



25th Anniversary FASHION CONPASSION



compassionhouse.org/fwc

10 222 21

The Cause

The Event

What to Expect Ticket Options

More Ways to Support

Buy the Exclusive Necklace Make a General Donation

Get Involved

Invite Your Network to Attend and/or Support Spread the Word on Social Media Host a Watch Party

Resources

Sample Language Key Messages



Sorrentino's Compassion House

A haven for women who must travel to Edmonton for cancer treatment

Unique in Alberta, Sorrentino's Compassion House is more than just a house. Guests arrive knowing they have safe, affordable accommodations. When their treatment is over, they leave with so much more: friendships, support, and renewed hope for the future.

Since opening in 2002, more than 1,800 women from 295 communities, primarily from central and northern Alberta, have stayed at Sorrentino's Compassion House.

The Cost of Compassion

The cost to stay at Sorrentino's Compassion House is only \$35/night, while the actual cost to operate the House is about \$135/night. Compassion House Foundation relies on proceeds from Fashion with Compassion to support the ongoing operating costs of the House and keep fees reasonable, making it more affordable for our guests.

About Compassion House Foundation

Compassion House Foundation is a non-profit, charitable organization based in Edmonton that supports women from across western Canada who must leave their homes for cancer care. In addition to operating Sorrentino's Compassion House, we also offer much-needed post-treatment programs focused on continued healing.



compassion house FOUNDATION

Syncrude presents Fashion with Compassion raises critical funding to support Compassion House Foundation and the operation of Sorrentino's Compassion House.



25th Anniversary FASHION COMPASSION

FRIDAY, OCTOBER 22, 2021 | 7 P.M. A Virtual Celebration

Syncrude presents Fashion with Compassion is the annual signature fundraiser of Compassion House Foundation, in support of Sorrentino's Compassion House. This year, Fashion with Compassion will celebrate 25 years of history and thousands of women served with everything you've come to expect from this mainstay event.

What to Expect

In 2020, the first-ever virtual version of the event was streamed more than 1,000 times by supporters from across Alberta and beyond. This year, Fashion with Compassion will return as another virtual show enjoyed online from the comfort and safety of your home. That means anyone can attend, no matter where you live! Tune in on event day to enjoy fashion, entertainment, and of course, a special look at the strong women we serve.

For full Event Details as they become available, visit our event website at compassionhouse.org/fwc.

Ticket Options:

SINGLE TICKETS: \$50

This option gets you entry into the event and a tax receipt!

CORPORATE PACKAGE: \$1,200

Usually get a table at Fashion with Compassion? This option is for you! The Corporate Package is a virtual experience perfect for businesses, including 8 tickets and 8 gift boxes to send to clients or staff, creating positive brand engagement and a full event experience.

Buy your tickets on our event website at **compassionhouse.org/fwc**.

More Ways to Support

If you're unable to attend this year's event, or if you're looking for more ways to offer support beyond your ticket purchase alone, you can also:

Purchase the Exclusive "Be the Light XXV" Necklace by Orange Avocado Jewelry (\$145 Ticket Add-On)

Once again, Edmonton-based Orange Avocado Jewelry has customdesigned a necklace specially for Fashion with Compassion, with all proceeds to support Compassion House Foundation. Limited quantities are available. To see the necklace and purchase one, visit our event website at <u>compassionhouse.org/fwc</u>.

Make a General Donation to Compassion House Foundation

Donating unrestricted funds allows us to apply them to our greatest need as situations change. Your gift will directly support the women we serve in the most effective way possible. The form is simple and secure and if you donate \$25 or more, you'll receive a tax receipt. [Donation Form]

There will also be opportunities to participate in a silent auction and 50/50 closer to the event!



How To Get Involved

Invite Your Network to Attend and/or Support

Feel passionate about Fashion with Compassion? Invite your family, friends, co-workers, community members... anyone in your network to attend the event and/or offer support in another way. Use our <u>Sample Language</u> to help you get started.

Spread the Word on Social Media

Share on your personal platforms that you're attending and/or supporting the event and encourage others to do the same! Don't forget to tag Compassion House Foundation on Facebook, Instagram, and Twitter at @yegchf and use the event hashtag #yegfwc. Use our <u>Sample Language</u> to help you get started.

Host a Watch Party

Enjoying the event virtually doesn't mean enjoying it alone. Respective of your area's public health regulations, gather your network, (...maybe pop some champagne!), tune into the event together, and multiply the impact of your support through the power of group giving. See our Watch Party Host How-to Guide to help you get started.

Sample Language

Invitation to Network

Hey, [recipient]. Will you join me?

Compassion House Foundation is gearing up for its annual signature fundraiser... and I'm calling on my [family, friends, colleagues] like YOU to help.

This year, Compassion House Foundation is celebrating 25 years of **Syncrude presents Fashion with Compassion** and thousands of women served. It will be an intimate gala shared virtually on **October 22** for you to enjoy at home!

