



**BE THE HERO  
OUR HEROES NEED**

**2024**

**Corporate Sponsorship  
Proposal**

NFP Number: 7083873RC0001



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## Who We Are

Veterans and Everyday Heroes (V-EH!) is a registered not-for-profit organization that performs acts of kindness for veterans and first responders in need of support, to achieve or maintain mental and physical wellness. We are a conduit to ensuring veterans and first responders receive the support they require.

## Our Directors



**Andrew Gough** – CEO and Founder, Andrew Gough is a Canadian Armed Forces veteran, serving reservist and police officer. In 2019, he took part in a campaign within his police service that challenged the stigma of mental health challenges. The ‘Stronger than you know’ campaign shared his and others' stories of mental health struggles to combat the idea that these challenges are a sign of weakness. Through his experiences, he learned that asking for help is a sign of true strength. He received the Sacrifice Medal for injuries sustained by hostile action/act of terrorism while deployed in Tripoli, Libya during Operation LOBE in 2014. These injuries, along with a career of being exposed to and involved in dangerous and traumatic situations, led to his diagnosis of PTSD in 2015. He is also a mental health advocate and was named the 2019 Canadian Mental Health Association Middlesex “Champion of Mental Health” and Canada Beyond The Blue, “Champion of Change Award” in 2022, for his work and openness to share his story of injury and recovery as an emergency services member. Mr. Gough remains an active member of the Canadian Armed Forces as a Commissioned Officer and holds the rank of Sergeant as a police officer.



**Elizabeth Gough** – Director of Administration, Elizabeth Gough is at her husband’s side and greatest support as they both work to help veterans and everyday heroes. She is an experienced policy professional in the human services sector. Skilled in strategic leadership, policy development, analytics, project management and community planning, she is focused on developing high performance systems with meaningful outcomes. Outside of her work life, she is a dedicated community volunteer and leader on several initiatives dedicated to sport and women’s causes.



**Corey Hatt** – Director of Merchandise, Corey Hatt is the owner/operator of Mad Hatter Industries. His personal mission is to raise mental health awareness and prevent any more suicides from happening in our communities. “Mental health impacts us all, not just the person affected by it. Whatever issues people are dealing with, I want them to always know that they aren't alone. There is a community here that will always support you.” Corey is a veteran of Afghanistan and a Commissioned Officer with the Canadian Armed Forces.





**Greg Wing** – Director of Communications and Marketing, Greg Wing is a thirteen-year veteran of the Canadian Armed Forces having served as a Land Weapons Technician with two tours to Afghanistan in 2003 and 2006. He is a public relations specialist dedicated to supporting mental health initiatives and awareness.



**Lisa Mason** – Director of Finance, a CPA, CA with extensive experience working with charities and non-profit organizations. She is skilled at process development, financial reporting and strategic decision making. After losing her brother, Sgt John R Little, in 2021 to suicide she has become passionate about finding ways to help veterans and first responders with their mental and physical wellness.

## **Our History**

In 2018, Andrew observed a severe gap within larger organizations that were already set-up to help veterans. These organizations were far more policy driven, instead of being driven by the people that required the organization, and their needs. Seeing this, Andrew stepped out on his own to find ways to ensure that veterans and first responders got the help they needed while making his prime focus the people focused kindness he could offer.

As Andrew continued to bring support to those in need, he found himself determined to provide the support he was offering to maximize impact nationally. The one way he could do this, was by creating a not-for-profit organization that would have the means to get the job done. In 2019, Veterans and Everyday Heroes was formed.

V-EH has been growing, but so has the demand for what it can offer. Current plans are in motion to bring V-EH from a registered not-for-profit organization, to a full fledge registered charity. In the meantime, V-EH will continue to provide the acts of kindness it can through working with other not-for-profits and charities they are currently and soon to be working with.



## What We Do



### Acts of Kindness

- Care packages to deployed veterans and returning soldiers, fitness programs, wellness initiative sponsorships, and comfort items.



### Service Dog Funding Support

- To date we have funded the purchase and training of four (4) service dogs for veterans and first responders that live with Post Traumatic Stress Disorder (PTSD)



### Funding support for complementary NFP/Charities

- There are many organizations and charities that are currently set-up to provide specific support for various issues that veterans and first responders deal with on a daily business. We ensure that these organizations have the funds required to handle these specific issues.
- Examples of issues these organizations and charities handle:
  - Homelessness
  - Counselling / Therapy
  - Mental Health Initiatives
  - Physical Disabilities
  - Etc...



### Vulnerable Veteran and First Responder Support

- Woobie program
- Grocery Funds/Food Baskets
- Emergency Funds for daily living

## Who We Support

Who do we support? It's right in the name, Veterans and Everyday Heroes. Veterans are members and retired members of the Canadian Armed Forces. Everyday Heroes are our first responders. However, first responders have a much broader definition that encompasses many different roles. These roles are firefighters, law enforcement officers, doctors, nurses, paramedics, correctional officers, and 9-1-1 operators.



