



BOOTH
UNIVERSITY
COLLEGE and



present:

HONOUR & HOPE HARVEST DINNER

in support of our



Shelter U program

SPONSORSHIP PROPOSAL



PLATINUM



DIAMOND

September 25, 2026 | Southlands Community Church | 85 Keslar Rd, Winnipeg, MB R3T 6A5



Dear Friends and Supporters,

Booth University College is excited to announce our first Gala Fundraising event with the theme of “Honour & Hope.” This special evening will celebrate the transformative power of education, the strength of community, and the unwavering commitment to building a brighter future for all.

*As a Christian institution rooted in The Salvation Army’s 150-year history of caring for the vulnerable, Booth University College brings together “Christian faith, rigorous scholarship and a passion for service,” and our newest initiative—the **Shelter U (University) program**—is a powerful expression of that mission in action.*

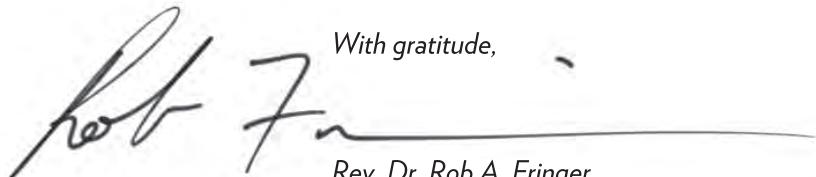
The purpose of the Gala is to raise awareness and funds to support Shelter U, a unique and compassionate program that provides free post-secondary education to individuals currently residing at the Winnipeg Centre of Hope. This centre, owned and operated by The Salvation Army, is a place of refuge, support, and restoration for those experiencing homelessness and complex life challenges. It is a space where hope is rekindled and where dignity is restored.

*Homelessness is not just a housing issue—it is a complex and systemic challenge that affects real people, each with a story, a past, and the potential for a better future. Shelter U aims to be a catalyst for transformation, helping participants to discover their worth, reclaim hope, and build a sense of purpose through “**Education for a Better World**.”*

This Gala is more than an evening of celebration—it is an opportunity for our friends and partners to become sponsors and champions of real, meaningful change. Your sponsorship and support will not only make this event a success, but it will also directly impact lives and contribute to a stronger, more compassionate Winnipeg. When we uplift those on the margins and invest in their potential, we all benefit—as neighbours, as citizens, and as a city.

We invite you to join us in embodying Honour & Hope.

With gratitude,



*Rev. Dr. Rob A. Fringer
President of Booth University College*

ShelterU

Breaking Barriers to Education.

At Booth University College in Winnipeg, 'Education for a Better World' just got a just got more practical.

In Fall 2024, Booth UC launched **Shelter U**, a pilot program offering free university-level education to individuals facing economic precariousness, housing insecurity, and forced displacement, including those experiencing homelessness.

ShelterU

Built for Accessibility.

- Students are referred from community agencies across Winnipeg's inner city
- Classes are co-hosted at The Salvation Army Centre of Hope
- Tuition is free, and all students receive laptops and course materials
- Students attend alongside Booth UC students for a shared classroom experience
- Shelter staff participate in learning activities and provide support outside class

Funding is shared by Booth UC, The Salvation Army Centre of Hope, and local private donors.

Graduates of the program receive:

- A certificate of completion
- A letter of reference and support
- Automatic readmission into future Shelter U courses.

A Vision for Transformation

"Shelter U aims to overcome barriers to education having to do with economic precariousness and forced displacement," says Aaron Klassen, pilot director and Assistant Professor of Sociology at Booth UC and Program Director of Community and Urban Transformation Studies (CUT).

He continues,

"For students in the CUT program, and for other Booth UC students seeking practicum credit, it will offer the opportunity to gain practical experience with an inner-city-based agency working with the vulnerable, while also connecting that experience to wider urban communities and policies affecting refugees and people experiencing homelessness."

Klassen goes on to explain:

"And as an innovative research program for Booth UC, it also represents some of the exciting collaborative work we do."



A Transformative Opportunity to Lead Change

Platinum Sponsor – \$7,000

Dear Visionary Leader,

Booth University College invites you to stand with us as a Platinum Sponsor at the Honour & Hope Gala in support of our Shelter-U Program. This is more than a gala—it's a movement of compassion and restoration. With your contribution, we will empower individuals currently experiencing homelessness and housing insecurity by offering tuition-free, university-level education, along with mentorship, resources, and hope.

Your **\$7,000 sponsorship** will fund 2 full Shelter-U student cohorts, including tuition, laptops, and meals.

As a Platinum Sponsor, you will receive:

- **8 complimentary tickets** with priority table placement
- Priority logo placement on the event website
- Full-page ad & logo in the program
- Logo on screens & verbal recognition & sponsor participation at event
- Dedicated social media spotlight post
- CEO formally acknowledged during event, and featured in gala program and social media spotlight.

To accept this partnership opportunity,

please contact:

Sunday.Olukoju@boothuc.ca
204-794-4486



Be the Face of Hope

Diamond Sponsor – \$10,000

Dear Visionary Leader,

We are pleased to extend a personal invitation for your organization to become the **exclusive Presenting Sponsor** of the Honour & Hope Gala. This premier sponsorship signals your leadership in addressing systemic poverty and your bold investment in education as a tool for transformation.

As the Diamond Sponsor, your brand will be featured as “**Honour & Hope Gala presented by [Your Company Name]**” across all event materials and communications.

Your \$10,000 partnership includes:

- **10 complimentary tickets** (two tables) with front-row seating
- Top placement of logo on homepage on the event website
- Full-page ad & logo in the program
- Event presented as “... by [Your Company]” & speech slot
- Two customized social media campaigns
- CEO to give brief greeting, included in press release, and interviewed for exclusive partner story in CONNECT Magazine.

This is a once-per-event opportunity.
Only one organization will be named Diamond Sponsor.

Contact to secure this elite position:
Sunday.Olukoju@boothuc.ca
204-794-4486

Meet The Guest Speaker:

Dr. Stephen D. Borys, PhD, OM, DLitt
President, Civic Muse, Inc.
Former Director & CEO,
Winnipeg Art Gallery – Qaumajuq



Dr. Stephen Borys is President of Civic Muse, Inc., a consulting initiative dedicated to advancing the power of arts and culture in community transformation. He recently concluded a 17-year tenure as Director & CEO of the Winnipeg Art Gallery, where he led the creation of Qaumajuq—the world's first Inuit Art Centre.

He and his team drew more than \$135 million in donated money, artwork, and sponsorships in less than two decades, fueling one of the most significant cultural renewals in the country.

A respected museum and community leader, Dr. Borys believes the arts and humanities can guide us toward more resilient, just, and healthy communities. He is a member of the Order of Manitoba and holds a PhD in Art and Architectural History, along with honorary and professional distinctions including DLitt.

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To purchase tickets or partner with us at any of our sponsorship levels,

please contact: Dr. Sunday Olukoju
Sunday.Olukoju@boothuc.ca
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