



Abbotsford Police Foundation **Sponsorship Opportunities** 2021/2022



Together for a Safer Abbotsford



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

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 operating budget from the City of Abbotsford. Since 2005, we have raised more than \$300,000 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 wmore about the Abbotsford Police Foundation visit us online today at www.abbypf.ca



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Charitable Registration
Number:
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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. We provide a trusted and practical way for you to support the work of our dedicated police officers.

We fund AbbyPD initiatives. Each 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 an annual Charity Basketball Tournament and funds scholarships for local youth.

INITIATIVES WE HAVE FUNDED



Abbotsford Police City Basketball Tournament - This tournament that attracts over 750 students annually, promotes positive choices, and provides scholarship opportunities for youth through basketball.



Abbotsford Police Camp - This week-long day camp for kids helps them learn new skills while interacting with local police.



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 and ATV Gator. These tools enhance how police do their jobs.



Vintage Police Cruiser - In 2019, 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 families once the AbbyPD police dog retires.

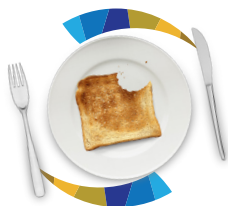
There are many opportunities to contribute to the success of these initiatives. Please visit abbypf.ca for more information.

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

SPONSORSHIP OPPORTUNITIES: CRIME IS TOAST



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 7th annual breakfast and look forward to connecting with you in person!

DATE: Wednesday, October 20, 2021

TIME: 7:45 AM - 9:15AM

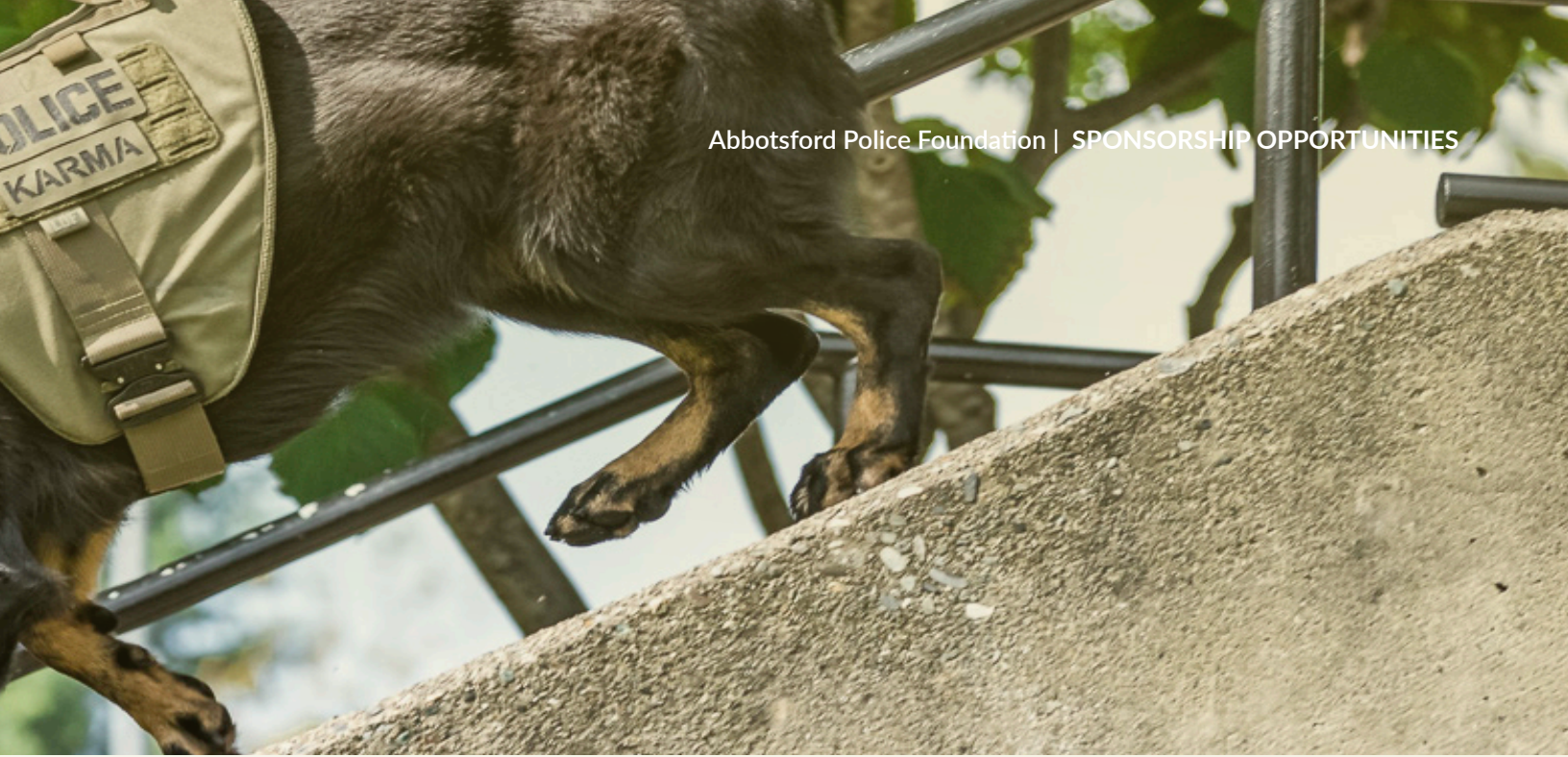
TICKETS: \$50

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."

Chief Constable Mike Serr



SPONSORSHIP OPPORTUNITIES: CRIME IS TOAST

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 2021

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 2021



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A drone was funded by the APF through the Specialized Equipment program.

SPONSORSHIP OPPORTUNITIES: CRIME IS TOAST

Production Sponsor:

\$5,000

- Logo on all CIT promotional material
- Recognition on social media/website
- Recognition/signage at event
- 4 tickets to CIT 2021

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 2021





SPONSORSHIP OPPORTUNITIES: CRIME IS TOAST

Volunteer Sponsor:

\$1,500

- Logo on all CIT promotional material
- Recognition on social media/website
- Logo on volunteer t-shirt
- 2 ticket to CIT 2021

Supporting Sponsor:

\$500

- Recognition on social media/website
- Recognition at event

Program Sponsor:

\$1,000

- Logo on all CIT promotional material
- Recognition on social media/website
- Recognition at event
- 2 tickets to CIT 2021

Kevin Boonstra, President APF



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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: CELEBRATING OUR COMMUNITY FAMILY DAY

Join us on September 12, 2021 as we host **Celebrating Our Community Family Day** at Mill Lake Park. This free family event will bring us together as a community to connect and celebrate the end of summer. Meet some of our Abby PD officers (including the furry four-legged crime fighters) and check out some of the tools used to keep us safe.

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 2021

Volunteer Sponsor: \$1,500

- Logo on promotional material
- Recognition on social media/website
- Logo on volunteer t-shirt
- 2 tickets to CIT 2021

Supporting Sponsor \$500

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



Chief Constable, Mike Serr



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.

Trees of Hope

\$500

Secure your Trees of Hope sponsorship before August 31, 2021 and receive 2 free tickets to the 2021 Crime is Toast breakfast. Limited quantity of trees available.

Sandy Blue, Vice President APF



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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.



Cst Shaun Nagel and PSD Karma

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.

Thanks to YOU



abbypf.ca