



**T H E H O T P O T A T O I N I T I A T I V E**  
P A R T N E R O P P O R T U N I T I E S



# THE ADDRESS

## FROM THE FOUNDER

The eyes that meekly met mine were of different variety than what I had been accustomed to: I was not staring into a set of green-speckled irises that reflected the prospect and opportunity of the city I was oh-so-proud to call my home. They were off in a subtle, disheartened way that reflected a future of bleak expectation and continued despair; in a way that could only ever be recognized by looking the man set out before me, clothes tattered and hands held open, in the eye with distinct intention. I looked away.

That was the most dangerous thing I could do.

What compelled me to do it? Perhaps it was the deep-seated disgust I had for the homeless – the very same I was taught by society. Somehow, the amount of zeroes we had in our checking accounts suddenly became an appropriate metric from which we were assigned our worth as human beings. This idea that the less fortunate members of my community were somehow “lesser” than I was, that they were degenerates or “bums”, had crept up upon one of the most socially progressive and inclusive cities in the world until one day it had *become the norm*. Nobody seemed to notice.

And so began this project; born not out of convenience, but of desperate, urgent *duty* by citizens who were raised with the values that made Canada, *Canada*. The Hot Potato Initiative is a youth-led movement to eliminate the stigma around those who live on the streets and inspire citizens to take action in alleviating the homelessness crisis.

I hold to this day the adamant conviction that we *will* see a day when the homeless are no longer the forgotten citizens of our community, and this toxic stigma is put to rest. The adamant conviction that we *will* see a day when our fellow citizens actively alleviate injustices and relentlessly inspire change. It is with this very same adamant conviction that I hope you will help us bring this day to fruition.

