters (Place and Satellite Hotel) and transitional housing site (Phoenix). The survey does not capture YOUth Belong participants, where 100% self-identify as Black, a requirement of the program.

# STRATEGIC PRIORITIES 2024–2027



While continuing to serve all youth with this plan, we are stepping boldly into our identity as a Black youth-focused organization. We pledge to honour our origins and step into our role, shoulder to shoulder with you, our community.

Priority 1  
**CENTRING  
BLACK YOUTH**

### VISION

Strong and diverse Black youth live in thriving communities with a safe place to call home, with the supports, respect, equity, engagement, and community belonging they need to flourish.

### MISSION

Inspiring and valuing youth leadership, we centre the needs of Black youth at all intersections of their identities to cultivate a community that creates anti-racist and social justice solutions to youth homelessness.

### VALUES

We are a proud Black legacy organization founded by Eva Maud Smith. Eva's centres the intersectional needs of the youth we serve. We are committed to:

- Youth leadership
- Centring Black youth
- 2SLGBTQ+ positive programs and spaces
- A healthy, joyful, and engaged work culture
- Community collaboration
- Program innovation
- Anti-racism and anti-oppression leading to social justice and systems change
- Accessibility and equity in service delivery and all our operations
- Housing as a human right



Priority 2  
**INNOVATION  
IN OUR PROGRAM  
EVOLUTION**

Priority 3  
**BUILD  
THE HOUSE  
STRONGER**

Priority 4  
**DELIVER  
EVIDENCE-BASED  
THOUGHT LEADERSHIP  
AND ACTION**

Learn more at [stratplan.evas.ca](https://stratplan.evas.ca)



# EVA'S AND THE COMMERCIAL REAL ESTATE INDUSTRY: A SHARED HISTORY OF IMPACT

Eva's and the Commercial Real Estate Industry share an enduring and impactful partnership. The CRE has been pivotal in our journey, driving significant developments and positive impacts. From transformative projects and ground-breaking initiatives to annual participation in our signature golf tournament, the CRE's involvement has been a cornerstone to our progress. Here are a few highlights worth celebrating:

## 2009: The Foundation

- Eva's chosen as a Community Partner for NAIOP's REX Awards, raising ~\$150,000
- Gained visibility among 700+ CRE professionals

## 2011: Strengthening Bonds

- Eva's was the special guest of NAIOP's Rex Awards Gala, raising \$100,000 for Eva's to build a community kitchen at Phoenix
- Eva's received an additional donation from NAIOP and was showcased at the REX Awards

## 2014-2017: Dream Building

- Significant CRE backing for Phoenix Build and Capital Campaigns
- Lorne Braithwaite, former chair of Build Toronto, led Eva's Capital Campaign to secure critical funds including a \$5 million donation and support from CRE entities to build a new site for Phoenix
- Graeme Young was awarded NAIOP's Community Service Award in 2016
- Colliers Project Management played a pivotal role including offering support through reduced fees and incorporating youth voices in design of Phoenix

## Beyond Projects: Deepening Program Impact

- CRE entities provided leadership and placement opportunities through Eva's Construction Program and continue to support Eva's Print Shop

Thank you to the  
CRE community!

## Community and Innovation

- From 2014 – 2023 Eva's Golf Classic and Home for Life Events raised more than \$5.5 million showcasing CRE's commitment to community and innovation.



## EVENT SPONSORS & SUPPORTERS

Your sponsorship showcases your company's leadership in social responsibility amongst like-minded professionals and the business community.

### A LOOK AT OUR SPONSORS SINCE 2021

*Thank you!*



# LEAD SPONSORS

Your 2024  
Golf Classic  
Sponsorship  
Opportunities

## TITLE SPONSOR

\$30,000

1 Available



- 2 Complimentary Foursomes
- Your Logo on All 27 Pin Flags
- On-Site Engagement
  - » Activity, giveaway on a designated hole
  - » Opportunity to address all participants following a round of golf
- Recognition on Social Media
- Sponsor Spotlight in Event Program
- Employee Lunch 'n' Learn and Volunteer Opportunity with Eva's

## ACE SPONSOR (PLATINUM)

\$20,000

1 Available

- 2 Complimentary Foursomes
- Your Logo on All Golf Carts
- Logo placement on 2 tee boxes
- Recognition on Social Media
- Sponsor Spotlight in Event Program
- Logo Recognition on Event-Related Promotion, Website and Tournament Recognition
- Speaking Opportunity at Event Reception
- Employee Lunch 'n' Learn and Volunteer Opportunity with Eva's

## ALBATROSS SPONSOR (GOLD)

\$15,000

1 Available

- 1 Complimentary Foursome
- Logo placement on 1 tee box
- Recognition on Social Media
- Sponsor Spotlight in Event Program
- Logo Recognition on Event-Related Promotion, Website and Tournament Recognition
- Employee Lunch 'n' Learn and Volunteer Opportunity with Eva's

## EAGLE SPONSOR (SILVER)

\$10,000

2 Available

- 1 Complimentary Foursome
- Recognition on Social Media
- Logo Recognition on Event-Related Promotion, Website and Tournament Recognition
- Sponsor Spotlight in Event Program
- Employee Lunch 'n' Learn and Volunteer Opportunity with Eva's

# LEAD SPONSORS cont'd

## BIRDIE SPONSOR (BRONZE)

\$7,500

5 Available

- 1 Complimentary Foursome
- Logo Recognition on Event-Related Promotion, Website and Tournament Recognition
- Sponsor Spotlight in Event Program
- Employee Lunch 'n' Learn and Volunteer Opportunity with Eva's

