
Subject: St. John Ambulance - Donation
Attachments: St. John Ambulance - Mayor Corporate Donation xx.docx

From: Leanne Strachan Redacted
Sent: Wednesday, Sept
To: Mayor Yu, Simon <Simon.Yu@princegeorge.ca>; Mayor Admin <MayorAdmin@princegeorge.ca>
Subject: St. John Ambulance - Donation

Dear, Mayor and Council

I hope this letter finds you well.

I am reaching out to your District with a compelling proposition to join hands with us in supporting our mission and making a lasting impact on the communities we serve in British Columbia and Yukon.

As we reflect on our accomplishments in 2022, we recognize that our work is far from over. St. John Ambulance remains steadfast in our commitment to support a stronger and more resilient community, especially in the face of pressing emergencies that affect its well-being.

We understand that collaboration is key to achieving our vision. We will continue to cultivate partnerships with several districts that share our passion for empowering community safety. By joining forces with like-minded Districts, we amplify our impact and create lasting change together.

Moreover, we are keenly aware of the challenges our communities face, including the opioid epidemic, shortages of trained paramedics, and the increasing frequency of provincial emergencies such as fires, floods, and heatwaves. In response, we will champion the development of new and expanded community programs designed to meet these evolving needs head-on. This includes extending the reach of our opioid awareness training program, strengthening our capabilities for all-hazard emergency response, and proactively addressing the unique requirements of communities disproportionately impacted by disasters.

Our journey towards a stronger future is propelled by the shared values and unwavering commitment of our stakeholders. Together, we can make BC and Yukon safer places to live, work, and play. We have seen firsthand the transformative power of collaboration and the strength that comes from standing together. With each passing year, we grow bolder in our ambitions, knowing that our collective efforts will create lasting change and empower community safety.

Our ask from St. John Ambulance is to kindly assist us with a donation. I have attached a document that shares in detail who St. John Ambulance is, why support St. John Ambulance, and how can your District support us.

Thank you for your time and consideration, and I look forward to speaking with you.

Warm regards,

Leanne



Leanne Strachan

Manager, Partnerships & Fund Development

t: 604-366-3915 | c: 604-418-8944

St. John Ambulance (British Columbia and Yukon Council)

6111 Cambie Street | Vancouver, BC | V5Z 3B2

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St. John Ambulance

SAVING LIVES
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Who is St. John Ambulance?

St. John Ambulance is not just an organization; we are a legacy of compassion, dedicated to providing essential services and support to our communities. Here's what defines us:

- St. John Ambulance is one of the world's oldest humanitarian, non-denominational charitable organizations. Our legacy speaks to our commitment to the service of others.
- We are the leading first aid partner for everyone in British Columbia and the Yukon. Our work spans across safe gatherings, emergency response, and mental health support. We are the industry leader and the preferred provider for organizations in our region, thanks to our expert in-house instructors, personalized instruction, top-notch teaching materials, and commitment to quality control.
- We are the only volunteer-based first aid organization in the region, with over 2000 frontline volunteers who selflessly serve our communities with first aid services and medical first response. During disasters and emergencies, our volunteers collaborate with community and government partners, ensuring the safety and well-being of those in need.
- Our work extends beyond first aid; our therapy dog teams bring comfort and companionship to individuals in hospitals, schools, and other facilities.
- We are a 'profit for purpose' organization, reinvesting proceeds from training and product sales to activate positive change in our communities.

Why Support St. John Ambulance?

When your District supports St. John Ambulance, you become a vital part of our mission to create safer, healthier communities. Here's what's in it for you:

1. Your contributions will directly impact our volunteer program, emergency response capabilities, mental health initiatives, therapy dog programs, and much more. Your support will help us train more volunteers, equip them with the necessary resources, and expand our reach and impact.
2. We commit to recognizing your district's generous support and ensuring your brand is associated with our mission. You'll gain positive exposure and enhance your corporate social responsibility image.