Ivan Chiang, *Founder & Executive Director*

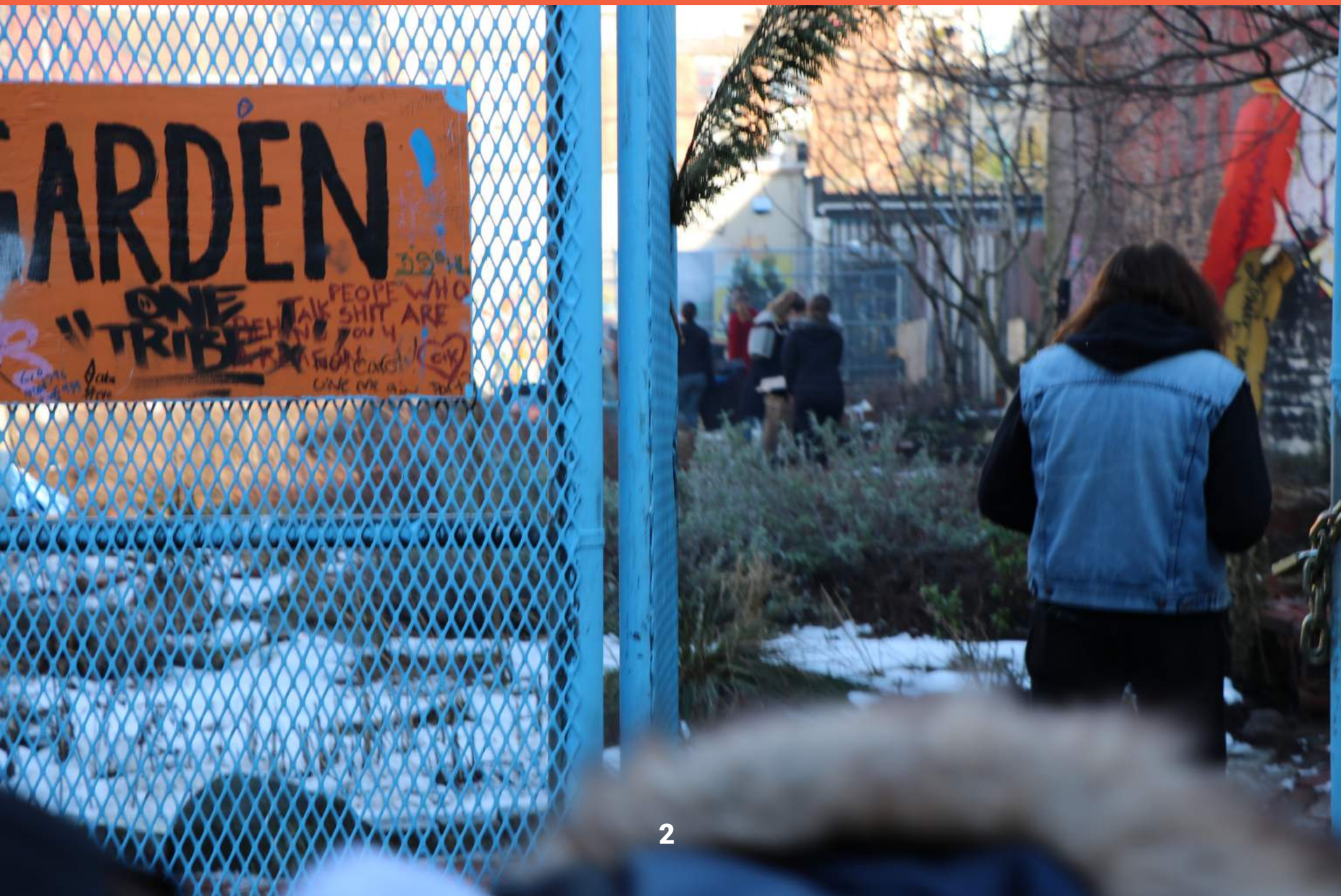


# THE ISSUE

## HOMELESSNESS

Homelessness is a national socioeconomic crisis that is spiralling out of control. With thousands of displaced citizens in Vancouver alone, numbers have reached a fever-pitch — a decade-long high with little prospect for change.

According to the United Nations' Universal Declaration of Human Rights, "Everyone has the right to life, liberty, and security." Yet, thousands every day struggle to feed themselves, face horrendous hate-based assault and violence, and must overcome a torrent of pressing diseases, mental health issues, and fatal drug overdoses. Existing infrastructure and support systems currently in place are overcapacity and overwhelmed, unable to handle the unprecedented immediacy of this crisis.