This event is special to me because [personal reason]. Proceeds from the event support Compassion House Foundation and its operation of Sorrentino's Compassion House, a haven for women battling cancer who must travel to Edmonton for treatment. If that's not reason enough, there will also be fashion, entertainment, and of course, a special look at the strong women they serve.

If you're interested, you can go to the event website, <u>compassionhouse.org/fwc</u> to learn more and purchase a ticket for just \$50. Additional donations to <u>Compassion</u> <u>House Foundation</u> are also encouraged. Any gift of \$25 or more will receive a tax receipt.

So, I ask again: Will you join me and help ease the distress of the cancer journey for women?

Let me know if I can count on you. I hope to see you there!

P.S. If you're unable to attend, there are other ways you can show your support! Please consider a gift to <u>Compassion</u> <u>House Foundation</u>. Any gift of \$25 or more will receive a tax receipt. Every little bit helps!

Thank You to Network

Hi, [recipient]. Thank you for supporting Fashion with Compassion! Do you know what kind of difference your support makes?

Having to leave her home, loved ones, and community to travel for cancer treatment can be devastating to a woman and her family—but thanks to you, it doesn't have to be.

Your support of Fashion with Compassion raises critical funding towards the ongoing operating costs of Sorrentino's Compassion House and keeps fees reasonable, making it more affordable for guests. That way, they can focus on what's most important: healing.

Thank you. It's through our continued support that we can ensure Compassion House Foundation—and the women they serve—endure, even during uncertain times like a cancer diagnosis.

If you're able, I also encourage you to give back in other ways by participating in fundraising opportunities included in the event, or by making a separate donation online to <u>Compassion House Foundation</u>. Any gift of \$25 or more will receive a tax receipt. Every little bit helps!

Your support of Compassion House Foundation and Sorrentino's Compassion House is so appreciated. Thank you!

Social Media: Facebook/Instagram

Hey everyone! Will you join me?

@yegchf is hosting the 25th Anniversary of its signature fundraising event Syncrude presents Fashion with Compassion on October 22! This event raises critical funds for Sorrentino's Compassion House, a haven for women who must travel to Edmonton for cancer treatment. Fashion, entertainment, guest stories... this will all be available to enjoy from home!

I'm going because [personal reason]. Are you? If you're interested, visit <u>compassionhouse.org/fwc</u> to learn more and purchase a ticket. Single tickets are just \$50, and (bonus!) you'll receive a tax receipt.

I hope to see you there!

P.S. If you're unable to attend, there are other ways you can show your support! Please consider a gift that feels meaningful to you towards Compassion House Foundation. Every little bit helps ease the distress of the cancer journey for women. Thank you! #yegfwc

Social Media: Twitter

Have you heard? @yegchf is hosting the 25th Anniversary of @SyncrudeCanada presents Fashion with Compassion on Oct. 22 to support Sorrentino's Compassion House & women battling cancer. Will I see you there? Learn more, buy a ticket & donate here: <u>https://bit.ly/3fYNUFd</u> #yegfwc



Key Messages

Event Details

Syncrude presents Fashion with Compassion

25th Anniversary Friday, October 22, 2021 A Virtual Celebration | 7 p.m.

Event/Ticket Website: <u>compassionhouse.org/fwc</u> Hashtag: #yegfwc Official Name: Syncrude presents Fashion with Compassion (Fashion with Compassion, afterwards)

General

- Join us as we celebrate 25 years of Fashion with Compassion—and thousands of women served.
- Enjoy all you've come to expect from this mainstay event: fashion, entertainment, and of course, a special look at the strong women we serve.
- Be the light for women battling cancer.
- Here, there is always a light on because of you.

Tickets

- Single tickets are \$50 each and come with a tax receipt.
- Normally get a table? Try our Corporate Package, a virtual experience for 8 featuring Italian dinner gift boxes in partership with Sorrentino's Restaurant Group.
- Purchase your tickets by August 31, and you'll be entered into our Early Bird Prize Draw.
- Can't attend the event? Make a donation to Compassion House Foundation. [Donation Form]

The Cause: 25th Anniversary Edition

- Fashion with Compassion raises critical funding to support Compassion House Foundation and Sorrentino's Compassion House.
- Proceeds from the event support operations and keep fees reasonable, making the House more affordable for our guests. That way, they can focus on what's most important: healing.
- Your support over the past 25 years has transformed hundreds of lives, providing home, connection and camaraderie during a time when women need it most.
- Cancer doesn't take a day off—the need continues and together, we can support women through the cancer journey into the next 25 years.

About Compassion House Foundation

- Compassion House Foundation is an Edmonton-based charity that supports women from across western Canada with who must leave their homes for cancer care.
- We operate Sorrentino's Compassion House—a haven for women who must travel to Edmonton for cancer treatment—as well as much-needed post-treatment programs focused on continued healing.



Visit our event website at <u>compassionhouse.org/fwc</u>, or contact us directly at <u>info@compassionhouse.org</u>.

