



Municipality of the District of Shelburne
PO Box 280,
136 Hammond St.
Shelburne, NS B0T1W0

Thursday, December 17, 2020

Re: Coldest Night of the Year (CNOY) Sponsorship

Good day,

On February 20th, Yarmouth has something to celebrate – and so could you!

That's the night folks in Yarmouth will join thousands of others in 100+ communities across Canada in "The Coldest Night of the Year," a 2 or 5 km, winter walk-a-thon in support of the hungry, homeless and hurting. **In Yarmouth, we'll be walking for SHYFT Youth Services and Tri County Women's Centre.**

Due to the ongoing COVID Pandemic, this year we will be holding our walk virtually rather than an in-person event.

SHYFT offers residential and outreach supports for homeless and at-risk youth in Digby, Shelburne and Yarmouth Counties. These supports include transitional housing, 24/7 staff support, programs/workshops, referrals, individual planning, and access to meals, laundry, telephone and internet.

The Tri-County Women's Centre provides supportive counselling including supports for precariously housed and homeless women and girls, therapeutic counselling for sexualized violence trauma, 24/7 Sexual Assault Nurse Examiner response, advocacy, accompaniment, referrals and programs to women and adolescent girls in the tri counties.

Our goal in the WALK is to raise \$28,000 with the support of 18+ teams and 100+ walkers. **I'm writing you to ask for your support in two ways:**

Sponsorship: Would Municipality of the District of Shelburne consider sponsoring our event with an investment of \$500 in exchange for recognition on participant plus team pages, emails, web and social media.

Participation: Second, would Municipality of the District of Shelburne consider engaging the WALK by registering a team and recruiting 8-10 employees to walk and raise money with us in February?

The WALK is something special. It's fun, challenging and meaningful. SHYFT Youth Services and Tri County Women's Centre are also something special and their work and service in our community are essential. Please consider joining us by walking and sponsoring this great event.

We will follow up soon with the sponsorship package and would like to meet to discuss it with you. If you have any question or would like to set up a time to meet please contact me at number below.

And remember, its cold out there.

Warmly,

Event Director Wanda Doucette
Yarmouth Coordinator
cnoy.org
cnoy@shyft.ca / 902-774-2200

Note: The Coldest Night of the Year is operated under the charitable and financial oversight of Blue Sea Philanthropy, (BSP). BSP is a public Canadian foundation registered CRA - 819882655RR0001



Alicia Murray

From: Val Kean
Sent: Wednesday, January 20, 2021 10:16 AM
To: Alicia Murray
Subject: RE: SKM_C36821012009560.pdf

I would do both, send it to Council for sponsorship request of \$500 and send it to Wellness committee to discuss the possibility of staff participation. This is not something we have sponsored in the past but the benefitting organization SHYFT does include Shelburne in their service area.

Val

From: Alicia Murray
Sent: Wednesday, January 20, 2021 10:00 AM
To: Val Kean
Subject: SKM_C36821012009560.pdf

Hi Val,

This is the letter that I was speaking about. Let me know what you think.

Thank you,

Alicia Murray

Executive Assistant, Administration
Municipality of the District of Shelburne
(902) 875-3544 ext 227

