



Rideauwood
ADDICTION AND FAMILY SERVICES

2024-2025 SPONSORSHIP OPPORTUNITIES

Together we can
create hope!



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About Rideauwood

Rideauwood Addiction and Family Services is a community-based counselling provider dedicated to supporting those impacted by substance use, behavioural addictions, and related mental health challenges.

Rideauwood's more than 40 counsellors serve youth, young adults, adults, and families with over 15 comprehensive programs that include prevention, education, and individual and group treatment.

Whether it's problematic substance use, gambling, gaming and technology use, and whether individuals want to reduce their use, use in safer ways, or eliminate their use entirely, Rideauwood counsellors are here to help.



Our Approach

Rideauwood recognizes that problematic substance use, addiction, and related mental health issues are complicated and that individuals need to choose the support options that are best for their unique situations. Our approach is based on clinical best practices which are tailored to meet the ever-evolving needs of our clients.

Trauma-informed care principles guide Rideauwood counsellors who work with each individual to develop a personalized recovery plan that may be harm-reduction or abstinence based. There is no “right” path to recovery - only the path clients choose.

Our specialized approach involves adaptation, collaboration, and, most importantly, compassion. We listen and respond to our clients with the greatest of respect and consideration. We care deeply about our connection with our community.

At Rideauwood there is no “right path” to recovery - only the path you choose.

Why Rideauwood

Post pandemic and in the midst of an overdose crisis, the need for addictions care is at an all-time high.

You probably know some of Rideauwood's clients. They come from all walks of life: high-achieving professionals, people you work with, your son or daughter's friend, the neighbour you chat with, or the person standing across the street. People are struggling. Some are losing their lives.

You can be part of the solution. When you partner with Rideauwood, you change lives for the better by helping people receive critical treatment, education, and prevention services.

Rideauwood is a community-based counselling provider that has been operating in Ottawa since 1976. Dedicated to supporting those impacted by problematic substance use, gambling, gaming and technology use.



100%

of clients who completed the 2022-2023 Ontario Perception of Care Tool for Mental Health and Addictions (OPOC-MHA) survey responded agree or strongly agree to the statement:

“The services I have received have helped me deal more effectively with my life’s challenges.”



2024-2025 Sponsorship Opportunities

Our Impact



11,228 one-on-one
sessions provided to
2,201 registered clients.



16,441
youth attended
presentations and
education sessions
in schools.

9,497 clients
participated across
1,217 groups or
outreach sessions.



82%

Clients seeking treatment
for problematic substance
use, gambling, gaming and
technology use



18%

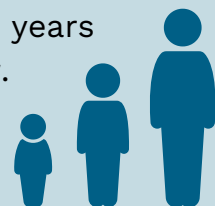
Family members seeking
treatment for someone
else's gambling, gaming, or
other compulsive behaviours

62%

of clients are 25 years
of age and older.

38%

are under the
age of 25.



40+

Rideauwood counselors deliver

15

programs designed to meet
each client's needs and goals.

Rideauwood clients receive
support tailored to their
individual needs, meeting
them where they are at.



Program & Resource Sponsorships

At Rideauwood Addiction and Family Services, our mission is to provide person-centred treatment, prevention and education to those affected by substance use, addiction, and related mental health challenges in Ottawa and the surrounding region. Our diverse range of programs and resources is designed to facilitate recovery, enhance community understanding, and ensure that everyone has access to the tools they need for a successful journey toward health and wellness.

We are proud to offer a variety of sponsorship opportunities that allow you to play a vital role in this mission. Each program and resource sponsorship option aligns with a key area of our work, ensuring that your contribution makes a meaningful impact.



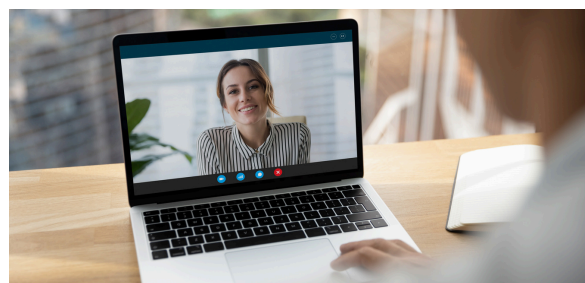
Client Comfort & Care



**Community Outreach
& Education**



**Staff Training
& Recognition**



**Accessibility through
Technology**

Client Comfort & Care

Investment: \$500 - \$2,500

At Rideauwood Addiction and Family Services, we prioritize the dignity and well-being of our clients throughout their recovery journey. By becoming a Client Comfort & Care Sponsor, you can make a significant impact by providing essential items that foster a supportive and calming environment.