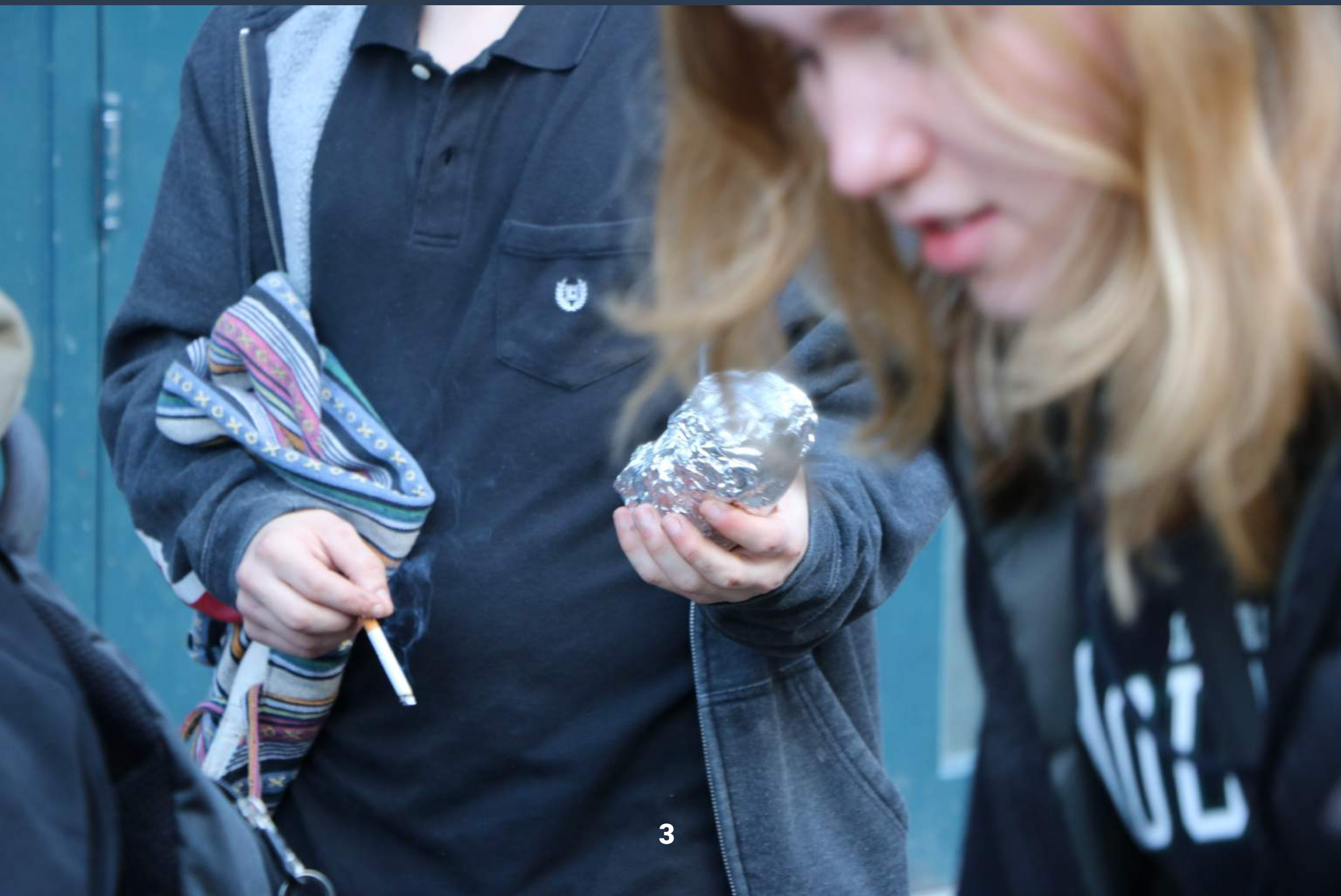


# THE STIGMA

## AKA “THE HOT POTATO”

Aside from the occasional front-page article, homelessness is an issue everyday Canadians hear about one day and forget about the next. The looming crisis is tossed around as a societal “hot potato”; constantly ignored and passed to those next in line. If citizens share the mindset that it is always someone else’s problem to deal with, *who is left to step up for those who desperately need change?*

The less fortunate are not degenerates or “bums” and the toxic stigma surrounding the homeless must no longer be allowed to continue. This stigma held against victims of homelessness is dangerously misconstrued, built on the basis of fear, disgust, and alienation. The vicious cycle ends here: today’s young leaders will not be the ones to make the next toss and will not perpetuate a long-held apathy and dangerous indifference.





# T H E S O L U T I O N

## H O T P O T A T O R U N S

By facilitating the preparation and distribution of baked potatoes to residents of the Vancouver Downtown Eastside in monthly Hot Potato Runs, *The Initiative* hopes to make a small difference in the lives of homeless Canadians by alleviating pressing hunger.

Potatoes are obtained for relatively little cost, efficiently prepared in large batch quantities, and hygienically distributed en-masse – all while serving as a healthy food. Furthermore, baking is the best method to prepare the potatoes with nutrient-retention in mind, and offering something as simple as a warm meal can uplift spirits and make all the difference.

## S O C I A L M E D I A

As a youth-led movement, The Hot Potato Initiative is intimately aware of the critical importance social media plays in reaching an audience of not only the peers of its young leaders, but Canadians across the country from coast to coast. Its considerable media campaigns actively work to inspire continuous activism and demand for a solution while promoting sweeping socioeconomic reform.

By engaging the public with short biographical stories of the marginalized citizens we encounter, in the form of “Humans of New York” photos and video interviews, the project hopes to give them a voice and show everyday Canadians that the people who are forced to live on the streets aren’t so different from themselves. This is the part of the movement where the team will work to eliminate the stigma and make abundantly clear: *homelessness is not a hot potato*.

