

*Growing a healthy,
happy community...*

Sheep River
HEALTH TRUST ...1 hand at a time!



TOGETHER WE MAKE A DIFFERENCE

The Sheep River Health Trust

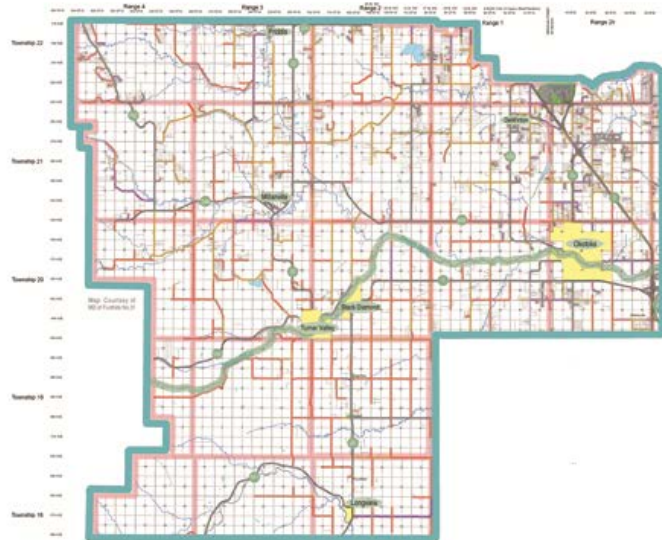
The Sheep River Health Trust (SRHT), established in 1985, has a long and established history of supporting community health and wellness initiatives in our surrounding areas.

Funding programs that reach out to a wide variety of demographics both geographically and socially, the Trust has continued to help and support many areas of great need over the past 18 years.

Our donors and the Trust's fundraising ventures serve the people of Okotoks, Black Diamond, Turner Valley, Longview, Millarville, Priddis, DeWinton and the rural areas between them.

The Sheep River Health Trust vision is "Changing Lives through Wellness". We recognize there are many facets for health and wellness services and to ensure that we are supporting the complete family unit we focus on 5 Pillars for funding:

- Families
- Children & Youth
- Seniors
- Medical Equipment
- Community Care Programs



Area
supported
by SRHT

Sheep River Health Trust Health Champions

11 Cimarron Common
Okotoks, Alberta T1S 2E9
Office: (403) 995-5400
Email: sheepriver.healthtrust@ahs.ca



Events:

The Sheep River Health Trust has 2 primary Fundraising events each year.

Radiothon

In partnership with The Eagle 100.9FM and Okotoks Sobeys we broadcast live for 13hours highlighting health & wellness initiatives throughout the Foothills. This is our growth event.

Over the past 4 years we our region has raised \$177,300 that have supported the following organizations and Projects.

- Cancer Care Centre - High River Hospital
- KidSport
- Rowan House Emergency Shelter
- Okotoks Lemonade Day
- O2 Machines - Okotoks Urgent Care
- SNAPS
- Healthy Moms Healthy Babies
- It Take a Village
- Okotoks Health Centre Renovation Project
- Integrated Home Care
- Turner Valley Legacy Playground
- Oilfields General Hospital – Tub Room Renovation

2018: June 28, 2018

Okotoks Sobeys 6:00am – 7:00pm

- **TARGET \$125,000**

Recipients for 2018

- Literacy for Life
- It Take A Village
- Theraplay Program – Rowan House
- Seniors Bus – Longview & Area Seniors Club
- Broda Chairs (2) – Oilfields General Hospital
- “No Child on the Sidelines” Project - KidSport Okotoks



Final Cheque Total at end of 2017 Radiothon: L to R – Andrea Mitchell, Dave Elder, Jayme Hall, Carol Quinn, Tanya Thorn, Logan Coutts



2017 Cheque Presentation -Okotoks Health & Wellness Centre Urgent Care Renovation

L to R: Jay Penner, Eagle 100.9; Blair Gordon, Century 21; Andrew Gustafson , SRHT; Steve Lapan, Anthem United; Rory Wood, Okotoks Ford; Cindy McCoy, OHWC; Lorne Davis, Sobeys Okotoks

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Avenue of Trees & Annual Photos with Santa

- Runs Mid-November to Mid-December at the Okotoks Recreation Centre.
- Display 40 Fully Decorated Christmas Trees from local businesses and we auction them off. On average we donate 15 Trees back into the community to identified families in need in our communities.
- We see just over 500 families and take over 26,000 Photos With Santa during this timeframe.

