



# Sponsorship Package

## What Tawâw Is About

Tawâw (a Cree word meaning “You’re welcome, there is room for you here”) is an Indigenous-led Permanent Supportive Housing Program designed to create a culturally grounded, recovery-focused environment for individuals experiencing chronic homelessness.

The program integrates language, land-based practices, ceremony, and community connection, offering residents dignity, stability, and a path toward healing and autonomy.

Tawâw serves individuals who have not found success in other housing settings, offering them a place where they can belong—possibly for the rest of their lives.

## In 1 Year, This Is What We’ve Seen

**98%**  
occupancy rate

**87%** decrease  
in police  
involvement

**36%**  
accessed recovery  
based residential  
addictions  
programming

**95%**  
decrease in  
emergency  
room visits

**40%**  
decrease  
in need for  
additional  
services

### First Year Highlights:

- 15 Completed Treatment Applications
- 80% Connected to onsite Addiction Counsellors
- 5 Went to Detox
- 3 Graduated from Treatment
- 23% Graduated from Tawâw



# Our Legacy and Impact: Grounded in Compassion, Driven by Results

For decades, Wood Buffalo Wellness Society (WBWS) has stood with the most vulnerable in our community - those experiencing homelessness, addiction, trauma, and systemic marginalization. Our roots run deep, and our mission is clear: to meet people where they are and walk with them toward healing. Each year Wood Buffalo Wellness Society serves well over 700 individuals and families. Since 2005, we have helped thousands of individuals interrupt and break cycles of intergenerational addictions, abuse, homelessness and marginalization.

From outreach efforts in remote encampments to life-changing recovery and housing programs, WBWS has built a reputation for trust, cultural safety, and transformation. Programs like the Mark Amy Treatment Centre, Sâkhitowin Recovery Housing, and Tawâw Permanent Supportive Housing are not just services - they are lifelines.

Led by Indigenous values and focused on dignity, care, and empowerment, we are changing lives. One person. One story. One future at a time.

# The Crisis: Urgency You Can't Ignore



Right now, more than 100 individuals are waiting for housing in our community. Tawâw alone maintains a waitlist of 30 individuals, all with complex concerns that are not adequately addressed in typical housing programs. All are in urgent need of a safe place to live, stabilize and heal.

This isn't just data. These are real people- mothers, Elders, youth - caught in a growing storm of housing shortages, rising costs, mental health struggles, and addiction.

The need is overwhelming. But with your support, it's not insurmountable. You're not just funding programs. You're providing shelter, safety, and a second chance.

## Your Impact, Front and Centre

When you partner with WBWS, your impact is both profound and visible.

Our mural site on Highway 63, one of Fort McMurray's busiest corridors, sees an estimated 17,000 vehicles every single day. It's more than a landmark - it's a statement of community commitment and change.

Sponsorship with WBWS puts your name alongside real solutions. Through strategic branding, community events, and digital storytelling, you'll be recognized not just for what you give - but for what you make possible.



# How Your Donation Will Help

Your contribution helps us continue to provide safe, supportive housing and critical services to some of our community's most vulnerable members. Donations directly support:

- Onsite healthcare and addiction services
- Youth services and dedicated wings for healing spaces
- Cultural programming and ceremonies
- Transportation for outreach and client care (via van funding)
- Nutritious meals and daily essentials
- Community integration and life-skills programs

Together, we can expand our services and ensure that no one is left behind on their journey to wellness.

## Contact for More Information (780) 880-4477

For more information on sponsorship opportunities, please contact: [markamy@woodbuffalowellnesssociety.com](mailto:markamy@woodbuffalowellnesssociety.com)



### Donation Tiers

Supporter Circle  
ANY AMOUNT

#### Naming Rights

Clinic Rooms	Courtyard
<b>\$10,000 each</b>	<b>\$10,000</b>
Ceremony Room	Dining Room
<b>\$20,000</b>	<b>\$20,000</b>
Outside Mural	Youth Wing
<b>\$25,000</b>	<b>\$30,000</b>
2nd Floor Wing	3rd Floor Wing
<b>\$50,000</b>	<b>\$50,000</b>
Vehicle for Client Care & Outreach Events	Commercial Kitchen
<b>\$80,000</b>	<b>\$100,000</b>

Full Building Naming Rights  
**CONTACT US FOR MORE DETAILS!**

### SPONSOR RECOGNITIONS

#### Supporter Circle

- Permanent recognition on our website
- Our annual report highlighting your impact

#### Naming Rights

- A dedicated video feature shared on our social media platforms
- Permanent recognition on our website
- Our annual report highlighting your impact

**COMPANY/ORGANIZATION NAME:**

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**CONTACT NAME:**

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**PHONE NUMBER:**

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**EMAIL:**

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**DONATION LEVEL:**

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**SIGNATURE:**

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**DISCLAIMER: IF THERE IS AN OVERAGE OF FUNDS, ALL EXTRA WILL GO INTO PROGRAMMING.**

**10021 Biggs Avenue | Executive Director (780) 880-4477 | [woodbuffalowellnesssociety.com](http://woodbuffalowellnesssociety.com) | Tawâw (587) 537-8477**