Why Sponsor Client Comfort and Care at Rideauwood?

- **Enhanced Client Experience:** Your sponsorship helps provide comfort items like light refreshments (coffee, tea, cookies), fidget toys, weighted blankets, and journaling supplies. These items help create a soothing atmosphere that supports clients during their recovery.
- **Reduces Anxiety and Stress:** Recovery can be emotionally taxing. Comfort items such as fidget toys and lap blankets help alleviate stress and allow clients to focus more on their recovery rather than their discomfort.
- **Promotes a Safe and Supportive Environment:** Comfort materials create a welcoming space where clients feel at ease, encouraging them to engage openly in their counseling sessions and enhancing the effectiveness of their care.

Your support will integrate these thoughtful and comforting touches into our programs, significantly enhancing the recovery journey and helping clients feel valued and supported every step of the way.



Community Outreach & Education

Investment: \$500- \$2,500

Rideauwood Addiction and Family Services is dedicated to fostering awareness, understanding, and support for individuals and families affected by addiction. As a Community Outreach & Education Sponsor you will make a meaningful impact in educating your community about addiction. Your support will fund vital educational and resource materials used in our outreach efforts, helping us to raise awareness and break stigma surrounding addiction across Ottawa and the surrounding area.

Why Sponsor Community Outreach & Education?

- Enhance Community Awareness: Your sponsorship directly supports our initiatives to educate the public about addiction. This includes creating and distributing valuable resources that provide essential information and foster a greater understanding of addiction-related issues.
- Foster Informed Communities: By supporting our outreach and education, you help build a more informed and resilient community, creating a safer environment where individuals are better equipped to address and overcome addiction-related challenges.

Partner with us to educate, support, and empower. Your sponsorship extends our outreach, provides crucial resources, and makes a real difference in the lives of those affected by addiction. Together, we can build a healthier, more informed community.



Learning & Leadership

Investment: \$500- \$2,500

At Rideauwood Addiction and Family Services, we understand that investing in our staff is key to achieving the best outcomes for our clients. As a Learning and Leadership Sponsor you'll provide essential support for staff training and recognition for exceptional contributions in the workplace.

Why Sponsor Learning and Leadership?

- **Advance Staff Training:** Your sponsorship provides our team access to professional development opportunities surrounding best practices and innovations in addiction support.
- **Celebrate Excellence:** Fund awards that recognize and reward outstanding staff performance, motivating and acknowledging their exceptional efforts.
- **Enhance Service Quality:** Investing in staff development and recognition improves the care and support we provide, ensuring our team delivers the highest quality of service.

As a Learning & Leadership Partner you will strengthen our team and celebrate their achievements. Your sponsorship will drive excellence in addiction support and reinforces Rideauwood's role not only as a valued employer but also and leader in the field of addiction support.



Accessibility through Technology

Investment: \$500- \$2,500

At Rideauwood, we understand that advancing technology is vital for delivering effective and accessible addiction support. As an Accessibility through Technology Sponsor, you'll help cover the costs of technology for our virtual counseling services, ensuring clients receive the highest quality support possible.

Why Sponsor Accessibility Through Technology?

- **Expand Access to Support:** Virtual counseling breaks down geographical and physical barriers like transportation needs and mobility challenges, allowing clients to access our services from anywhere.
- **Reduce Stigma:** Offering online counseling provides a discreet and private option for clients, helping to reduce the fear of stigma associated with seeking support.
- **Enhance Flexibility and Convenience:** Virtual programs offer clients flexibility that making it easier for them to integrate support into their lives and stay engaged with their counselling.

Your support will enhance our virtual counseling capabilities, allowing us to provide this accessible option, while ensuring we maintain a range of support methods for diverse needs.



