

# FORWARD FOUNDATION 2026 SPONSORSHIP PACKAGE



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**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.

# OUR STORY

As Christopher experienced firsthand the profound support of family, friends, healthcare professionals, and his community, he recognized that many young adults facing serious, life-limiting illnesses often lack opportunities to create meaningful moments with the people who matter most.

Inspired by Christopher's vision, and together with nine founding members, the Forward Foundation was established to ensure that no young adult facing a life-limiting illness feels alone in their journey.

Today, the Foundation creates experiences that bring recipients together with the people, places, and moments that mean the most to them. These experiences provide connection, comfort, and lasting memories during some of life's most challenging circumstances.

Christopher's legacy lives on through every recipient we support, every family we bring together, and every meaningful moment we help create.

## 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.



# 7TH ANNUAL CAYFORD GALA

**CAYFORD GALA 2026**

**DATE: OCTOBER 16, 2026**

**LOCATION: SHERATON VANCOUVER WALL CENTRE HOTEL**

*Cayford  
Gala*

Join us on October 16, 2026, at the Sheraton Vancouver Wall Centre for the 7th Annual Cayford Gala.

As the Forward Foundation's signature fundraising event, the Gala brings together over 400 supporters for an inspiring evening of connection, celebration, and community. Guests will enjoy great food, entertainment, auctions, and powerful stories that remind us why our mission matters.

This year's event marks our first Gala in downtown Vancouver and promises to be our biggest yet.

Reserve your tickets, table, or sponsorship today and help create meaningful moments for young adults living with life-limiting illnesses.



# 2026 CAYFORD GALA SPONSORSHIP LEVELS

Thank you for your interest in supporting the Forward Foundation through event sponsorship. **Our goal is to fund 8-10 meaningful recipient experiences each year**, ensuring that no young adult facing a serious, life-limiting illness passes without an experience of connection realized. Below are the available sponsorship levels for the 7th Annual Cayford Gala at the Sheraton Vancouver Wall Centre Hotel on October 16, 2026.

## EXCLUSIVE OPPORTUNITIES

### MVP / PRESENTING SPONSOR - \$15,000

- Exclusive (1 Available)
- Premium reserved table for 10 guests
- Presenting Sponsor recognition on all event materials
- Premier logo placement on website, ticketing platform, event screens, media wall, and event program
- Stage recognition and speaking opportunity
- Multiple dedicated social media posts and stories
- Post-event thank-you and sponsor spotlight recognition

### FORWARD FAMILY SPONSOR - \$5,000

- Forward Family Sponsor (4 Available)
- Premium reserved table for 10 guests
- Meaningful sponsorship that invites a past recipient & family to join the gala as hosted guests
- Logo on website, table signage, event screens, program, stage acknowledgment
- Dedicated impact-focused recognition social media posts and story, post-event spotlight in newsletter

## MULTIPLE OPPORTUNITIES

### STAR SPONSOR- \$5,000

- Six event tickets
- Prominent event signage
- Logo on website, program, and event screens, verbal recognition, tagged social media content.

### PLATINUM SPONSOR - \$2,500

- Four event tickets
- Logo placement on website and event screens
- Recognition on sponsor signage
- Verbal recognition during the event
- Shared sponsor social media post and tagged stories
- Inclusion in sponsor slideshow and reel/video

### GOLD SPONSOR - \$1,500

- Two event tickets
- Logo placement on website
- Recognition on sponsor signage
- Shared social media recognition and tagged stories
- Inclusion in sponsor slideshow and reel/video

### SILVER SPONSOR - \$1,000

- Name or logo listed on sponsor signage and website
- Group social media thank-you recognition
- Inclusion in sponsor slideshow and thank-you materials

 We appreciate your support and look forward to partnering with you. Please let us know which sponsorship level interests you, and we will provide more information on how to proceed. Custom packages are also available.

# CHARITABLE STATUS

In November 2021, the Forward Foundation was officially granted charitable status by the Canada Revenue Agency (CRA).

As a registered charity, we are committed to operating with transparency, accountability, and a clear focus on our mission: creating meaningful experiences of connection for young adults living with life-limiting illnesses.

