

FORWARD FOUNDATION

2025 SPONSORSHIP PACKAGE



📷 f TheForwardFoundation
info@ForwardFoundation.ca
www.ForwardFoundation.ca

FORWARD
FOUNDATION

Our Founder, Christopher Cayford was diagnosed with cancer in 2013 and faced the challenges of being seriously ill with grace and kindness. His positive attitude and perseverance made him a role model for many. In response to the support he received from his community during his journey, Christopher and nine other individuals were inspired to create The Forward Foundation.

When Christopher Cayford was diagnosed with cancer in 2013, he faced his illness with courage and kindness. His resilience and positive attitude inspired many, and as a result, he and nine others founded the Forward Foundation. Their objective is to ensure that young adults with shortened life expectancies can enjoy cherished experiences of connection.

Since its incorporation in February 2018, the Forward Foundation has dedicated 100% of donations to

raising awareness and positively impacting young adults diagnosed with life-limiting illnesses. These individuals often face immense challenges as they become consumed by hospital visits, treatments, and fear of the unknown. The Foundation's goal is to help these young adults focus on what truly matters to them and offer them a treasured moment of deep connection.

Together, with your support, we can make this vision a reality.

OUR MISSION

To provide young adults with serious, life-limiting illness with a meaningful experience of connection.

OUR VISION

To ensure that no young adult with a serious, life-limiting illness shall pass without having an experience of connection realized.

Honouring Alana's love for the ocean, we organized a magical Hawaiian-themed party at VGH's Palliative Care Unit patio. With music, food, smiles and surprises, we created beautiful memories for Alana and her loved ones. Grateful to our supporters who made this possible.



SUPPORTING YOUNG ADULTS WITH LIFE-LIMITING ILLNESSES

The Forward Foundation supports young adults diagnosed with life-limiting illnesses that significantly impact their daily life and well-being. Through referrals, doctor-confirmed diagnoses, and partnerships with palliative and hospice care providers, we identify recipients in need and support them by creating lasting memories with loved ones.

In Canada, the provincial ministries of health recognize a number of life-limiting illnesses. Life-limiting illnesses encompass a wide range of conditions. The list provided is not exhaustive;

1. Advanced Cancer
2. End-stage heart, lung or liver disease
3. Neurological conditions such as motor neurone disease or multiple sclerosis
4. Degenerative conditions such as Alzheimer's disease or other dementias
5. End-stage renal disease
6. End-stage AIDS
7. End-stage chronic obstructive pulmonary disease (COPD)

Your sponsorship contributes to the support and care of young adults facing these illnesses, helping create lasting memories and connections during challenging times.



Ann, who was 30 years old at the time, had been diagnosed with cancer for the sixth time in her life.

WAYS TO SUPPORT

The Forward Foundation offers several ways to contribute, including in-kind sponsorship, event sponsorship, recipient sponsorship, general or recurring donations, securities donations, direct recipient sponsorship and third-party fundraising partnership.

IN-KIND SPONSORSHIP

In-kind sponsorship allows individuals or businesses to support the Forward Foundation without making financial contributions. In-kind donations can include physical goods, services, or expertise. Please note that not all in-kind donations are tax-deductible. Examples of in-kind sponsorship include donating staff time, services, or expertise to the Forward Foundation or providing valuable goods for events and promotions.

EVENT SPONSORSHIP

Sponsoring an event is an excellent way to support the Forward Foundation while promoting your business. By sponsoring an event, you can enjoy the event with your guests while demonstrating your support for a worthy cause. The Foundation offers various sponsorship benefits for each event, giving you the flexibility to choose a sponsorship level that aligns with your budget and interests.

GENERAL OR RECURRING DONATIONS & DONATIONS OF SECURITIES

If you prefer to make a donation and receive a tax receipt, general donations or securities donations are excellent ways to support the Forward Foundation's cause. Donating securities can offer additional tax benefits, further incentivizing your contribution.

You can also establish a recurring donation to support the Foundation's mission each month or year. This can be an excellent way to demonstrate your ongoing commitment and ensure that the Foundation has the resources it needs to continue making a positive impact on the lives of young adults facing life-limiting illnesses.

DIRECT RECIPIENT SPONSORSHIP

Directly sponsoring a recipient involves providing all the necessary resources to support a young adult with a serious, life-limiting illness and giving them an experience of connection. When you sponsor a recipient, your donation funds will go directly toward

supporting a specific individual in need. You will have the opportunity to co-brand with the recipient, with your logo or mention included in the sponsorship. This can be a meaningful way to impact the life of someone facing significant challenges directly and to demonstrate your commitment to making a positive difference in the community.

