



COVENANT FOUNDATION'S

SENIORS' MONTH



Helping seniors live
healthier, happier lives.

June 2024



In support of:

seniorsmonth.ca



Seniors' Month 2024

June is Seniors' Month – the perfect time to celebrate and support seniors in our province! We invite you to join us for our first-ever Senior's Month awareness and fundraising campaign to help drive innovation in seniors' health and well-being at 22 Covenant hospitals and continuing care sites across Alberta.

Our month-long, integrated campaign provides exciting opportunities for you to put your organization's marketing strategy to work while showcasing your commitment to seniors' care. From digital marketing, direct mail solicitations and a 50/50 raffle across Alberta, to point-of-purchase paper icon sales, a DIY kit for community fundraising, and local Covenant site activations, our mix of local and province-wide initiatives provides you with meaningful ways to get involved and make an impact for your community.

We look forward to partnering with you for our inaugural Seniors' Month campaign. Together, we can champion seniors' care across Alberta!

About Our Cause: Seniors' Health and Well-Being

The population of seniors in our province continues to rise faster than all other age groups, bringing complex health needs that range from acute hospital care to continuing care, supportive living, rehabilitation, mental health, and palliative and end-of-life care. We need your help to keep up with the demand and continue taking bold steps to transform seniors' care.

Protecting and improving the health and well-being of our seniors is of vital importance. It's an investment that not only ensures the best possible care for our parents, grandparents and elders today, but also helps innovate seniors' care that will benefit all of us as we age.

Your generosity will help us invest in much-needed technology and innovation, training and education, and quality-of-life initiatives and programs to help keep seniors connected to their communities, improve their mobility and independence, and ensure they can enjoy the best health possible.

Thank you for your support!



"I want to thank donors for keeping music a part of my life and for supporting such a fun mix of activities that I regularly enjoy. They've really made a huge difference in my life and give me hope and happiness."

– Blanche Gau (95), Resident at Covenant Health's Youville Home

[Read more](#) about the impact of donor-supported programs on Blanche's quality of life.

Partnership Opportunities

Website (covenantfoundation.ca)

41,000+ page views from 6,500+ users/month

Email Marketing

2 e-blasts in June to 69,000+ contacts (138,000+ potential touchpoints)
Demographic: 35+ years; married with kids; \$80,000-\$125,000 annual household income; homeowner; post-secondary educated; suburban location; trades or management industry

E-newsletter

1 e-newsletter in June to 69,000+ contacts
Demographic: 35+ years; married with kids; \$80,000-\$125,000 annual household income; homeowner; post-secondary educated; suburban location; trades or management industry

Digital Ads

Targeted to hit 500,000+ accounts provincially
Demographic: 40-65+ years; all genders; married, widowed or partnership; top 10-25% annual household income, Alberta-wide, post-secondary educated

Organic Social Media

4,100+ followers [Facebook](#), [Instagram](#), [LinkedIn](#), [X](#)

Compass Weekly

4 e-newsletter submissions in June; 10,400+ Covenant subscribers in 12 communities from Bonnyville to Medicine Hat (41,600+ potential touchpoints)

Covenant Health Website (covenanthealth.ca)

96,000+ page views from 30,000+ users/month

Covenant Care Website (covenantcare.ca)

Covenant Living Website (covenantliving.ca)

CompassionNET

12,000+ Covenant staff in 12 communities from Bonnyville to Medicine Hat

Home Lottery Network

2 emails in the month of June to a segmented list of 30,000 email addresses

Print Mail

Households: Minimum 20,000 (Mix internal and acquisition)
Focus areas: Greater Edmonton Area, Lethbridge, Medicine Hat and Banff

Email Marketing for Direct Mail

Contacts: 2,100 | Demographic: 50+ years; married with kids; \$80,000-\$125,000 annual household income; homeowner; post-secondary educated; suburban location; trades or management industry

Opportunity for Activations during Seniors' Month

Activation will be determined in partnership with the presenting sponsor

PRESENTING
SPONSOR
\$50,000

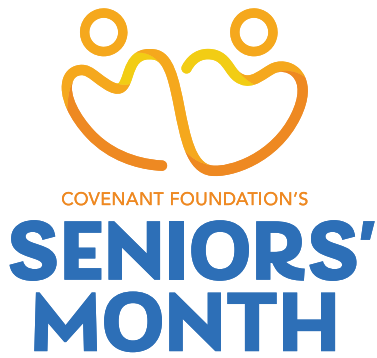


50/50
SPONSOR
\$20,000



DIRECT MAIL
SPONSOR
\$10,000





Other Ways to Get Involved

1. Sell Paper Icons

Sell paper icons at your cash register to encourage your customers to give in support of Seniors' Month. We'll provide the icons and support to make it easy!

2. Run a Do-It-Yourself Fundraiser

Create your own fundraising activity for Seniors' Month with the help of our DIY Kit and tools. From golf tournaments and BBQs to car washes and office block parties, we can give you fun ideas on how to get involved!

3. Make a monetary donation

If sponsorship isn't something that suits your business this year but you still want to contribute, you can donate! Tax receipts are issued in accordance with CRA Guidelines.

Reach out below or visit seniorsmonth.ca to learn more!

Contact:

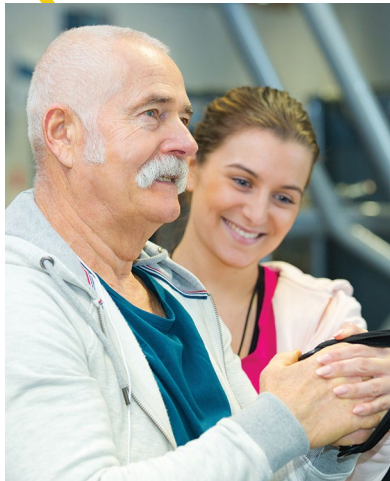
David Reynar, Corporate Partnerships Officer

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725,000

People in Alberta are over the age of 65. This number is expected to double within the next two decades.



\$10.2 Million

committed by our foundation to Covenant sites in support of seniors' health and well-being since 2016.



1 in 6

emergency visits to a Covenant hospital last year was from a senior.



67%

of seniors who stay active three or more times a week are in good health.