- a. **Prominent Branding:** Your District's logo will be prominently featured in our marketing materials, including social media, press releases, and event banners related to our partnership with St. John Ambulance.
- b. **Public Recognition:** We will publicly acknowledge your District's contribution and commitment to the community through various media outlets, including emails.
- c. **Co-Branded Events:** The opportunity to collaborate on co-branded events, where your District's services can be showcased alongside St. John Ambulance's initiatives.
- d. **Customized Promotion:** Tailored promotional opportunities to align with your specific marketing goals and target audience.

How can Your District Support Us?

We offer various avenues for District's to support our cause, tailored to your preferences and goals:

1. **Nurturing a Host of Heroes:** Our volunteer program is the backbone of our community impact. By sponsoring our Medical First Responder volunteers, you directly empower individuals to become first responders at local community events and emergency situations. With your support, we can expand the pool of skilled volunteers ready to provide immediate assistance during accidents, health crises, or large gatherings, ensuring public safety in times of need.
2. **Emergency Response:** Supporting our all-hazard emergency response capabilities means ensuring that we have the resources necessary to respond swiftly and effectively to disasters, accidents, and public emergencies. Your contributions could go towards replacing our aging vehicle fleet, which is crucial for mobilizing our teams to respond to emergencies promptly.
3. **Mental Health in the Workplace:** Mental health is a pressing concern in our communities and workplaces. By sponsoring our mental health training program, you play a pivotal role in promoting mental well-being. We aim to equip individuals with the skills and knowledge to recognize, support, and address mental health challenges in their workplaces and communities, fostering a more compassionate and resilient society.
4. **Therapy Dogs:** Our therapy dog teams provide essential emotional support to individuals in hospitals, schools, long-term care facilities, and more. Your sponsorship enables us to expand these heartwarming initiatives, bringing comfort, joy, and companionship to more people in need. Together, we can improve the mental and emotional well-being of those facing sickness, loneliness, or stress.
5. **Uniform Sponsorship:** We believe that anyone willing to volunteer should have the opportunity to do so, regardless of financial constraints. By sponsoring uniforms for our volunteers, you help remove barriers to volunteering and promote inclusivity. Your support ensures that everyone who raises their hand to support the mission of St. John Ambulance can do so proudly and effectively.

6. Opioid Awareness: Opioid poisoning is a critical issue in our communities. Our opioid awareness training program aims to make a measurable and lasting impact on community responses to the opioid epidemic. By putting your name behind this initiative, you directly contribute to better preparedness and response in opioid poisoning incidents, potentially saving lives and reducing the harm caused by opioid misuse.
7. Cadet Program: Our youth cadet program provides young individuals with opportunities for social, educational, and personal development through first aid training, local community volunteering, leisure activities, and participation in special events. By sponsoring this program, you help equip the leaders of tomorrow with essential skills and values while fostering a sense of responsibility and community service.
8. Educational Equipment: We train over 50,000 students annually in first aid, and having up-to-date equipment is crucial to enhancing their learning experience. Your sponsorship of educational equipment ensures that our training programs remain current, effective, and engaging. You directly contribute to the knowledge and skills development of thousands of individuals in our communities.
9. Public Access Automated External Defibrillators (AEDs): Increasing accessibility to AEDs is a critical initiative aimed at making them more readily available in public spaces. AEDs are essential life-saving devices that can significantly increase the chances of survival for individuals experiencing sudden cardiac arrest. Unfortunately, many public areas and communities still lack access to these crucial devices. By supporting our program, you can help us bridge this gap and save lives.

We firmly believe that partnership will not only enhance your district's corporate image but also make a significant impact on the lives of those who depend on St. John Ambulance's services.

We kindly request you to consider this proposal and discuss with your council the level of support that aligns with your social responsibility goals and marketing objectives.

Please feel free to reach out to our team to explore this opportunity further or to address any questions you may have.

Together, we can create a stronger, healthier, and safer community. We eagerly await your response and look forward to taking this important step toward making a meaningful difference in our community.

Sincerely,

Leanne Strachan