2018: Live Auction Dec. 8, 2018

- Target - \$30,000 - \$40,000



Monthly Giving Program - Health Hero

What Is A Health Hero: A person who believes believes that the health & wellness of the residents in the Foothills should be consistently advanced & supported.

Why Become A Health Hero: Our monthly giving program allows us to budget a year ahead of time, plan where funds raised will be best spent and meet ongoing needs at the Oilfields General Hospital & Okotoks Health & Wellness Centre.

Cost: \$12/month or an amount of your choosing.



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2017 Community Impact – The Power of Working Together

Where did **your Donations** go?



Children & Youth \$45,000

- KidSport “10-10-10” Program
- School Meal Program
- 12 Schools in the Foothills feeding over 5,000 breakfasts & lunches each year
- Post-secondary Science Studies Bursaries for High School Students
- It Takes a Village
- “Baby Sleep Safe” Program
- Rowan House - Branches Preventative Care Leading Change Project
- Turner Valley Legacy Park
- Okotoks Health & Wellness Coloring Project



Community Care Programs

\$48,000

- Spiritual Care Chaplain at Oilfields General Hospital
- Literacy for Life “Books for Babies”
- Rowan House - Branches Preventative Care Leading Change Project

Families \$28,500

- High River Hospital Delivering a Better Experience Maternity Project
- Patient Family Centered Care Week
- Foothills SNAPS— “SibShops”

Medical Equipment \$20,000

- Bariatric Commode
- Phlebotomy Cart
- Integrated Home Care Oximeters
- Bladder Scanner

Ongoing Capital Projects

\$60,000

- Tub Room Renovation at Oilfields General Hospital (Funding Complete - Project in Progress)
- Urgent Care Renovations at Okotoks Health & Wellness Centre (ongoing)

Seniors \$24,600

- Focusing on Rising Sun Long Term Care
- HOME Project
- Sensory Equipment for Dementia Patients
- Adult Day Program—Okotoks

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Ways You Can Help

The Sheep River Health Trust has created a **new sponsorship program** that recognizes you across the entire year. You will be recognized across all of our events.

NEW: Sponsorship Program	Value
Health Champion (3 Year Commitment)	\$5000.00/year
Miracle Maker	\$2500.00
Difference Maker	\$1500.00
Impact Maker (2 Year Commitment)	\$1500.00/year

Event Specific Sponsorship:

You select which event you wish to support.

Sponsorship (Event Specific)	Value
Wellness Builder	\$1000.00
Community Builder	\$500.00
Village Builder	\$250.00

For the specifics on each package click the hyperlinks to go to that item in this package.

ADVERTISING ADD-ON (Optional)

With our partnership with the Eagle 100.9 they are offering all donors to the Sheep River Health Trust a special promotional package that can be used anytime during the next 12 months. This package is subject to availability and details need to be arranged with the Sales team of the Eagle 100.9. You can purchase up to 2 packages with your sponsorship.

