

HOT POTATO **INITIATIVE**

SPONSORSHIP PACKAGE **2019/2020**

Please direct inquiries to outreach@hotpotatoinitiative.ca

LETTER FROM THE FOUNDER

The eyes that met mine were different.

They reflected both the lived experience of immense hardship and an inspiring resilience I was not used to seeing. They were different in a way that I could have only noticed by staring the man set out before me—clothes tattered and hands held wide-open—in the eye with deliberate intention.

But I looked away. And *that* was the most dangerous thing I could do.

Homelessness is our collective reality and “Canada’s poorest postal code” is in our own backyard. We cannot—as citizens raised with the compassion that makes us *Canadian*—stand by as the homeless are tossed around as a societal hot potato: relentlessly ignored and passed to those next in line to be “someone else’s problem”.

The cycle ends with us. We will not be the ones to make the next toss.

And so began this project. The Hot Potato Initiative is *a youth-led movement working to eliminate the toxic stigma around homelessness and rally everyday citizens to take action.*

I hold a conviction that we will see a day when the homeless are no longer forgotten in our community, the toxic stigma is laid to rest, and our fellow citizens actively fight injustice and advocate change. It is with this same conviction that I ask you to help us make this day a reality.

A handwritten signature in black ink, appearing to read 'Ivan Chiang', with a long horizontal flourish extending to the right.

Ivan Chiang, Founder

***We work to eliminate the toxic stigma
around homelessness & rally everyday
citizens to take action.***

THE MISSION

The Hot Potato Initiative's core portfolio of projects encompass a three-pillar strategy: ***Community Activism***, ***Community Education***, and ***Community Engagement***.



COMMUNITY ACTIVISM

We combat the toxic stigma around homelessness through our media campaign featuring the homeless.



COMMUNITY EDUCATION

We educate youth on homelessness through our speaker series events and online resources.



COMMUNITY ENGAGEMENT

We engage the community through our various outreach initiatives and network of affiliate chapters.

THE PROJECTS

COMMUNITY ACTIVISM

- 1 **THE HOT POTATO CAMPAIGN** engages Canadians with stories of lived experiences (in the form of “Humans of New York”-inspired content) and works to give the homeless a voice and humanize the issue. Through social media, we are able to reach a national audience.

COMMUNITY EDUCATION

- 1 **THE HOT POTATO GALA** is an annual event combining a social evening of live music, catered food, and networking with an educational speaker series. Attendees are given an intimate opportunity to explore the underlying sources and structural failures of homelessness through firsthand accounts.
- 2 **THE HOT POTATO TALKS** are a series of interviews with various stakeholders of the homelessness crisis. Members of the academic community, frontline workers, and individuals with lived experiences are invited into classrooms to start an important conversation among youth—and future voters.

COMMUNITY ENGAGEMENT

- 1 **THE HOT POTATO RUNS** are outreach events facilitated by student organizers. Through the distribution of baked potatoes to residents of the Vancouver Downtown Eastside, we provide temporary hunger alleviation while simultaneously offering our volunteers an opportunity to directly engage in dialogue with the homeless.
- 2 **THE SCHOOL NETWORK PROGRAMME** comprises of official chapters in high schools across the Lower Mainland, that engage youth directly within their communities through educational meetings, promotional events, and fundraisers. Our Brand Ambassadors promote The Initiative and our mission through social media, word-of-mouth, and outreach.

THE TEAM

The Hot Potato Initiative was founded in September 2016 by a group of high school students from Burnaby Mountain Secondary in Vancouver, BC. The movement has since grown to hundreds of young leaders from dozens of high schools across the Lower Mainland. We are actively working to bring the movement to cities across Canada.

YOUTH-LED

The Initiative is led exclusively by youth. We believe in shaping a generation of changemakers who are cognizant of injustices, instilled with the values of social stewardship, and empowered to stand up, stand out, and stand for something.

THE NUMBERS

20+

High Schools

500+

Members

THE IMPACT

100K+

Canadians Reached

2000+

Meals Delivered

THE PARTNERS

As a grassroots, youth-led movement, The Hot Potato Initiative is possible only with community support, including the generosity of established businesses.

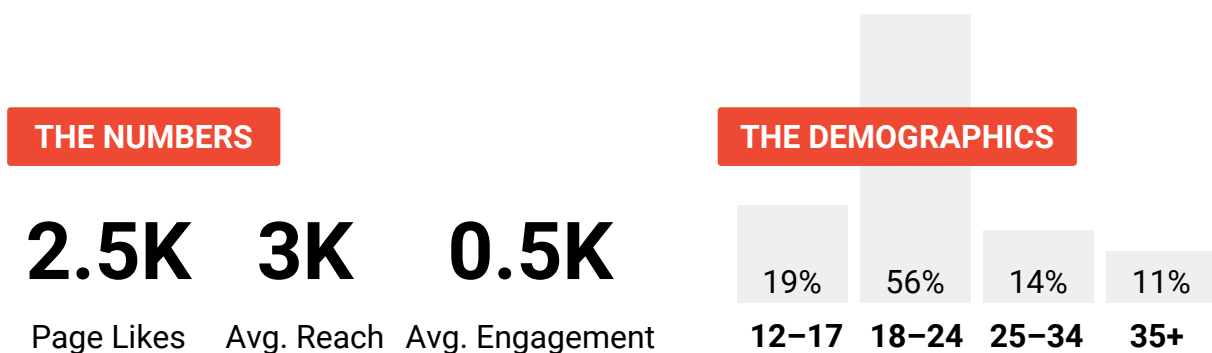
With marketing and operational costs posing financial barriers, a direct or in-kind contribution by your organization can go a long way. Because we are 100% volunteer-run and have minimal overhead, you can be sure every dollar contributed goes directly towards our core portfolio of projects.

BENEFITS

- 1 Build meaningful brand value for your business**
 - Demonstrate your business's commitment to corporate social responsibility and the triple bottom line (people, planet, profit)
- 2 Access a large, engaged audience of Millennials & Generation Z**
 - Reach thousands of potential customers through our social media platforms, network of student ambassadors, and event attendees
- 3 Do good**
 - Promote social stewardship, youth engagement, and community building

SOCIAL MEDIA

The Initiative's primary platform of engagement is **Facebook**.



THE TIERS

Both direct or in-kind contributions (of equivalent value) are eligible.

	BRONZE	SILVER	GOLD
Logo on website	●	●	●
Full feature on website	●	●	●
One-time shoutout on social media	●	●	●
Regular shoutout on social media	●	●	●
Recognition at events	●	●	●
Marketing material distribution at events		●	●
Representative allowed to present at events		●	●
Name sponsor for project (i.e. "Presented By")			●
	\$100–249	\$250–999	\$1000+

INDIVIDUALIZED PACKAGE

This is a general outline of our tiered contribution structure. Our team will work with you to create an individualized package to fulfil the needs of your business.

PAST PARTNERS

Join a network of distinguished businesses and organizations in supporting The Initiative.

**EARNEST
ICE CREAM**

**the old
spaghetti
factory**

 **YWCA**
METRO VANCOUVER

**MISSION
POSSIBLE**

 **Lookout**
Housing + Health Society


chartwells



GET IN TOUCH

@hotpotatoinitiative

FACEBOOK

hotpotatoinitiative.ca

WEBSITE

outreach@hotpotatoinitiative.ca

EMAIL

The Hot Potato Initiative acknowledges the Coast Salish Nations of Squamish, Musqueam, Tsleil-Waututh, Katzie, and Kwikwetlem on whose traditional territories we gather.