Program & Resource Sponsorship Benefits

	Champion \$2,500	Ambassador \$1,000	Advocate \$750	Supporter \$500
Certificate of appreciation recognizing your support.	●	●	●	●
Exclusive Sponsor updates showing how your support is contributing to Rideauwood's programs and services as well as client success.	●	●	●	●
Recognition on the Program Partners webpage of Rideauwood's website.	Logo	Logo	Logo	Name
Recognition in Rideauwood's Annual Report.	Logo	Logo	Logo	Name
Co-branded social media post(s) acknowledging your support and highlighting how your sponsorship is creating impact.	4	2	1	
A Rideauwood training and education session for your staff to expand their skills and knowledge around understanding substance use through a trauma-informed lens.	●			

As a Rideauwood sponsor, not only will you be positively branding your company in the Ottawa community, you will also be:

- Supporting the important work that is being done at Rideauwood to support people transforming their lives
- Increasing compassion and reducing stigma
- Inspire other businesses to step forward to partner with Rideauwood



To discuss or confirm your Rideauwood sponsorship or a donation please contact:

Rachel Taylor
Fund Development
rtaylor@rideauwood.org

Special Event Sponsorships

At Rideauwood Addiction and Family Services, our events are pivotal in celebrating achievements, fostering community engagement, and amplifying our mission. We invite you to explore our event sponsorship opportunities, each offering a unique way to connect with our cause and make a meaningful impact.

From supporting our participation in local community events and amplifying our fundraising efforts to celebrating the triumphs of our clients, each opportunity provides a unique way to engage with and support Rideauwood's vision of a healthy, connected community.

Join us in creating memorable moments, driving community involvement, and showcasing the vital work being done in the field of addiction recovery.



Medallion Night



Team Rideauwood



**Giving Tuesday
Matching Sponsor**



An Hour To Give

Medallion Night

Investment: \$500- \$2,500

Join us for Medallion Night, Rideauwood's annual event that celebrates the achievements of our clients. This special evening is dedicated to honouring those who have completed our transformative programs in pursuit of their counselling goals. It is a night where personal triumphs are recognized, and the strength of the human spirit is celebrated. This event hosts approximately 100 attendees, including clients, their families, friends, counselors, and guests.

Why Sponsor Rideauwood's Medallion Night?

- **Celebrate Success:** Honor the individuals who have made significant strides in their personal journeys.
- **Support Transformation:** Reinforce the strength and resilience that Rideauwood's programs foster in our clients.
- **Enhance Community Impact:** Contribute to the ongoing success of a vital organization dedicated to positive change.

As a Medallion Night Sponsor you will be part of an intimate gathering that underscores the powerful impact of Rideauwood's counselling services.



Medallion Night Sponsorship Benefits

	Champion \$2,500	Ambassador \$1,000	Supporter \$500	Ally \$250
Certificate of appreciation recognizing your support.	●	●	●	●
Exclusive Sponsor updates showing how your support is contributing to Rideauwood's programs and services as well as client success.	●	●	●	●
Recognition in the Medallion Night printed program.	Logo	Logo	Logo	Name
Recognition on the Program Partners webpage of Rideauwood's website.	Logo	Logo	Logo	
Recognition in Rideauwood's Annual Report.	Logo	Logo	Logo	
Co-branded social media post(s) acknowledging your support of the Medallion Night celebration.	2	1		
Verbal recognition at the events opening and closing.	●	●		
Recognition in Rideauwood's email newsletter.	●			
Tickets to attend the event.	2			



You are receiving this medallion to honour an important step on your health and healing journey.

You have completed a Rideauwood program which is a testament to your inner courage and strength.

Let this token serve to remind you of your capacity to make positive change in your life and to seek out support when you need it.

Team Rideauwood

Investment: Variable

Get your team moving and make a meaningful impact with Team Rideauwood! Rally your employees for the annual Tamarack Ottawa Race Weekend, running or walking in support of Rideauwood Addiction and Family Services. As a Team Rideauwood Sponsor, your sponsorship dollars will fund either the full or partial registration fees for your employees participation. Team members will then fundraise on behalf of Rideauwood, contributing to our vital programs and services. Every step taken and every dollar raised helps advance our mission of supporting individuals and families affected by addiction.

Why Sponsor Team Rideauwood?

- Promote Team Building: Engage your employees in a shared mission while fostering teamwork and camaraderie.
- Enhance Corporate Social Responsibility: Demonstrate your commitment to community support and social impact through active participation.
- Visibility and Recognition: Your organization will be prominently featured in our race-event promotions and acknowledged as a key supporter of Team Rideauwood.

