



Working together
for a safer Abbotsford.



Abbotsford Police Foundation Sponsorship Opportunities 2022/2023



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WHO WE ARE

The Abbotsford Police Foundation (APF) is a registered charitable foundation funding Abbotsford Police Department programs, initiatives and specialized equipment not covered by their annual operating budget from the City of Abbotsford. Since 2005, we have raised more than \$500,000 to support innovative initiatives designed to help reduce crime and build stronger relationships between the community and police.

Our motto 'Together for a Safer Abbotsford' helps remind us that it takes everyone working together – individuals, businesses, public and private organizations, governments and the police – to create a safe, happy, healthy community we are proud to call home.

To find out more about the Abbotsford Police Foundation visit us online today at www.abbypf.ca



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2838 Justice Way
Abbotsford, BC
V2T 3P5

Inquiries:
info@abbypf.ca
604.859.5225
abbypf.ca

Charitable Registration
Number:
84292 0472 RR0001



1964 Vintage Matsqui Police Cruiser "Carol"; restored in 2020 with support from the APF.

2021 BOARD OF DIRECTORS

PRESIDENT

Kevin Boonstra

VICE PRESIDENT

Sandy Blue

SECRETARY TREASURER

Jon Eaton

DIRECTORS

Markus Akhtar

Erwin Braun

Det. Corrie Haines

Christina Reid

C. Cst. Mike Serr

Kinder Sidhu

Jennifer Willford

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MESSAGE FROM OUR PRESIDENT

Our motto *Together for a Safer Abbotsford* helps remind us that it takes everyone working together – individuals, businesses, public and private organizations, governments, and the police – to create a safe, healthy, and thriving community that we are proud to call home.

Growing communities like ours face enormous pressures on available resources at the very time they're needed most. The Abbotsford Police Foundation provides a trusted and practical way for you to support the work of our dedicated police officers.

We fund only AbbyPD initiatives. Each initiative begins as an idea from an AbbyPD member and supports the common goal of building positive relationships and connecting police with the community.

Every dollar you donate makes a big difference to implement programs specifically tailored to address the unique policing needs of our community.

We are committed to helping the AbbyPD make Abbotsford the safest city in British Columbia, but we cannot do it without your support.

We are in this together. Together for a Safer Abbotsford.

Sincerely,

Kevin Boonstra
President
Abbotsford Police Foundation



AbbyPD hosts the annual AbbyPD City Basketball Tournament that provides scholarships for local youth.

YOUR GENEROSITY AT WORK

Abbotsford Police City Basketball Tournament

- This tournament attracts over 750 students annually, promotes positive choices, and provides scholarship opportunities for youth through basketball.

Purple Lights Nights - This campaign aims to end the silence on intimate partner violence and runs throughout the month of October.

Geocaching - This project gave families an opportunity to engage with AbbyPD by playing a fun, safe, interactive outdoor game, during the COVID-19 pandemic.

BC Law Enforcement Ride to Remember - This event honours fallen officers and builds positive connections for police and community to come together in shared grief.

Youth Making Positive Choices - In 2019 the innovative **AMPLify Positives** initiative matched community funds to create a program to bring together youth, parents and AbbyPD school liaison officers to create positive outcomes.

