



Thank you for sponsoring the

★★★ 3RD ANNUAL ★★★

# DreamINN Big! Gala

In support of Inn from the Cold's  
Early Childhood Development Program

Presented by:



Crescent Point

Hosted by:



Inn from  
the Cold



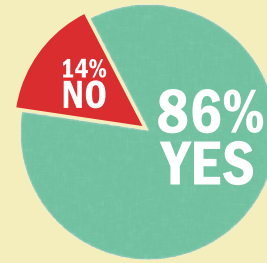
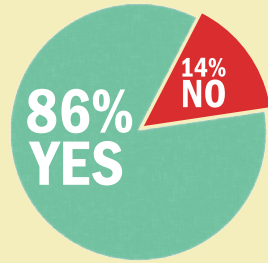


Because of **YOU**  
we raised over  
**\$200,000!**

Thank you for your participation and support of our 3rd Annual DreamINN Big! Family Gala. Because of you, we raised just over \$200,000 for our Early Childhood Development (ECD) program. Early childhood is a crucial stage for physical, intellectual, emotional and social development and ECD helps our young guests heal and get the skills to break the cycle of homelessness. You are truly making a difference in the lives of the children we serve.

**Click here to see a video from the 2015 DreamINN Big! Gala:**  
[https://www.youtube.com/watch?v=Daz6q\\_Ugl0g](https://www.youtube.com/watch?v=Daz6q_Ugl0g)

Do you feel you learned about the mission and purpose of Inn from the Cold?



Do you feel you learned about our Early Childhood Development Program?

**513** Attendees

**338** Adults -&- **175** Children

**33** Sponsors

**80** Volunteers Engaged



**NET PROCEEDS \$207,646.27**

# Impact of your investment – over \$200,000 raised

Thanks to your tremendous investment, the Early Childhood Development (ECD) program continues to foster the healthy development of marginalized children and youth experiencing homelessness. With **56%** of our guests on any given night age 17 and under, this program has a profound impact and the ability to change lives.

As unfortunate as it is – many of the children who walk through our doors come from families where poverty and homelessness are intergenerational. This cycle of homelessness and the accompanying risk factors: developmental delays, FASD, illiteracy, and behavioural issues are contributing factors to homeless children becoming homeless adults. The ECD program is our response to breaking this cycle.

By providing programming that not only promotes parent-child interaction and positive parenting practices, but also age appropriate physical, emotional, and social skill development through highly intentional activities, we are changing life trajectories and setting a path towards success and independence.

Over the past ten months, ECD has offered **520** activities, in collaboration with like-minded family serving agencies, to a total of **4,783** children and parents. Examples of activities include Parent-Child Mother Goose, which emphasizes healthy attachment between parents and children, the importance of rhyme and song in a child's language and cognitive development, and early literacy skills; or Drama Club, which uses theatre techniques to promote personal growth and stimulates children's social development through role play, cooperating, listening and turn-taking.


Children learn what they live and their experience actually shapes their brain. Within ECD, children who have experienced chronic stress and trauma are given a chance to stabilize in a supportive learning environment, their brains can heal and develop. It is never too late. Your investment ensures that the ECD team can continue to promote the healthy development of homeless children and their families through preventative child-focused activities.

Without appropriate intervention, homeless children become homeless adults. Together, we provide the necessary supports for children and families to successfully move beyond homelessness and break this cycle.

**Click here to learn more about the critical need for ECD programs:**

<https://www.youtube.com/watch?v=0i1EPFwmIV0>



 @INNFROMTHECOLD 
  /INNFROMTHECOLD  
**SOCIAL MEDIA SNAPSHOT**

**Inn from the Cold**  
Published by Lynn Cox [?] · September 2 · 🌐

Thank you Breakfast Television Calgary and Crescent Point Energy for supporting our young #homeless guests. Our 3rd Annual DreamINN Big! Gala is happening Saturday, September 26 and supports our Early Childhood Development (ECD) programs. In 2014, 1,244 children sought shelter at the Inn and half of them were under the age of six; critical years in a youngsters developmental stage. ECD programs help deal with issues caused by chronic toxic stress, #poverty #homelessness #malnourishment and more. Check out the interview here.  
<http://www.btcalgary.ca/videos/4458957044001/>