## S C H O O L N E T W O R K

Finally, The Hot Potato Initiative School Network Programme, currently comprising a team of over forty student ambassadors across twenty high schools in the Lower Mainland, engages youth within their school communities. These young ambassadors promote the organization and its mission through social media, word-of-mouth, and outreach.





# THE INITIATIVE

The Hot Potato Initiative (legally the Hot Potato Initiative Foundation) is a non-profit organization working to destigmatize homelessness in Canada and inspire citizens to take action. Founded in September 2016, the movement has since grown to a team of more than fifty high school students and over 1700 likes on Facebook. Recognizing that homelessness is a severe problem not only in Vancouver but also the rest of Canada, *The Initiative's* team is actively working on a national expansion strategy to bring the movement to cities across the country.

*The Initiative* is led exclusively by passionate high-school students in the Lower Mainland, as the team believes that it is incalculably important for the youth of this generation to grow up cognizant of social injustices, and instilled with the values of social stewardship and responsibility. In doing so, *The Initiative* hopes to shape tomorrow's leaders, visionaries, and changemakers by empowering them with an opportunity to take action for what they believe in — because they are the same young leaders who will stand up, stand out, and stand for something.



# THE MISSION

## TAKE ACTION

We bake & deliver potatoes to do our part in offering alleviating immediate hunger.

## ADVOCATE CHANGE

We campaign to destigmatize homelessness through social media & outreach.

## INSPIRE EMPATHY

We foster empathy among everyday Canadians in stepping up for the less fortunate.



# S P O N S O R S H I P

## O P P O R T U N I T I E S

The project's nature as a startup, grassroots, high school student-led movement means the continued operation of The Hot Potato Initiative is possible only with the collective help of the *entire* community, including the generosity of established businesses & organizations.

As a project of this calibre poses significant financial challenges to overcome (including logistical and marketing costs), the team absolutely welcomes potential partners and sponsors. Therefore, the support of your business, either through in-kind donations or direct monetary contribution, would be both graciously welcomed and tremendously appreciated.

## B E N E F I T S

The movement engages the public year-round with biographical stories and other original content, as well as curated pieces from external media outlets and organizations. Sponsoring *The Initiative* will bring positive exposure to your business in demonstrating a steadfast commitment to being socially progressive, civic-minded, and supportive of youth development within the community.

Your business will be featured in media coverage and word-of-mouth (through a network of over fifty student ambassadors across the Lower Mainland), as well as The Hot Potato Initiative's social media channels and website. As the most popular youth-led organization in the province, the movement's Facebook page features *over 1700 likes*, with regular reach and organic engagement in the thousands.

By partnering with the movement, your business will not only be able to demonstrate social media-savvy, reaching Canadians both young and old, but also be able to leverage this platform to build meaningful brand value and promote your service or product to a valuable audience.

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# SPONSORSHIP TIERS

Both direct financial contribution or in-kind donations (of equivalent monetary value) are appreciated.

	<b>BRONZE SPONSOR</b>	<b>SILVER SPONSOR</b>	<b>GOLD SPONSOR</b>	<b>PARTNER</b>
Logo & link on website	✓	✓	✓	✓
Full feature/blurb on website	✓	✓	✓	✓
One-time acknowledgement on social media	✓	✓	✓	✓
Regular feature and promotion on social media	✓	✓	✓	✓
Logo on print advertisements (flyers, pamphlets, posters)		✓	✓	✓
Logo on ambassador & volunteer apparel			✓	✓
Recognition at events (including fundraisers, galas, outreach initiatives)			✓	✓
Representative allowed at events with right to present speech and distribute marketing materials				✓
	<b>\$250 - \$499</b>	<b>\$500 - \$749</b>	<b>\$750 - \$1499</b>	<b>\$1499+</b>





# GET IN TOUCH

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FACEBOOK

hotpotatoinitiative.ca

WEBSITE

All sponsorship inquiries should be made to [sponsorships@hotpotatoinitiative.ca](mailto:sponsorships@hotpotatoinitiative.ca).