Be part of something bigger. Support Team Rideauwood and help us run towards a healthier, connected community.



Giving Tuesday Matching Sponsor

Investment: \$2,500-\$5,000

Be a catalyst for generosity this holiday season by becoming Rideauwood's Giving Tuesday Matching Sponsor. Your commitment to match donations made during the week leading up to and including Giving Tuesday will ignite the end-of-year giving season and maximize the impact of every contribution.

As a Giving Tuesday Matching Sponsor, you will benefit from:

- **Prominent Promotion:** Your company's name and logo will be prominently featured in all digital campaign promotional materials, including social media, email newsletters, and our website.
- **Encouraged Giving:** Highlighting your matching gift will inspire donors to contribute more, knowing their impact will be doubled, thus driving higher engagement and support.
- **Exclusive Recognition:** Special acknowledgment in campaign updates and thank-you messages, showcasing your vital role in making the campaign a success.

As a Rideauwood Giving Tuesday Matching Sponsor, you will amplify your community's generosity and demonstrate your commitment to Rideauwood's mission of provide person-centred treatment, prevention, and education to those affected by substance use, addiction, and related mental health challenges.



An Hour To Give

Investment: \$3,500

Your business can make a significant impact in Rideauwood's outreach efforts by partnering with us for our annual participation in An Hour to Give. This TV and radio show highlights the incredible work of charities transforming lives across Ottawa and the surrounding community.

Why Sponsor An Hour to Give?

- **Raise Awareness:** Help us shine a spotlight on the vital services we offer for those affected by problematic substance use, gambling, gaming and technology use. Your sponsorship will bring crucial attention to our mission and the people we support.
- **Amplify Compassion:** By sponsoring, you will contribute to increasing community compassion and understanding for those facing addiction and related mental health challenges.
- **Enhance Visibility:** Gain exposure through An Hour to Give, which airs on Rogers TV, CityNews.ca, YouTube, and Country 101.1.

Partner with Rideauwood for An Hour to Give together, we can reduce stigma, foster empathy, provide support, and drive positive change.



An Hour To Give Sponsorship Benefits

Your business can partner with Rideauwood Addiction and Family Services to help reduce stigma, increase compassion and transform the live of people across Ottawa impacted by problematic substance use, gambling, gaming and technology use.



- Video broadcast of an 11-minute segment of the show dedicated to your business' philanthropic activity on Rogers TV Ottawa and the Rogers TV Ottawa website, plus made available On Demand on the website.
- Show available On Demand on Rogers TV Ottawa's YouTube channel



- Your business mention in 15 promotional announcements the week leading up to the show
- Audio broadcast of an 11-minute segment of the show dedicated to your business' philanthropic activity
- Your business mentioned in two 30-second commercials during the broadcast
- Your business mentioned in fifty 30-second commercials (25 the week of the show, and 25 the week after)



- Full video show available On Demand at Ottawa.CityNews.ca
- Full audio show available On Demand at Ottawa.CityNews.ca
- Access to the audio and video files will be made available to you after the airing of the show

2024 -2025 Sponsorship Form



Yes! We want to support the vital work being done by Rideauwood.

Company Name: _____

Contact First Name: _____ Contact Last Name: _____

Mailing Address: _____

City: _____ Province: _____ Postal Code: _____

Email: _____ Telephone: _____


Program & Resource Sponsorship

- | | |
|---|---|
| <input type="checkbox"/> Client Comfort & Care | <input type="checkbox"/> Champion - \$2,500 |
| <input type="checkbox"/> Community Outreach & Education | <input type="checkbox"/> Ambassador - \$1,000 |
| <input type="checkbox"/> Learning & Leadership | <input type="checkbox"/> Advocate - \$750 |
| <input type="checkbox"/> Accessibility through Technology | <input type="checkbox"/> Supporter - \$500 |

Medallion Night

- ☐ Champion - \$2,500
- ☐ Ambassador - \$1,000
- ☐ Supporter - \$500
- ☐ Ally - \$250

An Hour to Give

-  2024 - \$3,500
- ☐ 2025 - \$3,500

Giving Tuesday

- ☐ 2024 - \$2,500
- ☐ 2025 - \$2,500

Team Rideauwood

- ☐ Please contact me about my company supporting Team Rideauwood in the Tamarack Ottawa Race Weekend.

