

Ms. Suzanne Crowell | President  
**Board of Directors**  
Women In Crisis (Algoma) Inc.  
23 Oakland Ave.  
Sault Ste. Marie ON  
P6A 2T2

## **RE: Corporate Sponsorship Opportunity**

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To Whom It May Concern;

I am writing you concerning an exciting Sponsorship Opportunity with Women In Crisis (Algoma) Inc. as we prepare to launch the first ever Annual Awareness Event in Sault Ste. Marie called **Walk a Mile in Her Shoes®**.

To provide your organization with a brief historical background on this event, Frank Baird created **Walk a Mile in Her Shoes®** in 2001. What started out as a small group of men daring to totter around a park has grown to become a world-wide movement with tens of thousands of men raising millions of dollars for local rape crisis centers, domestic violence shelters and other sexualized violence education, prevention and remediation programs. The event consists of teams of men, raising donations and then walking one mile in red high heel shoes. The Walk is coupled with awareness components in the form of written communication, media presence and generally a very large community-based gathering to witness the Walk thus exponentially increasing the target audience to receive a clear, direct message of the community's stand to unite against violent acts committed against women and children. In addition to the incredible awareness component of this event, each Walk raises funds that are directed towards furthering the work of abuse and violence shelters and rape crisis centers. For a more detailed account of this event please visit [www.walkamileinher shoes.org](http://www.walkamileinher shoes.org) .

For the first time ever, Women In Crisis (Algoma) Inc. will launch a **Walk a Mile in Her Shoes®** in Sault Ste. Marie! We are thrilled to be in a position to partner with Walk a Mile in Her Shoes.org and host this nationally known event in our local community. We are anxiously looking forward to an incredibly successful event, which will be held on **May 26, 2018.**

To date, we already have the Sault Ste. Marie Fire Department, the Sault Ste. Marie Police Service and the Ontario Provincial Police Sault Ste. Marie detachment excitedly on board to put together teams of

men, in uniform, to participate in the Walk. They have issued a challenge to each other and all the other men in our community. **“Are You Man Enough?”**

Attached in this application package are detailed tiers listed as to corporate involvement for your information.

If your organization would like the opportunity to be a part of this first initial launch of the Sault Ste. Marie Walk a Mile in Her Shoes® as a sponsor, please fill out the attached application package. You can also visit our website to complete an online application complete with online payment forms at [www.womenincrisis.ca](http://www.womenincrisis.ca) .

We sincerely appreciate the time and consideration you are giving to our request for your involvement in this highly reputable event for an incredible cause.

Sincerely,

Suzanne Crowell  
Board President