THIRD-PARTY FUNDRAISING PARTNERSHIP

If you're interested in organizing a fundraising event with your company, co-workers, friends, or family, the Foundation can provide the support you need to make it happen. There are countless ways to fundraise; Forward Foundation can work with you to create a tailored annual fundraising event that matches your company's culture and values and provides a unique experience for your employees, customers, or clients. This can be a great way to showcase your commitment to philanthropy and community engagement while raising awareness and funds for the Foundation's mission.

By partnering with the Forward Foundation through event sponsorship, you can demonstrate your social responsibility, build brand awareness, and make a meaningful difference in the lives of young adults facing life-limiting illnesses. The Foundation is committed to working with individuals, businesses, and organizations of all sizes to create meaningful partnerships that benefit everyone involved. We can help with the following:

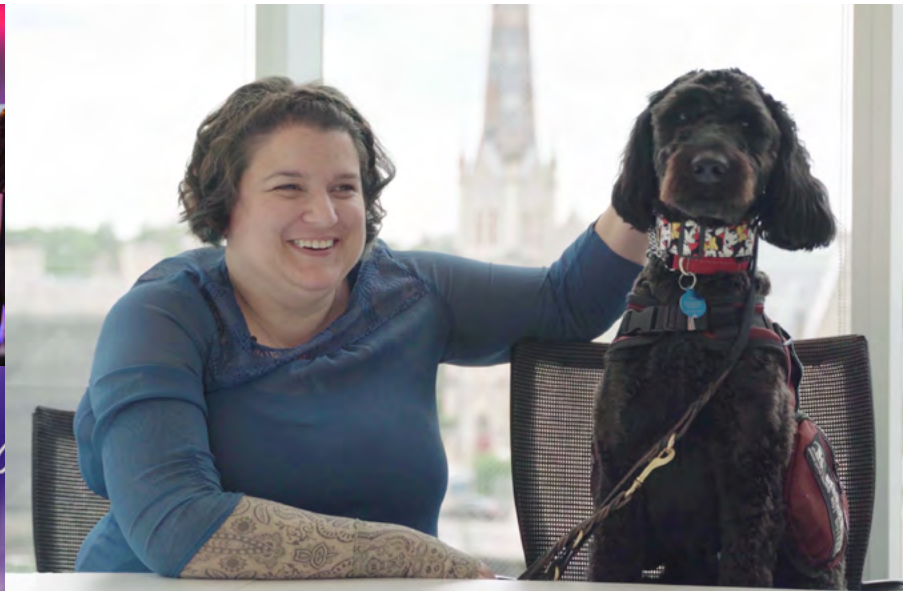
- Event planning guidance & expertise
- Public acknowledgment of your contributions to our organization
- Providing and approving the use of our logos and promotional materials
- Promoting your event on our website and social media sites (all promotional materials must be approved by Forward Foundation, including press releases and any media coverage)
- Providing a letter of support, including our Charitable Tax Number to validate the authenticity of the event and its organizers.
- Offering limited staff and volunteers for committee meetings and event day

WAYS TO SUPPORT

IN MEMORIAM DONATIONS

We also welcome donations made in memory or in honour of a loved one. These contributions have a profound impact on the lives of young adults facing a life-limiting illness, providing them with opportunities to pursue their passions and achieve their goals.

We are grateful to those who have made such donations in the past, including those in memory of Tamara, Danika, Ann, Jordan, and other loved ones. Your continued support and generosity will help us make a difference in the lives of those who need it most.



FORWARD FOUNDATION CHARITABLE STATUS

In November 2021, Forward Foundation was designated by the CRA as a charitable organization. This means we are closely monitored to ensure our activities align with our mission and that we operate exclusively for charitable purposes. Forward is also able to issue official donation receipts for income tax purposes.

Forward Foundation is all about connection and life celebration. Our core focus is enabling individuals and families to share a positive experience during otherwise incredibly challenging times. As a volunteer board of directors runs Forward Foundation, the majority of

funds raised go directly to unforgettable experiences of connection for young adults with a serious, life-limiting illness.

We want to acknowledge our gratitude for past and present supporters of Forward Foundation who have provided financial support in the days prior to acquiring charitable status. Thanks to their open-hearted generosity, several recipients have been able to benefit from the work that Forward Foundation undertakes.