Led by a volunteer Board of Directors, the majority of funds raised go directly toward supporting recipients and creating unforgettable moments with the people who matter most.

We are grateful to the sponsors, donors, volunteers, and community partners whose generosity continues to make this work possible.

## THANK YOU TO OUR SPONSORS

The impact of the Forward Foundation would not be possible without the support of our sponsors, donors, and community partners. Your generosity helps create meaningful experiences, lasting memories, and moments of connection for young adults and their loved ones during some of life's most challenging circumstances.

Together, we are making a difference, one experience at a time.

### CORPORATE SPONSOR



**BLAST MEDIA**  
P R I N T

### PLATINUM SPONSOR

**WESTIN**<sup>®</sup>  
HOTELS & RESORTS



### EVENT SPONSOR

**FASKEN**  
Own tomorrow

### GOLD SPONSOR



*Applewood*  
Nissan Richmond

### SILVER SPONSOR



**ALIGN**  
THE ALIGN GROUP



### PRODUCT SPONSOR



**haywoodgolf**

VANCOUVER, BC  
SIGNATUREWEDDING.CA  
DJ & Photo Booth  
EST. 08

**TERRA** **FOODS**



# SUPPORTING YOUNG ADULTS WITH LIFE-LIMITING ILLNESSES

The Forward Foundation supports young adults living with life-limiting illnesses that profoundly affect their daily lives, relationships, and future plans. Through referrals, physician-confirmed diagnoses, and partnerships with palliative care, hospice care, and healthcare providers, we identify individuals in need and create meaningful experiences that bring them together with the people who matter most.

Life-limiting illnesses encompass a wide range of serious conditions, including but not limited to:

- Advanced cancer
- End-stage heart, lung, or liver disease
- Neurological conditions such as multiple sclerosis or motor neurone disease (ALS)
- Degenerative conditions such as Alzheimer's disease and other forms of dementia
- End-stage renal disease
- End-stage AIDS
- End-stage chronic obstructive pulmonary disease (COPD)

While this list is not exhaustive, each diagnosis carries unique challenges that often extend beyond medical treatment, impacting emotional well-being, family relationships, and quality of life.

Your sponsorship helps us provide support, connection, and unforgettable experiences for young adults facing these illnesses. Together, we can create moments of joy, strengthen meaningful relationships, and leave lasting memories for recipients and their loved ones during some of life's most difficult circumstances.



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

# HOW DO YOUNG ADULTS QUALIFY FOR AN EXPERIENCE?

Every Forward Foundation experience begins with a referral and a thorough review process to ensure we are supporting individuals who meet our eligibility criteria.

To be considered for an experience, an individual must:

- Be between the ages of 18 and 39
- Be a Canadian citizen or permanent resident
- Have a physician-confirmed life-limiting illness diagnosis
- Reside within Canada
- Demonstrate a need for support through a meaningful experience of connection

Recipients are identified through referrals from healthcare professionals, palliative care teams, hospice organizations, family members, and community partners.

Our goal is to create meaningful moments that bring recipients closer to the people, places, and experiences that matter most.



# WAYS TO SUPPORT

There are many ways to help create meaningful moments of connection for young adults living with life-limiting illnesses.

## EVENT SPONSORSHIP

Support one of our fundraising events while showcasing your business and demonstrating your commitment to the community.

## RECIPIENT SPONSORSHIP

Make a direct impact by helping fund a personalized experience for a recipient and their loved ones.

## IN-KIND SUPPORT

Donate products, services, expertise, or experiences that support our annual silent auction or to directly help us deliver unforgettable moments for recipients.

## THIRD-PARTY FUNDRAISING

Host a fundraiser with your company, team, friends, or family. We'll help you create an event that aligns with your goals and values.

## DONATIONS & SECURITIES

Make a one-time gift, become a recurring donor, or donate securities to support our mission and help us reach more recipients.

## IN MEMORIAM & TRIBUTE GIFTS

Honour the life of a loved one or celebrate someone special through a donation that creates a lasting impact for others facing life's toughest challenges.

Every contribution, regardless of size, helps us create meaningful experiences, strengthen connections, and bring moments of joy to those who need them most.



**READY TO JOIN US?**

# **WE BELIEVE IN THE POWER OF HUMAN CONNECTION**

