



Who is Marillac Place?

Since 1987, Marillac Place has provided shelter and support to women who are pregnant, parenting a child under 24 months, or trying to regain care of a child.

Marillac Place can accommodate up to 10 women simultaneously, each with the opportunity to stay for a maximum of one year. We actively encourage the women to participate in educational, parenting, and life skills training, offering a variety of supports as they consider their next steps towards independence. Our vision is to provide every woman and child facing homelessness in Waterloo Region with the chance to recover and rebuild for a successful future. We are committed to empowering women to make well-informed decisions, offering hope for a different future, and the skills and support needed to love themselves and their families.

Would YOU consider partnering with us for this unique and fun-filled event? All funds raised will go to support our mother-led families as they build a better life for themselves and their children!

What is the Warmest Mug event?

The Warmest Mug is a fundraising initiative created by Michael House in Guelph. As a not-for-profit organization sharing a similar mandate, Marillac Place was thrilled when the Michael House team invited us to partake in a friendly competition. This challenge extends to local food & beverage establishments in Waterloo Region, encouraging them to come together to raise funds for women experiencing homelessness during the coldest months of the year. This vibrant community event invites everyone to venture out, enjoy a hot, delicious, and creatively crafted cup of hot chocolate, and seize the opportunity to vote for the best in Waterloo Region and Wellington County.

Why this fundraiser?

This fundraiser provides a unique opportunity to get out and actively support small businesses and Marillac Place while indulging in creatively crafted hot chocolate.

Open to all, this friendly competition invites individuals, students, families, and workplaces to join in by heading to participating establishments and trying the various specially crafted cups and casting votes for their favourites. Through consumer voting, a winner from each County will progress to the finals, where a community panel will judge the hot chocolate creations, ultimately crowning a Grand Champion. Every vote contributes to the selection of a finalist from each county. The question looms: Will the Grand Champion hail from Waterloo Region or Wellington County?

“When I was accepted into Marillac Place, I needed help. With the guidance of the staff and my FACS worker, I was motivated to make positive changes in my life for myself and my baby. I actively participated in community programs, started school, and delivered a beautiful baby. I had many successes while at Marillac Place, which allowed me to parent my child and eventually get housing closer to my family. I will forever be thankful.”

– Former resident of Marillac Place

Thank you,
Julie Walder,

Executive Director, Marillac Place

For more information on supporting this fun-filled winter event or how you can get involved, please contact alix@marillacplace.ca or call the office at 519-571-0722 x2

SPONSORSHIP LEVELS



It's All About the Chocolate

TITLE SPONSOR

- Your company logo on the Michael House website
- Linked logo on our website to yours
- Your Company logo on all event promotional materials (time permitting)
- Online thanks and recognition to your business through our social media channels
- Acknowledge your Company's participation in media coverage (as available)
- Newsletter recognition in prior and post Michael House monthly newsletters (sent to over 2,000 recipients)
- 20 Complimentary Hot Chocolate Vouchers to share with friends, family and corporate connections
- First right of refusal for the following years' Warmest Mug Event Sponsorship

VALUE
\$2,000



Cozy Up with Friends

PROMO SPONSOR

- Your Company logo on the Michael House website
- Linked logo on our website to yours
- Your Company logo on all of our promotional event materials (time permitting)
- Online thanks and recognition to your business through our social media channels
- Newsletter recognition in prior and post Michael House monthly newsletters (sent to over 2,000 recipients)
- 10 Complimentary Hot Chocolate Vouchers to share with friends, family and corporate connections
- First right of refusal for the following years' Warmest Mug Event Sponsorship

VALUE
\$1,000



Spread Some Hot Chocolate Joy

MEDIA/SOCIAL MEDIA SPONSOR

- Your Company logo on the Michael House website
- Linked logo on our website to yours
- Online recognition of your support on our social media channels
- 8 Complimentary Hot Chocolate Vouchers to share with friends, family and corporate connections

VALUE
\$750



The Big Mug

PHOTO SPONSOR FOR THE EVENT

- Your Company logo on the Michael House website
- Linked logo on our website to yours
- Recognition of your support on our social media channels
- 6 Complimentary Hot Chocolate Vouchers to share with friends, family & corporate connections

VALUE
\$500



Chocolate Ambassador

- Your Company logo on the Michael House website
- Linked logo on our website to yours
- Our Chocolate Ambassadors to wear your company swag as they indulge in and promote this event
- 4 Complimentary Hot Chocolate Vouchers to share with friends, family & corporate connections

VALUE
\$300



The Little Sipper

- Your Family Name or Business Name listed on the Michael House website
- Your Logo on our website (if applicable)
- 2 Complimentary Hot Chocolate Vouchers to share with family & friends

VALUE
\$100