Our donors and partners that made it happen thus far:

The logo for Victory, featuring the word "Victory" in a black, elegant script font.The logo for The Parkside Brewery, with "THE" in small green capital letters above "Parkside" in a large, dark blue script font, and "BREWERY" in small green capital letters below.The logo for Barnside Brewing Co., with "Barnside" in a large, dark brown script font and "BREWING CO" in small red capital letters below.The logo for Divine Decor, featuring a large, stylized black "D" above the words "DIVINE DECOR" in small black capital letters.The logo for Nissan Richmond, featuring the Nissan emblem (a circle with a horizontal bar) to the left of the word "NISSAN" in small black capital letters, and "Applewood Nissan Richmond" in a mix of script and sans-serif fonts to the right.The logo for Metrotown Floors + Interiors, featuring a stylized orange and red icon of a house with a roof to the left of the words "METROTOWN FLOORS + INTERIORS" in bold, sans-serif capital letters.The logo for Haywoodgolf, with the word "haywoodgolf" in a lowercase, bold, black sans-serif font.The logo for Lee's Donuts, featuring a cartoon yellow donut with a face and arms above the words "Lee's Donuts" in a green, playful script font.The logo for nude, with the word "nude" in a large, lowercase, black sans-serif font, followed by a registered trademark symbol (®).The logo for Fasken, with the word "FASKEN" in a bold, orange, sans-serif font.The logo for YVT Real Estate Group, with the letters "YVT" in a large, stylized, black outline font, and "REAL ESTATE GROUP" in small black capital letters below.

EVENT SPONSORSHIP OPPORTUNITY

The Foundation is always in need of donations, support, and your participation at events we put on to make a difference in the lives of young adults facing life-limiting illnesses. Join us today and help make a positive impact in your community with our upcoming event.

CAYFORD GALA

Our most anticipated event of the year, the Cayford Gala, is an unforgettable evening of connection, dinner, drinks, entertainment, and dancing. The event is held at the Westin Wall Centre YVR and will feature a red carpet entrance to make you feel like a star. A silent auction is held with donated products to enhance the fundraising initiatives of the Forward Foundation, with all proceeds going towards supporting our mission. With over 350 attendees expected, this is an event you will want to attend.

Reserve your tickets and table, or send your sponsorship inquiry early to ensure your spot at the Cayford Gala.

Cayford Gala



2025 CAYFORD GALA SPONSORSHIP LEVELS

Thank you for your interest in supporting the Forward Foundation through event sponsorship. Below are the available sponsorship levels, along with what is included for corporations supporting the foundation through a donation contribution; **for the upcoming 6th Annual Cayford Gala at the Westin Wall Centre - YVR on October 18th, 2025.**

PRESENTING SPONSOR - \$10,000

- Recognition as a Presenting Sponsor in event marketing materials, social media platforms, and on the Forward Foundation's website
- Logo displayed on stage and in front entrance to hall
- Acknowledgment in pre-event publicity and post-event thank you
- Premier table for 10 at the event

EVENT SPONSOR - \$5,000

- Recognition as an Event Sponsor in event marketing materials, social media platforms, and on the Forward Foundation's website
- Logo displayed in front entrance to hall
- Acknowledgment in pre-event publicity and post-event thank you
- Ticket for 8 guests at the event

PLATINUM SPONSOR - \$2,500

- Recognition as a Platinum Sponsor in event marketing materials, social media platforms, and on the Forward Foundation's website
- Logo displayed in front entrance to hall
- Acknowledgment in pre-event publicity and post-event thank you
- Ticket for 6 guests at the event

GOLD SPONSOR - \$1,500

- Recognition as a Gold Sponsor in event marketing materials, social media platforms, and on the Forward Foundation's website
- Acknowledgment in pre-event publicity and post-event thank you
- Ticket for 4 guests at the event

SILVER SPONSOR - \$1,000

- Recognition as a Silver Sponsor in event marketing materials, social media platforms, and on the Forward Foundation's website
- Acknowledgment in pre-event publicity and post-event thank you
- Tickets for 2 guests at the event

We appreciate your support and look forward to partnering with you to make a difference in the lives of young adults facing life-limiting illnesses. Please let us know which sponsorship level you are interested in, and we will provide you with more information on how to proceed.

We can also discuss custom sponsoring packages to provide the best fit for your contribution and the event.