## NETWORKING BREAKFAST SPONSOR

\$7,500

1 Available

- 1 Complimentary Foursome
- Logo Recognition on Table Cards, Menu and Displayed Signage in the Breakfast Reception Area
- Logo Recognition on Event-Related Promotion, Website and Tournament Recognition
- Speaking opportunity at Networking Breakfast
- Employee Lunch 'n' Learn and Volunteer Opportunity with Eva's

## RECEPTION SPONSOR

\$7,500

1 Available

- 1 Complimentary Foursome
- Logo Recognition on Table Cards, Menu and Displayed Signage in the Reception Area
- Logo Recognition on Event-Related Promotion, Website and Tournament Recognition
- Speaking opportunity at Reception following round of golf
- Employee Lunch 'n' Learn and Volunteer Opportunity with Eva's





# EVENT EXPERIENCE SPONSORS

## LUNCH SPONSOR

\$5,000

1 Available

- Logo Recognition on Menu and Displayed Signage in the Lunch Area
- Logo Recognition on Event-Related Promotion, Website and Tournament Recognition
- Employee Lunch 'n' Learn and Volunteer Opportunity with Eva's

## SILENT AUCTION SPONSOR

\$5,000

1 Available

- Logo on All Auction Materials, Pre-Event and On-Site (Digital and Print)
- Logo recognition on Virtual Silent Auction platform
- Logo Recognition on Event-Related Promotion, Website and Tournament Recognition
- Employee Lunch 'n' Learn and Volunteer Opportunity with Eva's

## ON-COURSE CONTEST SPONSOR

\$5,000

1 Available

- Logo Recognition on Displayed Signage at 4 Contest Holes
- Logo Recognition on Event-Related Promotion, Website and Tournament Recognition
- Employee Lunch 'n' Learn and Volunteer Opportunity with Eva's



# EVENT EXPERIENCE SPONSORS

cont'd

## GOLF BALL SPONSOR

\$5,000

1 Available

- Logo on Complimentary Golf Balls
- Logo Recognition on Event-Related Promotion, Website and Tournament Recognition
- Employee Lunch 'n' Learn and Volunteer Opportunity with Eva's

## DIGITAL SCORECARD SPONSOR

\$5,000

1 Available

- Logo on Tournament Scorecard
- Logo Recognition on Event-Related Promotion, Website and Tournament Recognition
- Employee Lunch 'n' Learn and Volunteer Opportunity with Eva's

## ON-SITE BRAND ACTIVATIONS

\$2,500

6 Available

- On-Site Engagement at chosen activation
- Employee Lunch 'n' Learn and Volunteer Opportunity with Eva's
- Choose from:
  1. Putting Contest
  2. Golf Ball Cannon
  3. Hole of Fortune
  4. Hole in One
  5. DJ
  6. Beat the Pro



**CORPORATE**

**FOURSOME**

**SPONSORSHIP**

**\$5,000**

**LIMITED  
AVAILABILITY**

- Includes 1 Foursome, Lunch and Reception
- Logo on 1 designated tee box and digital scorecard
- Logo recognition on webpage

*And*

- Employee Lunch 'n' Learn and Volunteer Opportunity with Eva's



# FOURSOME ROUND OF GOLF

- Includes 1 Foursome, Networking Breakfast, Lunch and Reception following the round of golf

\$3,000

## HOLE SPONSOR

- Logo on 1 designated tee box and digital scorecard

\$2,000



# CAN'T SPONSOR THIS YEAR?

## BECOME A FRIEND OF EVA'S GOLF CLASSIC

- You will receive a tax receipt for the value of your donation and will receive digital event recognition.
- Friend donations will enable youth at Eva's to join us at Glencairn Golf Club for a golf clinic. They'll receive networking opportunities and on-course skills training with certified golf professionals.

DONATE TO THE YOUTH GOLF CLINIC



Donations  
of \$500

**OR MORE**

will help us meet our fundraising goal to support Eva's priority needs.



# 2024 EVA'S GOLF CLASSIC COMMITTEE

## **Charlie Musgrave**

**Co-Chair, Eva's Golf Classic**

Ivanhoé Cambridge,

Vice President, Leasing (Office & Life Science)

## **John Peets**

**Co-Chair, Eva's Golf Classic**

Oxford Properties Group,

Vice President, Head of Leasing GTA

## **COMMITTEE MEMBERS**

### **Adam Goldstein**

Turspace,

National Business Development Executive

### **Brett Twaits**

Pentacon Group

Director, Strategic Pursuits

### **Christi Osborne**

BGIS,

Director of Property Management

### **Deborah Barnes**

The Jesslin Group,

Vice President, Business Development

### **Graeme Young**

Colliers International,

Senior Vice President

### **Naveeda Sayyed**

Jancon,

Director, Business Development

### **Rob DeCiantis**

Corlan Electric Inc.,

Vice President Operations

### **Shayla Esakov**

CBRE Limited | Research,

Sales Representative

### **Susan Carpenter**

Haworth,

Regional Vice President, Canada

## **HONORARY CHAMPION**

### **Susan Mole**

DIALOG

Retired Interior Design Principal

**CONTACT US TODAY TO  
SECURE YOUR SUPPORT AND  
RECEIVE YOUR INVOICE.**

### **Cara Williams**

Director of Development

Phone: **416-417-0242**

Email: **[cwilliams@evas.ca](mailto:cwilliams@evas.ca)**

## **TERMS AND CONDITIONS**

*If the Golf Classic 2024 is cancelled, sponsorship agreements will convert into a donation to Eva's and be eligible for a tax receipt.*