



# VINEart GALA AUCTION

Benefitting Bow Valley Women's Emergency Shelter

Presented by



Under the honorary patronage of  
Her Honour, the Honourable Lois E. Mitchell,  
CM, AOE, LLD  
Lieutenant Governor of Alberta

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Diane Roberts

VINEart Committee  
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Holly Holbrook  
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YWCA Banff  
Steve Crotty  
Connie MacDonald  
Carla Snow  
Mia Travers-Hayward



YWCA Banff is thrilled to announce the return of our VINEart Gala Auction to the Fairmont Banff Springs on March 3, 2018.

We look forward to welcoming our generous supporters to an inspiring evening of delicious food and wine, stunning artwork, captivating performances and speakers, and an auction full of exceptional items and experiences. All proceeds from VINEart go towards maintaining the Bow Valley Women's Emergency Shelter program and to realizing our Higher Ground Project - a purpose-built facility that we hope to open in Canmore by 2020.

The success of previous VINEart Galas has enabled us to expand our emergency shelter program to include the Bow Valley's first transitional house, as well as increase initiatives that empower and protect the women and children of our community. Despite our accomplishments, we have a lot more work to do to make the Bow Valley safe for everyone.

Half of all Canadian women will experience an act of physical or sexual violence. 67% of Canadians report knowing someone personally who has experienced physical or sexual abuse. These staggering statistics suggest that we will all be impacted by violence to some degree in our lifetime.

This is where you, our friends and allies come in.

Intimate partner violence is an expansive problem that requires a community response. As we move forward in our mission to shape a safe, inclusive community that empowers women and girls, we invite you to help us change lives by sponsoring this year's VINEart Gala Auction.

The package that follows will provide details on the current and future projects we're prioritizing that will benefit the entire Bow Valley community, along with information on how you can help us realize our vision of a thriving, equitable society.

With gratitude,

Connie MacDonald, CEO  
YWCA Banff



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### **Four years ago, YWCA Banff launched the first VINEart Gala Auction with three goals:**

- build awareness around domestic violence and the impacts on local women and children;
- raise funds to assist with operating costs for the existing shelter; and
- begin the process to secure purpose-build shelter and transitional housing for families fleeing violence

The momentum after each VINEart Gala has grown and this last year was a particularly BIG year. Thanks to the moral support, generosity, and partnership we've received from the community, the YWCA has taken a significant step forward on our journey towards Higher Ground.

In September of 2017 we opened the Bridge House, a new option for women transitioning between emergency crisis shelter and permanent housing. In partnership with St. George-in-the-Pines Church, we addressed the lack of suitable, affordable housing for women and children in the Bow Valley who have left abusive relationships and are in need of an independent and supportive home environment to help them to build a secure future. Opening Bridge House was a critical step in providing the full spectrum of needed services to the entire region.

And, our eyes are still on the prize of Higher Ground, a purpose-built emergency shelter that includes transitional housing, services for children and support programs that better meet the needs of our community. Higher Ground will be a place of hope, security, and rejuvenation, allowing women and their children experiencing abuse to remain safely in the Bow Valley.

### **Why Higher Ground?:**

Despite the great success of opening Bridge House, significant obstacles remain. We still don't have enough facility space to adequately serve the needs in the Bow Valley and qualify for provincial funding. Our plan is to create one facility that provides transitional housing, services for children, and support programs that better address the full spectrum of long term needs for the valley. Higher Ground will be a forward thinking wellness facility designed to shatter stigma surrounding domestic violence while uniting a healthy, vibrant community.

### **This Year:**

For 2018, the VINEart Committee is pleased to announce the return of honorary event co-chairs are YWCA volunteer Diane Roberts and David Roberts, regional vice-president and general manager of the Fairmont Banff Springs Hotel. Diane and David have been active supporters of VINEart and the Shelter. The YWCA is pleased to acknowledge their dedication to supporting the vulnerable women and children who seek a life without violence.

### **The Need:**

Often when people think about domestic abuse, they consider it a women's issue. And while it's true that over 80% of police-reported domestic assaults are against women, violence is not just a women's issue. It is a human issue. Women and men must equally be involved. To end domestic abuse and achieve our goal of providing suitable facilities that address the needs of our community, women and men must be doing the work together.