**Inn From the Cold — September 2nd** 19 · 6 PM · 13  
 BTCALGARY.CA THREATENS LEGAL ACTION AS UBER EYES CALGARY + 5 YEAR OLD

2,734 people reached Boosted

Our DreamINN Big! Gala reached followers and donors through many different channels. Over the last year our Facebook reach has increased by 59% to 2,263 followers, and our Twitter account currently reaches 6,417 followers. Throughout the month of September 2015, our tweets related to the Gala had an estimated **33.8k impressions** and **2,223 profile visits!**

**Top media Tweet** earned 2,109 impressions

Thx @ENMAX 4 your help with preparing treats for our DreamINN Big! Gala!  
 #allaboutthekids #yyc #volunteer  
[pic.twitter.com/qqSgWi8s5L](http://pic.twitter.com/qqSgWi8s5L)



🔗 6 ❤️ 1

**Top mention** earned 463 engagements

 **\* W. Brett Wilson \***  
 @WBrettWilson · Sep 26

#AllAboutTheKids - a gala in support of @InnFromTheCold

A core community cause of mine 🙏  
[pic.twitter.com/x2TVpCmgGL](http://pic.twitter.com/x2TVpCmgGL)



🔗 5 🗨️ 10 ❤️ 43



**95.9 KiSS** today's best music  
**KiSS VIP CLUB** Username  Remember me

winter sale Save up to \$700 on select vacation packages. Some restrictions apply.

FOLLOW US Search KiSS

HOME ON AIR MORNING SHOW MUSIC CONCERTS & EVENTS MEDIA

**Currently**

8 °C Broken clouds. Cold. 5-day Forecast

**Archive for "DreamINN Big Family Gala" Tag**

**DreamINN Big! Family Gala – SOLD OUT!**

**Inn from the Cold**

Join KiSS 95.9 and support the **Twilight Teddy Bear Picnic!** It's a family gala hosted by Inn from the Cold happening Saturday, September 26th at the BMO Centre, Stampede Park.

"If you go down in the woods today, you're sure of a big surprise..."

Little kids, big kids and the biggest kids of all (moms and dads) will be surprised and delighted when they enter a Twilight Teddy Bear Picnic themed wonderland in the Palomina Room at the BMO Centre.

Surrounded by marvelous things to eat and wonderful games to play; families will enjoy music and dancing, roaming performers, family photos and a silent auction full of exciting goodies for both children and adults.

At 10 o'clock mummies and daddies will take their tired little teddy bears home to bed full of tasty treats and all danced out!

**THANKS CALGARY! This event is now sold out! Thank you for your support.**

**Help us Choose the music!**

Love it  
 Like it  
 Just OK  
 Dislike it



Inn from the Cold on Breakfast Television  
<http://www.btcalgary.ca/videos/4458957044001/>

# ADVERTISING SPONSORSHIP

We had enormous support from local media outlets and received significant coverage through sponsorship support from:



Inn from the Cold featured on 95.9 KiSS



Inn from the Cold billboard by Pattison



Inn from the Cold Calgary Sun advertisement

Outdoor billboard plays:  
**128,160** at **15** high traffic locations

Indoor digital impressions:  
**984,294** over **28** days

**6 weeks,**  
**Full Colour,**  
**Half-Page ads**  
**in the Sunday edition**

# E-NEWSLETTER

We have a database of nearly 7,000 email newsletter subscribers who consist of our supporters, donors, volunteers and generous Calgarians. The DreamINN Big! Gala and our sponsors received extensive reach through this campaign.



**Inn from the Cold**

Stay Connected


**INN the News**  
**DreamINN Big! Raises over \$200,000 for Early Childhood Development Programs**

Thank you all for attending our 3<sup>rd</sup> Annual DreamINN Big! Family Gala. Because of you, we raised just over \$200,000 for our Early Childhood Development Programs. You are truly making a difference in the lives of the children we serve.



