

26. Sponsor a Quilt Program

The Quilts of Valour sponsorship program is a wonderful opportunity to introduce QOVC to your community and it gives quilters a chance to create even more quilts using high quality fabrics without incurring the expense. People in the community will be able to show their support of our CAF Members in a unique and thoughtful way.

Asking for Sponsorship

Sponsorship starts by asking for money, something that many people find difficult. QOVC has made this easy with the Sponsorship Letter found on the Representatives shared drive (sample letter at the end of this chapter).

This letter can be used in two ways, Reps can fill out the form letter and give it directly to the proposed sponsor or they can add a few lines introducing the quilter who will be asking for the sponsorship.

- I am writing to request sponsorship for a Quilt of Valour to be created by the wonderful quilters who meet twice a month at 8 Wing Chapel in Trenton. Or
- Suzie Quilter is one of our dedicated volunteers and has asked me to send you this letter.

Add a line at the bottom of the letter indicating instructions for receiving the cheque.

- Please make your cheque payable to Quilts of Valour – Canada Society and send the cheque to: (name of Representative @ mailing address); or
- Please call (include the name and telephone number) to arrange for pick up of the cheque.

Sponsors

Who do you ask? Here are a few suggestions:

- Doctors, lawyers, dentists, bankers, business owners, your local Royal Canadian Legion, local service clubs such as Rotary, Lion's Club and Kinsmen.

Many service clubs invite guest speakers to their meetings, this is an opportunity to introduce QOVC, show off some of your quilts, share some personal stories and of course ask for a donation (have a letter prepared). Bring along your business cards and QOVC brochures.

The official cost of sponsorship is \$250.00 for one quilt. You may find some people/groups are comfortable sponsoring more than one. Others may offer you less, in which case the money does not qualify for the sponsorship program. These donations would be sent directly to the Treasurer as a donation and the contributor will receive a tax receipt.

Go shopping!

As the Representative you will purchase the necessary fabric. You will be reimbursed for these expenses. If another individual/quilter obtained the sponsorship invite them to go shopping with you.

When shopping for a sponsored quilt Northcott's Stonehenge Oh Canada line is your best bet. As a QOVC sponsor we benefit from your choosing this fabric and sponsors are delighted to see the Canadianna fabric in their quilts.

Spend enough to create one beautiful quilt top, this money is not to be used for patterns, thread, backing or batting. Costs should be approximately \$150, leaving the extra \$100 to cover the backing and batting which we receive from QOVC.

Shopping locally is an opportunity for our local quilt shops to get involved and this helps to generate a lot of good will for QOVC. Some shops also offer discounts for fabric purchased for a QOV so it's good to ask.

At the time of purchase please ask the Quilt Shop for their GST or HST number, some shops have this on their till tape, others do not, this is required for reimbursement.

Reimbursement

The Reimbursement Form is in our shared drive. Include the following information:

- The name of the store where fabric was purchased (include your receipt)
- GST or HST #
- \$250 Sponsorship Cheque number
- Sponsor's name and address for the Tax receipt

Thank You Cards

Send your sponsor a thank you card. Include a photo of the completed quilt and the label.

Presenting a Sponsored Quilt

When the quilt is complete the label should read made by: quilter's name and sponsored by_____.

When you set up your QOV presentation ask the recipient if they would mind having the sponsor present. If they agree, contact your sponsor and invite them to attend the presentation if they wish.



Supporting injured Canadian Armed Forces members
past and present, with quilts of comfort in their time of need

Offrant un soutien à nos membres blessés, passés et actuels,
des Forces armées canadiennes, avec les courtépoinces de réconfort.

Date

Company Name

Street Address

City, Province

Postal Code

Attention: Contact name

Dear Sir/Madam,

Quilts of Valour – Canada Society (QOV) is a non-profit organization dedicated to giving quilts of comfort to our ill and injured Canadian Armed Forces (CAF) members, past and present.

As a volunteer organization, we rely exclusively on support from generous donors to provide materials for our quilters. These dedicated quilters generously donate their time to create these beautiful Quilts of Valour (QOV) for our injured Canadian Armed Forces personnel. The cost of materials for one QOV is approximately \$250.00.

I humbly request your company's support in "*sponsoring*" one, or more of these very important and comforting gifts. Your sponsorship would play a significant role in ensuring an injured CAF member receives a QOV and say "Thank you" for their service to our country and personal sacrifice in the line of duty. Your sponsorship will be noted on the official QOV quilt label and forever appreciated by the recipient.

Thanking you in advance for supporting our mission and our injured Canadian Armed Forces members, past and present.

Yours truly,

Representative name

Representative title

Quilts of Valour – Canada Society

Your email address

Your phone number

Quilts of Valour – Canada Society, 14 Pueblo Court, Whitehorse, YT, Y1A 6V3

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