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Domestic abuse is often a gradual process, with the frequency of assaults and seriousness of the violence escalating over time. The long-term experience of being abused can destroy a woman's self-confidence, making it more difficult for her to believe that she deserves better treatment, that she can find the courage to leave, or that she can manage on her own. And this is only one of many obstacles ahead of her, as leaving an abusive relationship is the most dangerous time for victims of intimate partner violence.

While we are fortunate to live in one of the most beautiful places on earth, Alberta also has one of the highest rates of domestic violence and abuse in Canada. The Bow Valley is not immune. Violence against women transcends cultural, ethnic and socio-economic conditions. It includes physical or sexual violence as well as emotional, verbal and financial abuse.

And, it deeply impacts children too. Research shows that witnessing family violence is as harmful as experiencing it directly. Exposure to violence can affect a child's brain development and ability to learn, which can lead to a wide range of issues throughout childhood and adulthood.

Difficulty accessing suitable emergency services and lack of supportive transitional housing often forces women and their children to choose between leaving their community and support networks, facing homelessness, or returning to an abusive situation. None of which are acceptable options.

### **Current Services:**

The Bow Valley Women's Emergency Shelter (BWES), operated by the YWCA, is the only local resource dedicated to housing and supporting women and their children who are fleeing violent situations. It has only one fully dedicated space with two beds, to serve women and their children. Services include safety planning, referrals, counseling, access to food, clothing and if necessary, a safe place to stay for women and their children.

And now this year we have the Bridge House, which provides housing for two families of women and their children for up to 12 months.

Over the last 5 years, the shelter program has directly supported more than 90 women and 45 children for 1600 bed nights; as well as more than 100 other women through community outreach services who live with domestic abuse but don't access shelter.

The YWCA has made significant progress in advancing the goals of VINEart since we launched the event in 2015. Our next steps are focused on the Higher Ground project, a purpose-built facility based in Canmore that will address the long-term needs of Bow Valley residents. Higher Ground will expand our emergency shelter and transitional housing programs and incorporate a spectrum of services that will empower individuals to live a safe and stable life free of violence. We hope to open Higher Ground to our community by 2020.

**For VINEart information & sponsorship details, please contact:  
Carla Snow, VINEart Event Manager, YWCA Banff  
403-760-3212 or [carla@ywcabanff.ca](mailto:carla@ywcabanff.ca)**



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### Event Details

**When:** Saturday, March 3, 2018

**Where:** Fairmont Banff Springs, Cascade Ballroom

**Time:** 6pm Cocktail Reception, 7pm Dinner

### For more information please contact:

Carla Snow, YWCA Banff

carla@ywcabanff.ca or 403.760.3212

## Sponsorship Opportunities

### \$15,000 Vintage Sponsorship

- 10 complimentary tickets and prominent table placement (\$2500 value)
- Podium time for corporate representative
- Recognition on all promotional collateral: print/online/signage
- Industry exclusivity
- Recognition in the YWCA Annual Report
- 3 profile spotlights on social media, YWCA website
- YWCA representative available to speak at corporate/employee event

### \$10,000 Champagne Sponsorship

- Four complimentary tickets (\$1000 value)
- Recognition on all promotional collateral: print/online/signage
- Recognition from podium
- Industry exclusivity
- Recognition in the YWCA Annual Report
- 2 profile spotlights on social media and YWCA website

### \$5,000 Bordeaux Sponsorship

- Two complimentary tickets (\$500 value)
- Recognition from podium
- Recognition on event promotional collateral and signage
- 1 profile spotlight on social media and YWCA website

### \$2,500 Burgundy Sponsorship

- Recognition from podium
- Recognition on event promotional collateral and signage
- 1 profile spotlight on social media and YWCA website

### \$1,000 Chardonnay Sponsorship

- Recognition on event promotional collateral and signage
- 1 profile spotlight on social media and YWCA website

*Gift in Kind donations do not qualify for complimentary dinner tickets as part of the sponsorship package.*

*The YWCA Banff follows CRA Guidelines for charitable tax receipts.*

*For more information please visit:*

*<http://www.cra-arc.gc.ca/chrts-gvng/dnrs/rcpts/menu-eng.html>*

*or contact our Director of Finance, Tim Binks, at [Finance@ywcabanff.ca](mailto:Finance@ywcabanff.ca).*