Package options: Each package is a \$250 Investment

- 1 Month Sponsorship Tag for News, or Sports during the times of 9am to Noon and 1 – 4pm

OR

- Ten 15 second commercials (approximately 45 words)

All of these ads would have a tagline added of “Proud Supporter of the Sheep River Health Trust”

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THE COMMITMENT

Business Name			
Contact			
Mailing Address			
Town		Postal Code	
Telephone #		Fax #	
Email Address			

HEALTH CHAMPION (3 YEAR COMMITMENT - \$5000/YEAR) **\$TOTAL**_____

MIRACLE MAKER \$2500.00 **\$TOTAL**_____

DIFFERENCE MAKER \$1500.00 **\$TOTAL**_____

IMPACT MAKER (2 YEAR COMMITMENT - \$1500/YEAR) **\$TOTAL**_____

WELLNESS BUILDER \$1000.00 **\$TOTAL**_____

COMMUNITY BUILDER \$500.00 **\$TOTAL**_____

VILLAGE BUILDER \$250.00 **\$TOTAL**_____

HEALTH HERO \$12.00/Month **\$TOTAL**_____

TOTAL DONATION TO "SHEEP RIVER HEALTH TRUST" \$ _____

OPTIONAL ADD-ON:

EAGLE ADVERTISING PACKAGE \$250.00 # of pkgs 1 or 2 **\$TOTAL**_____

Make Cheque Payable to "The Sheep River Health Trust". Receipts will be issued in the Business Name for donations over \$20.00

Prefer to pay by credit card please contact you for details.

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Sheep River Health Trust “Health Champion”

Overview of the Program

- Industry Segment Exclusive (Maximum # of Participants is 10)
- This is our most exclusive level of donor. It is designed to be a partnership between the Sheep River Health Trust and all of our Health Champions.
- This investment package can be customized to meet the needs of your business in terms of recognition and support of your company

Your Commitment

- 3 Year Commitment
- \$5000 Investment / Year (this can be a combination of cash or service) If as a service it must be something that either reduces an expense line or allows us to increase revenue.
- Payment plan can be arranged.
- Referral of a minimum 2 businesses you work with to be Community Builders (\$400 donor) for the Radiothon “Together We Can Make A Difference” Campaign

Offerings in Return

- Recognition will be provided in the following ways:
 - Donor Wall at Oilfield’s Hospital – with a large Gold Leaf
 - All event *Thank You Ads*
 - Sponsor Boards at all events
 - Annual Campaign Letter
 - All Sponsorship Packages
 - Website –includes a statement why you support the Trust, link to your website and your logo
 - Logo at bottom of our letterhead as Health Champion for our annual campaign mailing (approx. 350 letters focused in the Foothills)
 - Logo at the bottom of all Sponsorship Packages as a Health Champion
 - Facebook & Twitter – up to 8 times/year. This can be a promotion about your company, a thank you for your support and/or a highlight of an initiative your company may be doing. We will link to any of your social media platforms.
 - Co-hosting opportunity at Radiothon for up to 30mins
 - On Air Recognition of your organization during Radiothon
 - Radiothon cheque presentations occur in front of the Health Champion banner and/or donor board.
 - Thank You Email to Photos With Santa Registrants
 - Event Wrap-Up Videos
- Corporate Receipt for donation
- Cheque Presentation at Corporate Office and Photos. This will be highlighted across our social media platforms and local media will be invited to attend
- Opportunity to have staff present as volunteers during our events
- Opportunity to present the final cheques to all Radiothon recipients (Local Media is invited)

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- Customized plaque mirroring the Donor Tree for display at your business. We provide a new leaf for each year you are a donor
- Opportunity to contribute up to 8 blog posts for our “Wellness Unplugged” Blog –They would be articles that relate to Health & Wellness. We are happy to discuss ideas with you. We would highlight your company as the source of information

Optional Add-Ins:

- Advertising Package with the Eagle 100.9
- Promotional Ad Spot on the Eagle 100.9 as a Sheep River Health Trust supporter
- Purchase a fully decorated Christmas Tree to donate to a family in need in the Foothills
- Sponsor Photos With Santa
- Host a vendor booth at Radiothon or the Anthem United Showhome Grand Opening
- Sponsor a specific activity at the Radiothon – Dunk Tank, Lunch, Petting Zoo, etc.
- Sponsor Mistletoe Market - Receive an insert with each gift given about your business
- Participation in the “Grow Your Business” Campaign
 - Opportunity to provide an offer, ad, promotion for your business. This will be distributed by the Sheep River Health Trust through 4 channels:
 - All new homes built on the D’Arcy Ranch & Wedderburn lands during your 3 year commitment (this will be a welcome basket so can include product if desired) - Approx. 150 homes/year
 - Electronic Distribution to all AHS Staff at Oilfields Hospital & Okotoks Health & Wellness Centre – Approx 325 staff
 - Enclosure with the Annual Campaign Letter – Approx. 350 donors
 - Flyer distribution to all Photos With Santa families – Approx. 550 families
 - You can have up to 2 different offerings, ads, or promotions used during the year.
 - Optional – If wanting to provide promotional product for the Welcome Package this needs to be provided in January & in July (total of 150 units)

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Sheep River Health Trust “Miracle Maker”

Your Commitment

- 1 Year Commitment
- \$2500 Cash Investment
- Referral of 4 businesses you work with to be Change Makers (\$250) for the Radiothon “Together We Can Make A Difference” Campaign

Offerings in Return

- Recognition will be provided in the following ways:
 - Donor Wall at Oilfield’s Hospital
 - All event *Thank You Ads*
 - Sponsor Boards at all events
 - Annual Campaign Letter
 - All Sponsorship Packages
 - Website –includes a statement why you support the Trust, link to your website and your logo
 - Facebook & Twitter – up to 4 times/year. This can be a promotion about your company, a thank you for your support and/or a highlight of an initiative your company may be doing. We will link to any of your social media platforms.
 - Co-hosting opportunity at Radiothon for up to 30mins
 - On Air Recognition of your organization during your allotted hour
 - Event Wrap-Up Videos
- Corporate Receipt for donation
- Cheque Presentation at Radiothon or Corporate Office. This will be highlighted across our social media platforms and with local media as a story idea
- Opportunity to have staff present as volunteers during our events
- Opportunity to contribute up to 6 blog posts for our “Wellness Unplugged” Blog –They would be articles that relate to Health & Wellness. We are happy to discuss ideas with you. We would highlight your company as the source of information

Optional Add-Ins: (Select up to 4)

- Advertising Package with the Eagle 100.9
- Promotional Ad Spot on the Eagle 100.9 as a Sheep River Health Trust supporter
- Purchase a fully decorated Christmas Tree to donate to a family in need in the Foothills
- Sponsor Photos With Santa - Recognized in thank you email to participants as a sponsor of photos (550 families)
- Host a vendor booth at Radiothon or the Anthem United Showhome Grand Opening
- Sponsor a specific activity at the Radiothon – Dunk Tank, Lunch, Petting Zoo, etc.
- Sponsor Mistletoe Market - Receive an insert with each gift given about your business

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Sheep River Health Trust “Difference Maker”

Your Commitment

- 1 Year Commitment
- \$1500 Cash Investment
- Referral of 2 businesses you work with to be Change Makers (\$250) for the Radiothon “Together We Can Make A Difference” Campaign

Offerings in Return

- Recognition will be provided in the following ways:
 - Donor Wall at Oilfield’s Hospital
 - All event *Thank You Ads*
 - Sponsor Boards at all events
 - Annual Campaign Letter
 - All Sponsorship Packages
 - Website – includes a statement why you support the Trust & link to your website
 - Facebook & Twitter – up to 2 times/year. This can be a promotion about your company, a thank you for your support and/or a highlight of an initiative your company may be doing. We will link to any of your social media platforms
 - On Air Recognition of your organization during your allotted hour
 - Event Wrap-Up Videos
- Corporate Receipt for donation
- Cheque Presentation at Radiothon. This will be highlighted across our social media
- Opportunity to have staff present as volunteers during our events
- Opportunity to contribute up to 3 blog posts for our “Wellness Unplugged” Blog –They would be articles that relate to Health & Wellness. We are happy to discuss ideas with you. We would highlight your company as the source of information

Optional Add-Ins: (Select up to 2)