Please take a moment to fill out our brief survey by clicking the link below:  
<https://www.surveymonkey.com/r/DreamINNBIG>

You can also check out the photo album on our Facebook page here:  
[www.facebook.com/innfromthecold](http://www.facebook.com/innfromthecold)



**JOIN US FOR  
Twilight Teddy Bear  
Picnic  
3RD ANNUAL  
DreamINN Big! Gala**

SEPTEMBER 26<sup>TH</sup> 2014

PRESENTED BY Crescent Point  
DMO CENTRE, STAMPEDE PARK

IN SUPPORT OF OUR  
EARLY CHILDHOOD DEVELOPMENT PROGRAMS

[Purchase tables here...](#)

**ECD @ the INN**

The Early Childhood Development (ECD) program gives children the best start in life, setting the course towards a healthy, independent future.

The 3rd Annual DreamINN Big! Gala supports these critical programs. Every child deserves a chance and last year 1,244 children came to the Inn.

[Purchase tables here...](#)

**Join us @ Spruce Meadows on Saturday June 6th**

[Horses Jump to Give a Leg Up](#)

We are thrilled to be part of Spruce Meadows' *Horses Jump to Give a Leg Up* fundraiser.

Volunteers, supporters and staff can get free tickets to Spruce Meadows this Saturday, where all of the horses will be on display. We hope to see you there!

[To get complimentary tickets:](#)


**Shaw Charity Classic**

Supporting local charities


Birdies for Kids presented by AltaLink is a fundraiser for local children & youth charities.

You can support the Inn by making a donation or a pledge for each birdie made by Champion Tour players during the [2015 Shaw Charity Classic](#) until Sunday, August 9th.



We receive 100% of funds PLUS matching donations.



Watch Video




Ele Davis, volunteer artist and "Journey"



**Inn from the Cold**

Stay Connected

**INN the News**



**JOIN US SEPTEMBER 26<sup>TH</sup> FOR OUR  
3RD ANNUAL  
DreamINN Big! Gala**

**SOLD OUT**

IN SUPPORT OF OUR  
EARLY CHILDHOOD DEVELOPMENT PROGRAMS

PRESENTED BY Crescent Point

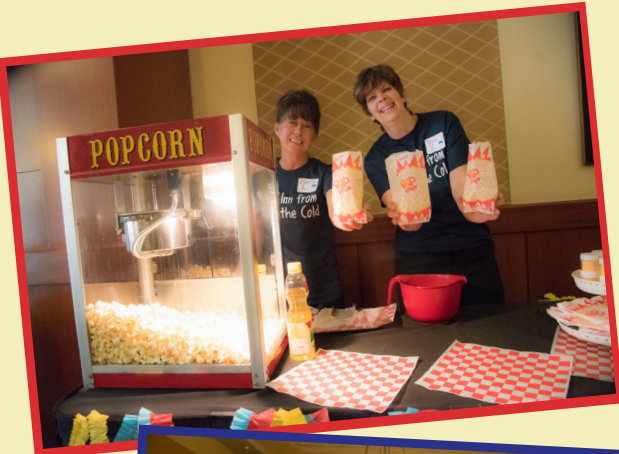
HOSTED BY Inn from the Cold  
[www.innfromthecold.org](http://www.innfromthecold.org)

We are thrilled to announce that the 3rd Annual DreamINN Big! Family Gala supporting our Early Childhood Development (ECD) programs is **SOLD OUT!** In 2014 more than half of the 1,244 children who sought shelter at the Inn were under the age of 6.

Early childhood is a crucial stage for physical, intellectual, emotional and social development and ECD helps our young guests heal and get the skills to break the cycle of homelessness. A very special thank you to [Crescent Point](#), presenting sponsor and all of our sponsors and volunteers.



# PHOTO GALLERY





THANK YOU TO OUR GENEROUS SPONSORS  
FOR YOUR SUPPORT OF THE SUCCESSFUL

★★★ 3RD ANNUAL ★★★

# DreamINN Big! Gala

IN SUPPORT OF INN FROM THE COLD'S  
EARLY CHILDHOOD DEVELOPMENT PROGRAM



PRESENTED BY:



Crescent Point