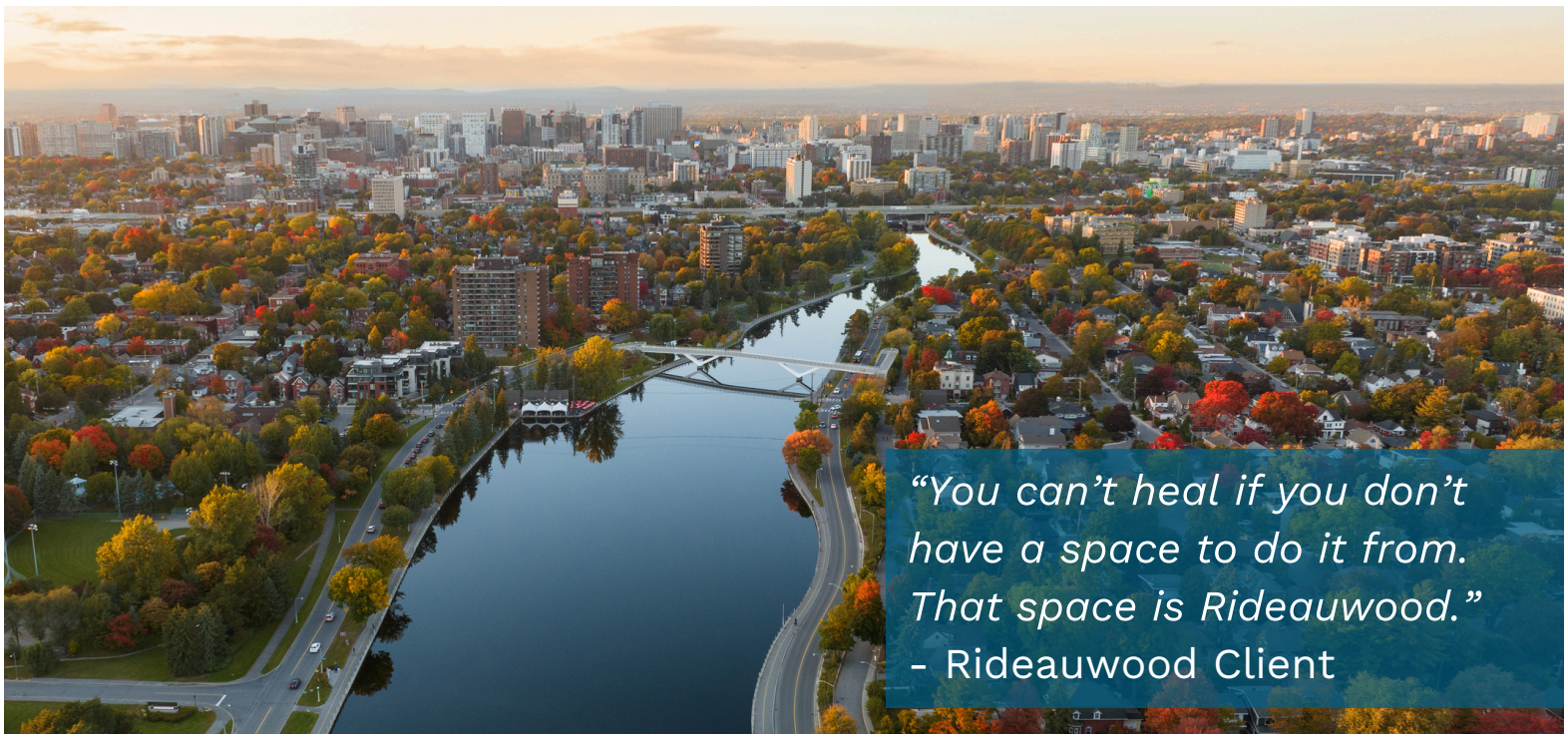
Thank you for your generous support!

Please email completed sponsorship forms to: Rachel Taylor

rtaylor@rideauwood.org

***When you partner with Rideauwood,
you will be helping people to reclaim their lives!***

We invite you to join us in leading the charge to advance Rideauwood's mission, showcasing your values and commitment to community support while promoting your business.



*"You can't heal if you don't
have a space to do it from.
That space is Rideauwood."
- Rideauwood Client*



To discuss or confirm your
Rideauwood sponsorship
please contact:

Rachel Taylor
Fund Development
rtaylor@rideauwood.org