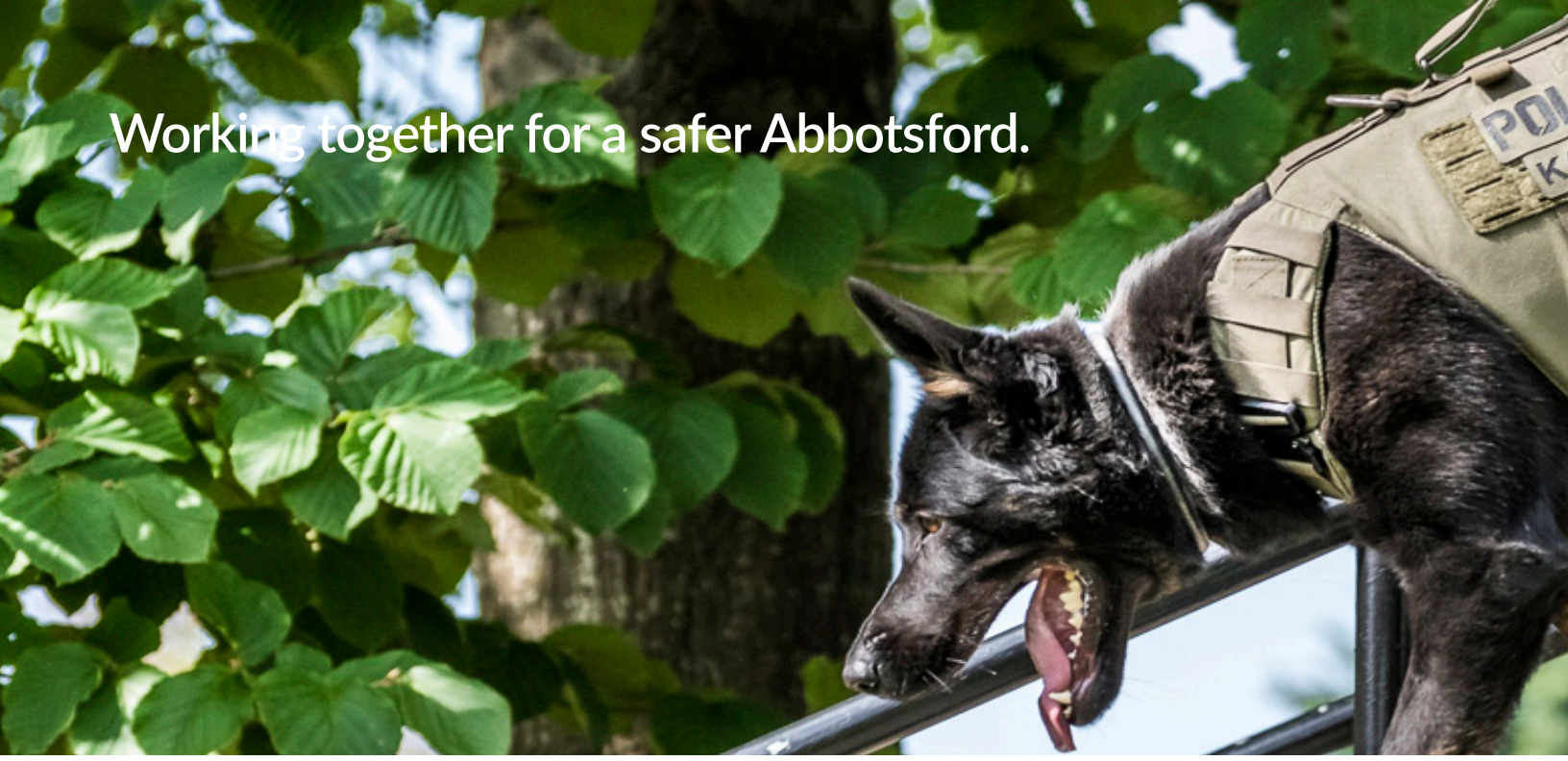
Specialized Equipment - Each year we fundraise to purchase specialized equipment to help AbbyPD safeguard the community. Examples include the AbbyPD aerial drone, ATV Gator and the VirTra™ Police Simulator. These tools enhance how police do their jobs.

Vintage Police Cruiser - In 2020, we supported the restoration of a vintage police cruiser to celebrate the 65th anniversary of the Abbotsford Police Department.

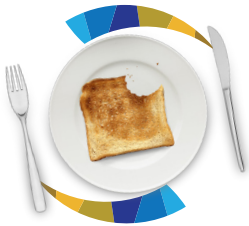
K9 - We purchased Kevlar protective vests for the police dogs who are partnered with AbbyPD officers. We also fund an initiative to cover the costs for caring for retired AbbyPD police dogs.

There are many opportunities to contribute to the success of these initiatives. Please visit abbypf.ca for more information.

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SPONSORSHIP OPPORTUNITIES: CRIME IS TOAST: Breakfast with the Chief



CRIME IS TOAST!

Our annual signature fundraising event is an opportunity to hear firsthand from Chief Constable Mike Serr about the successes and priorities of the Abbotsford Police Department. This year, we are celebrating our 8th annual breakfast and look forward to connecting with you in person!

DATE: Wednesday, October 5, 2022

TIME: 7:45 AM – 9:15AM

TICKETS: \$55

For tickets, please visit abbypf.ca



"We invite you to join us for Crime is Toast – Breakfast with the Chief. I'm looking forward to sharing information with you about the work of the department and providing insight into the work of our sworn and civilian members as we come together to celebrate 'Strength in Community'. We hope you'll join us. I look forward to seeing you there."



The K9 program provided kevlar protective vest for the member of the K9 service unit.

