



Bereaved Families of Ontario – Ottawa Region  
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303-211 Bronson Avenue, Ottawa ON K1R 6H5

## About BFO Ottawa

Since 1978, BFO Ottawa has been contributing to people's mental health and well-being by supporting them through the grieving process following the loss of a loved one. We follow a peer support model, in which group participants share their experiences of loss with others. Our trained volunteer facilitators, who have each had their own experiences with bereavement, guide the sessions by sharing the courage and knowledge they have gained with participants. Grief can be incredibly isolating. It is the aim of BFO to bring people together to promote healing through connection, support and friendship.

Today we run more than 120 peer support groups each year, which are attended by more than 2000 participants. Our support groups seek to address the wide variety of losses suffered in our community including:

- loss of child
- loss of spouse/partner
- loss of parent/relative
- loss of sibling/friend
- perinatal loss (miscarriage, stillbirth, infant)
- for youth (grades 7-12)
- for francophones
- by suicide
- by substance use

## Our Mission

BFO Ottawa's Mission is to inspire hope and healing in people who are grieving the death of a loved one.

## Our Mandate

BFO Ottawa inspires hope and healing for people who are grieving. We are an organization made up of people in the Ottawa region who have each experienced our own grief, and who have decided to share our courage and knowledge with others. We honor our loved ones and are supportive of self-care.

We are a volunteer-run organization that appreciates the commitment we each share to supporting others. While we have each experienced our own grief, we recognize that people grieve in deeply personal ways that are unique to them. We are here to help others by drawing on our own experiences and on our professional training.

We treat every person who is grieving with kindness, dignity, professionalism and respect. We believe in the importance of community and in creating space in our society for people who are grieving. We believe that no one should have to grieve alone.

We follow a peer support model, where trained facilitators work with group participants, who share their own stories with others. We offer a safe and supportive environment, where people can express themselves freely. We know that this often leads to new friendships, as people connect with each other in expressing their grief on a personal level.

We create partnerships within our own community. We believe in inviting others in, and in creating open and collaborative environments where we are united in helping people in the Ottawa region who are grieving.

## **Our Programs and Memorial Events**

Since April 2020, our programs and memorial events have been offered virtually, to respect public health measures in place during the COVID-19 pandemic.

### **Tree of Life Memorial Event**

Every year in early December, BFO Ottawa hosts the Tree of Life Memorial Event, which allows the Ottawa community to come together to honour and remember their loved ones before the holidays begin. Together participants listen to music and distinguished guest speakers, and hang an ornament with a personalized dedication to their loved ones on our ceremonial tree. In 2020, the event was successfully held virtually in the Sacred Space at Beechwood, Canada's National Cemetery.

### **Butterfly Memorial Event**

During the BFO Ottawa's Annual Butterfly Memorial Event, participants listen to distinguished guest speakers and then release live butterflies in Beechwood's Botanical Gardens in memory of those they lost. It is a transformative experience for many of those who attend. In 2020, the event was successfully held virtually in the Sacred Space at Beechwood, Canada's National Cemetery.

### **Thursday – Weekly Support and Share Afternoons**

Every Thursday we host Support and Share Afternoon, which involves a mixed-loss support group with trained volunteer facilitators. During the COVID-19 pandemic, these groups have been held virtually with great success.

### **Tuesday – Monthly Support and Share Nights**

Support and Share Nights involves a talk from a guest speaker, followed by virtual breakout groups by specific type of loss. We have recently added a French group to ensure that BFO Ottawa is meeting the needs of Ottawa's francophone community. In spite of the COVID-19 pandemic, our virtual Support and Share Nights continue to draw high participation.

### **Closed Groups**

Each Spring and Fall, we hold closed groups by specific loss type. Closed groups run over 8-10 weeks with the same group of participants. Together with trained facilitators, they explore different topics each week. These groups allow participants to explore their personal grief deeply and often lead to long lasting connections between fellow participants and facilitators. During the COVID-19 pandemic, these groups have been held virtually with great success.

## **Educational Workshops**

We share our expertise with others in our community, about how to help and inspire others. We offer various educational workshops throughout the year.