- Advertising Package with the Eagle 100.9
- Promotional Ad Spot on the Eagle 100.9 as a Sheep River Health Trust supporter
- Purchase a fully decorated Christmas Tree to donate to a family in Need in the Foothills.
- Sponsor Photos With Santa - Recognized in thank you email to participants as a sponsor of photos (550 families)
- Host a vendor booth at Radiothon or the Anthem United Showhome Grand Opening
- Sponsor a specific activity at the Radiothon – Dunk Tank, Lunch, Petting Zoo, etc.
- Sponsor Mistletoe Market - Receive an insert with each gift given about your business

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Sheep River Health Trust “Impact Maker”

Overview of Program

- Opportunity to provide an offer, ad, promotion for your business. This will be distributed by the Sheep River Health Trust through 4 channels:
 - All new homes built on the D’Arcy Ranch & Wedderburn lands during your 2 year commitment (this will be a welcome basket so can include product if desired) - Approx. 150 homes/year
 - Electronic Distribution to all AHS Staff at Oilfields Hospital & Okotoks Health & Wellness Centre – Approx 325 staff
 - Enclosure with the Annual Campaign Letter – Approx. 350 donors
 - Flyer distribution to all Photos With Santa registrants – Approx. 550 families
- You can have up to 2 different offerings, ads, or promotions used during the year.
- Industry Segment Exclusive (Maximum # of Participants is 30)
- Optional – If wanting to provide promotional product for the Welcome Package this needs to be provided in January & July (total of 150 units)

Your Commitment

- 2 Year Commitment
- \$1500 Cash Investment / Year
- Payment Plans Available
- Referral of 2 businesses you work with to be Change Makers (\$250) for the Radiothon “Together We Can Make A Difference” Campaign

Offerings in Return

- Exclusive exposure to a market list that is not available elsewhere
- Recognition will be provided in the following ways:
 - Donor Wall at Oilfield’s Hospital
 - All event *Thank You Ads*
 - Sponsor Boards at all events
 - Annual Campaign Letter
 - All Sponsorship Packages
 - Website – includes a statement why you support the Trust & link to your website
 - Facebook & Twitter Promotion – up to 3 times/year. We will highlight this promotional sheet is available to anyone who signs up as a Sheep River Health Trust Health Hero. We will link to any of your social media platforms.
- Corporate Receipt for donation
- Cheque Presentation at Radiothon. This will be highlighted across our social media
- Opportunity to contribute up to 3 blog posts for our “Wellness Unplugged” Blog –They would be articles that relate to Health & Wellness. We are happy to discuss ideas with you. We would highlight your company as the source of information

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Sheep River Health Trust “Wellness Builder”

Your Commitment

- \$1000 Cash Investment

Offerings in Return

- Recognition will be provided in the following ways:
 - Donor Wall at Oilfield’s Hospital
 - Event *Thank You Ad*
 - Sponsor Boards for event
 - Annual Campaign Letter (350 Families)
 - All Sponsorship Packages
 - Website – your business name will be listed
 - If Radiothon is your event:
 - On Air Recognition of your organization up to 3 times
 - 60sec Ad Spot on the Eagle 100.9 as a Sheep River Health Trust supporter
 - Event Wrap-Up Video
- Corporate Receipt for donation
- Cheque Presentation at Event. This will be highlighted across our social media platforms

Optional Add-Ins: (Select up to 2)

- Purchase a fully decorated Christmas Tree to donate to a family in need in the Foothills
- Sponsor Photos With Santa - Recognized in thank you email to 550 families
- Host a vendor booth at Radiothon or the Anthem United Showhome Grand Opening
- Sponsor a specific activity at the Radiothon – Dunk Tank, Lunch, Petting Zoo, etc.
- Sponsor Mistletoe Market - Receive an insert with each gift given about your business
- Radiothon Cash Donor

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Sheep River Health Trust “Community Builder”