SPONSORSHIP OPPORTUNITIES: CRIME IS TOAST: Breakfast with the Chief

Presenting Sponsor: \$10,000

- Logo on all CIT promotional material
- Recognition on social media/website
- Recognition/signage at event
- Provide welcome message at event
- Team Builder event for your company (Training Simulator, Firing Range, as available)
- Ride in Vintage Cruiser (up to 4 people)
- 4 tickets to CIT 2022

Breakfast Sponsor: \$7,500

- Logo on all CIT promotional material
- Recognition on social media/website
- Recognition/signage at event
- Ride in Vintage Cruiser (up to 4 people)
- 4 tickets to CIT 2022



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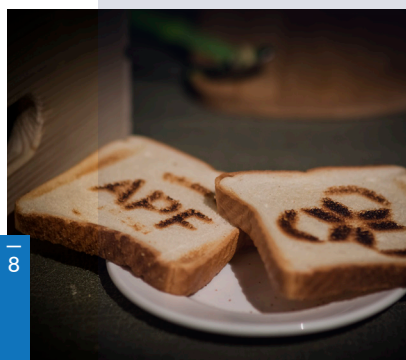
SPONSORSHIP OPPORTUNITIES: CRIME IS TOAST: Breakfast with the Chief

Production Sponsor: \$5,000

- Logo on all CIT promotional material
- Recognition on social media/website
- Recognition/signage at event
- 4 tickets to CIT 2022

Silent Auction Sponsor: \$2,500

- Logo on all CIT promotional material
- Logo on online auction website bidding page
- Recognition on social media/website
- 2 tickets to CIT 2022





The AFP supported the "VirTra" Police Simulator, a multi screen computer projection system that allows officers to train in a simulated environment.

SPONSORSHIP OPPORTUNITIES: CRIME IS TOAST: Breakfast with the Chief

Volunteer Sponsor:

\$1,500

- Logo on all CIT promotional material
- Recognition on social media/website
- Logo on volunteer t-shirts
- 2 tickets to CIT 2022

Program Sponsor:

\$1,000

- Logo on all CIT promotional material
- Recognition on social media/website
- Recognition at event
- 2 tickets to CIT 2022

Supporting Sponsor:

\$500

- Recognition on social media/website
- Recognition at event

Speak to us about customizing a sponsorship package that best showcases your business.

Kevin Boonstra, President APF



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SPONSORSHIP OPPORTUNITIES: CELEBRATING COMMUNITY FAMILY DAY

Coming off our very successful inaugural Celebrating Community event held at Mill Lake in 2021, we are changing it up this year. We will be hosting a special event for kids during the school break in December.

Details are still being finalized, but may include options such as a pancake breakfast with Santa, ice skating with Santa and AbbyPD mascot Cst. Cuffs. It will be a chance for families to check out some of the tools used to keep us safe and meet AbbyPD members including our four-legged crime fighting members!

Presenting Sponsor:

\$7,500

- Event naming opportunity
- Logo on promotional material
- Recognition on social media/website
- Recognition/signage at event
- Ride in Vintage Cruiser (up to 4 people)
- 4 tickets to CIT 2022

Volunteer Sponsor:

\$1,500

- Logo on promotional material
- Recognition on social media/website
- Logo on volunteer t-shirt
- 2 tickets to CIT 2022

Supporting Sponsor

\$500

- Recognition on social media/website
- Recognition/signage at event



The 25th Anniversary Youth Collector Coin series, supported by the APF and First West Foundation was an opportunity to connect with and engage youth at community events.

SPONSORSHIP OPPORTUNITIES: TREES OF HOPE

Trees of Hope is a community event that provides businesses the opportunity to share in the spirit of giving during the holiday season. Taking place at Sevenoaks Shopping Centre, this is a fantastic opportunity to 'brand' a Christmas tree showcasing your business, as well as to show support for the Abbotsford Police Foundation.

2021 People's Choice Winner:
Abbotsford Orthodontics

Trees of Hope

\$500

Secure your Trees of Hope sponsorship before September 15, 2022 and receive 2 free tickets to the 2022 Crime is Toast breakfast. Limited quantity of trees available.



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HOW YOUR SUPPORT MAKES A DIFFERENCE



Ashlyen Singh

Ashlyen's scholarship through the AbbyPD City Basketball Tournament allowed her to complete her post-secondary education. Now, as a SD 34 teacher, she is also giving back to the community's youth through the Abbotsford Basketball Association.



PSD Karma and friend

"Because of the support of the Abbotsford Police Foundation, I can take comfort in the fact that my four-legged partner is protected. And when she retires, the funding provided through the Foundation relieves some of the financial pressure on my family."

PSD Karma's handler

Thanks to YOU



abbypf.ca