## **Art Therapy**

We offer art therapy sessions to help people express their grief through active art creation. Expressing grief in this way helps with emotional, creative and spiritual growth.

## **BFO Ottawa Sponsorship Levels**

### **Corporate Sponsorship - \$10,000 + (term of 1 year)**

- Your company name and/or logo will be displayed prominently on the BFO Ottawa website
- Your company name and/or logo will be displayed on all event pages
- Live mention at all events as corporate sponsor
- Your company name and/or logo mentioned in the program for the event (if applicable)
- Your company name and/or logo prominently displayed on screen at all events
- Recognition on all marketing materials for all events
- Mentioned in any media interviews for all events
- Potential opportunity to say a few words at Butterfly and Tree of Life memorial events
- 6 complimentary VIP admission tickets to Butterfly and Tree of Life memorial events

### **Tree of Life Memorial Event Sponsorship - \$2,500 – 1 year term**

- Your company name and/or logo will be displayed on the event page
- Your company name and/or logo will be displayed on screen at the event (if applicable)
- Your company name and/or logo will be displayed on the sponsorship page
- Your company name and/or logo mentioned in the program for the event (if applicable)
- Live mention and recognition at the event
- 2 complimentary passes to attend the event
- Recognition on marketing and promotional materials for the event
- Opportunity to introduce guest speakers at event

### **Butterfly Memorial Event Sponsorship - \$2,500 – 1-year term**

- Your company name and/or logo will be displayed on the event page
- Your company name and/or logo will be displayed on screen at the event (if applicable)
- Your company name and/or logo will be displayed on the sponsorship page

- Your company name and/or logo mentioned in the program for the event (if applicable)
- Live mention and recognition at the event
- 2 complimentary passes to attend the event
- Recognition on marketing and promotional materials for the event
- Opportunity to introduce guest speakers at event

### **Monthly Support & Share Night Sponsorship - \$3,000 – 1 year term**

- Your company name and/or logo displayed prominently on the BFO Ottawa website
- Your company name and/or logo prominently displayed on screen at the event (if applicable)
- Live mention and recognition at the event
- 1 complimentary pass to attend the event
- Recognition on marketing and promotional materials for the event
- Opportunity to introduce guest speakers at event

### **Weekly Support & Share Afternoon Sponsorship - \$2,000 – 1 year term**

- Your company name and/or logo displayed prominently on the BFO Ottawa website
- Your company name and/or logo prominently displayed on screen at the event (if applicable)
- Live mention and recognition at the event
- Recognition on marketing and promotional materials for the event

### **Friends and Partners – (In Kind Sponsorship)**

- Recognition on website and/or event page
- Live mention and recognition at the event

Your sponsorship contribution helps our small local charity help people in Ottawa dealing with grief that stems from many different types of losses. Everyone is welcome to participate in our programs, regardless of age, ethnicity, gender or religious affiliation.

Many thanks for your sponsorship consideration.

Charitable receipts are issued for all financial contributions.

## BFO Sponsorship Commitment Form

Please complete the following information and return it by email to the BFO Ottawa office at.

Corporate Sponsorship - (term of 1 year)	\$10,000	
Tree of Life Event Sponsorship – one event	\$2,500	
Butterfly Event Sponsorship – one event	\$2,500	
Monthly Support & Share Night Sponsorship (term of 1 year)	\$3,000	
Weekly Support & Share Day Sponsorship (term of 1 year)	\$2,000	
Friends of BFO + In Kind Sponsorship New: Friends and Partner Sponsorship	At your discretion	

Company Name: (if applicable)	
Contact Person:	
Address	
Phone	
Email	
Method of Payment:	<input type="checkbox"/> Cheque <input type="checkbox"/> e-Transfer <input type="checkbox"/> Credit Card <input type="checkbox"/> Other
Name on Card:	
Card Number:	
Card Expiry Date:	
CVV Number:	

Please make cheques to Bereaved Families of Ontario - Ottawa Region and send to  
303-211 Bronson Avenue, Ottawa ON K1R 6H5. To make e-Transfer please call 613-567-4278.

**Thank you for your support!**