## Why Do We Support Veterans And Everyday Heroes

Everyday citizens can experience troubling times and situations throughout their lives. However, veterans and first responders tend to experience traumatic events on a far more frequent basis and at a higher level of trauma. These are the people that ensure that the everyday citizen is kept safe, healthy, and free. They jump into danger for people they may never know on a personal level. They are often never appreciated for the job they do because those they serve often don't see how these heroes have helped them in their lives.

It is because of the trauma that these heroes must deal with, that it is of the utmost importance that they receive the support they require. If the support is not there, these heroes, unfortunately, could end up becoming one of the many statistics nobody likes to talk about.

## Service Dog Initiative

Service dogs can be the reason a veteran or first responder living with PTSD is able to survive day to day activities that people without PTSD find easy to navigate. Grocery shopping, standing in line for a coffee, going for breakfast with the family, walking down the street, or even sitting by yourself in your own home with nothing but your thoughts can cause someone living with PTSD extreme anxiety and stress. A properly trained service dog, that is specifically trained for PTSD issues can help someone dealing with these issues survive to live another day.

V-EH's service dog initiative may be considered a secondary mission; however, it is the most financially demanding. With a price tag of \$20,000 - \$35,000 to purchase and train a much-needed service dog, funding can be hard to come by. The value of these service dogs to the veteran or first responder that needs one is priceless.

Currently, V-EH has two PTSD diagnosed veteran/first responders waiting to get a service dog, with the potential of many more to come. There are many service dog training facilities that cannot keep up with the demand, or have the funds needed to purchase and train a service dog. Because of this, waiting lists for a service dog are so long that many of the facilities have had to stop taking applications. The wait times for a properly trained service dog are also very long due to the fact it takes about two years to train them.

With so many veterans and first responders in desperate need for a lifesaving service dog, V-EH continues to focus heavily on raising the funds needed. This way more dogs can begin their training and be with the veteran or first responder who is in distress because of PTSD.



## How Are We Already Raising Funds

Since V-EH's inception, we have been able to raise and distribute back into the veteran and first responder community approximately \$100,000. Most of these funds have come through word-of-mouth donations from individuals, organizations, and special interest groups. We have held our own fundraisers like our highly successful comedy shows, "Comedy, It's for the Dogs". We currently have many plans in place for high profile events and are working extremely hard to make sure they will be as successful as they can possibly be.

## Why We Need Corporate Sponsors

Operational costs for awareness campaigns and fundraisers that ensure every veteran and first responder in need can get the support they rightfully deserve is very costly. We want to make sure none of our heroes miss an opportunity to receive help.

As previously mentioned, service dogs come at an extremely high price, but are invaluable to the recipient that needs one. With the list of those in need of a service dog becoming longer each day, funding is of the utmost importance.













































Every day, more and more heroes fall victim to mental or physical issues. Trying to keep up with the needs that these heroes require, takes support from the rest of the community they serve. Financially, it is a massive undertaking to provide the services required to ensure that every veteran and first responder is taken care of.

## Why Should You Become A Corporate sponsor

While at a silent auction to raise money for service dogs for veterans, that was organized by an eight-year-old boy, V-EH asked him why he had done it. "Because it's the right thing to do!", was his response. V-EH agrees with this statement completely. Our veterans and first responders put their body and minds on the line every day to ensure that we can live the best lives we possibly can. We often don't see what they do for us, but they are always there doing what they do, and when we call on them, they are there.

With these professionals always ready to answer our call to be our hero, is it not fair to be their hero when they need our help? It is very rare that a veteran or first responder knows who it is they are helping, yet they do it anyway despite the risk it may cause them. Helping these heroes in their time of need, poses no risk to you. You can be the one that gets a veteran or first responder off the street, gets them the mental or physical help they require, provides them with a service dog, or simply just make them smile for a moment during their day.

# SPONSORSHIP OPPORTUNITIES

<b>SPONSORSHIP BENEFITS</b>	<b>Friend of V-EH &lt;\$999</b>	<b>Bronze level \$1,000-2,499</b>	<b>Silver Level \$2,500-4,999</b>	<b>Gold Level \$5,000-9,999</b>	<b>Platinum Level \$10,000-24,999</b>	<b>Diamond Level &gt;\$25,000</b>
Collaboration on Customized Sponsorship Package						
Your sponsorship announcement press release promotion						
Sponsorship Recognition during public speaking engagements						
Social Media recognition for large “Act of Kindness” event (example – Purchase of Service Dog)						
Dedicated Logo space on V-EH! Information signage (non-event related)						
Social Media Promotion (Facebook, Instagram, TikTok, LinkedIn)						
Dedicated Logo space on the sponsorship webpage with link to website						
V-EH! Sponsorship Certificate of Appreciation						
First offer for Event Sponsorship Package						
First Offer for event tickets						
Next year’s Sponsorship Package						

If you would like more information about Veterans and Everyday Heroes, how you can support, or you would like to become a sponsor, email [Support@v-eh.ca](mailto:Support@v-eh.ca).



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**SUPPORT VETERANS AND EVERYDAY  
HEROES**