Your Commitment

- \$500 Cash Investment

Offerings in Return

- Recognition will be provided in the following ways:
 - Donor Wall at Oilfield’s Hospital
 - Event *Thank You Ad*
 - Sponsor Boards for event
 - All Sponsorship Packages
 - If Radiothon is your event:
 - a 60-second pre-recorded interview and three mentions of the business over the hour
- Corporate Receipt for donation
- Cheque Presentation at Event. This will be highlighted across our social media platforms

Optional Add-Ins: (Select 1)

- Purchase a fully decorated Christmas Tree to donate to a family in need in the Foothills
- Sponsor Photos With Santa - Recognized in thank you email to 550 families
- Host a vendor booth at Radiothon or the Anthem United Showhome Grand Opening
- Sponsor a specific activity at the Radiothon – Dunk Tank, Lunch, Petting Zoo, etc.
- Sponsor Mistletoe Market - Receive an insert with each gift given about your business
- Radiothon Cash Donor

Sheep River Health Trust “Village Builder”

Your Commitment

- \$250 Cash Investment

Offerings in Return

- Recognition will be provided in the following ways:
 - Donor Wall at Oilfield’s Hospital
 - Radiothon Event *Thank You Ad*
 - Sponsor Boards for Radiothon
 - Tag on Social Media on Radiothon Event as a Village Builder
- Corporate Receipt for donation

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2017 Sheep River Health Trust Supporters

2017 HEALTH CHAMPIONS



2017 MIRACLE MAKERS

AECON, Canada Diagnostic Centres, Eagle 100.9/Okotoks Online, Foothills Family Medical Centre, MD of Foothills No. 31, Okotoks Urgent Care Physicians, Scott Danial Seaman Foundation, Sobeys Okotoks, Town of Okotoks

2017 DIFFERENCE MAKER

Fisher Crescent Retail a Div of D&R Companies, Infinite Chartered Accountants, Muth & Co, My Family Dental, Southridge Chrysler, TriStar Communities, Walsh LLP

2017 WELLNESS BUILDER

Agrium Inc., ATB Investor Services, ATCO Pipelines, Brownlee LLP, Kana Gateway, McDonald's, Natural High Fitness, Nelson Ready to Move Homes, Okotoks Western Wheel, Pharmasave Black Diamond, P.Ralph Brown Enterprises, R Brent Driscoll Prof Corp, Town of Black Diamond, Wayne Anderson – MLA

2017 COMMUNITY BUILDER

Andrew Campbell, Ardiel Agencies, ATB Financial, Carstar Okotoks, Cobs Bread, Contain-A-Way Services, Dev 2 Developments, Donna Rae & Gordon Campbell, Drake Landing Dental, Feedlot Health Management Services, Fortis Alberta, Gentlemen Electric, Gretchen & Bob Thompson, iDental, Investors Group, Jubilee Engineering, KC Landscaping & Maintenance, Lifestyle Homes in Drake Landing, Miles Display, Mullen Trucking, Okotoks Eyecare, Prominent Homes in Drake Landing, Quigley Electric, RONA Black Diamond, Servus Credit Union, Sterling Homes in Drake Landing, Town of Turner Valley, Village of Longview, Wendy Langton – Remax Signature Properties,

2017 VILLAGE BUILDERS

Bearing Tree Consulting Inc., Connor Clark & Lunn, Cottonwood Golf Course, deVries bros. Sand & Gravel, Dirt Cheep Enterprises Ltd, Dr. Lori Darroch – Chiropractor, Dr. Robert Haslam, Dr. Les Cunning, Expressions, GM Mechanical, Heartland Retirement, Hometown Dental, John Fraser/Manni Fink- Fraser, McLean West, Okotoks Orthodontics, Rick Charlton - RBC Dominion Securities, Ryan Brothers Custom Homes, Scotiabank, Simply Floors, Skills Driving School, Snowflakes & Blossoms, The Bone & Biscuit, The Flooring Outlet by Simply Floors, The Jay Magnussen Real Estate Team, Timothy Fred's Home Furniture, Westridge Electric

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