

# SPONSORSHIP



Be an agent of change



TDD

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# WELCOME MESSAGES



I am Guirlene Joseph, the proud founder and Chief Executive Officer of The Dollar Detectives, also known as the TDD Society.

The seed for The Dollar Detectives took root early in my life. At 7 years old, having recently immigrated to Canada from Haiti, I was put in charge of my family's finances. As you can imagine, it was both overwhelming and eye-opening to be paying the bills, stretching the budget, and helping my hard-working but ever-struggling parents understand this new financial landscape.

I am a passionate advocate for building social and emotional well-being through enhanced financial skills, strength, and confidence. At The Dollar Detectives, my team and I help youth 'crack the case' on how to achieve a balanced and optimistic approach to their finances and their future.

The challenge and scarcity of these early years taught me a lifetime's worth of lessons. Unfortunately, my hard-knock education did not end there. Leaving home as a teenager, having an unplanned pregnancy, and being in an unsafe relationship were all harsh realities that further cemented the critical need for financial security and independence.



**Guirlene Joseph**  
CEO





# OUR VISION & MISSION

## VISION

A network of caring, globally minded youth who contribute to the well-being of their family and the resiliency of their community.



## MISSION

Empower our youth to confidently transition to adulthood by building the financial, social, and emotional resiliency needed to successfully navigate their world.



02.

TDD



# WHO WE ARE



## 03.

The Dollar Detectives is an innovative, youth-focused, not-for-profit social enterprise. Our primary vision is to deliver fun, experience-based finance lessons that enhance youth's financial confidence, leadership, and sense of self-determination. Our holistic program is uniquely designed to support the overall well-being of youth ages 13 to 25.

We believe in innovation! From the design of our programs to the way we run our business. As a not-for-profit social enterprise, we moved away from the traditional not-for-profit model and adopted a new model focused on bringing people who care about the public good together to deliver sustainable services.

We address social, educational and emotional societal issues through our own self-generated revenue model, reducing our dependence on government funding. 100% of profits generated go towards offering free community events, delivering in-house mental health programs and supporting marginalized individuals.



# EMPOWERING YOUTH SUCCESS



## Financial insecurity. Mental health crises. Future uncertainty.

On top of daily school and extracurricular commitments, youth still have to deal with these tenuous challenges. Thanks to ongoing support from organizations and individuals like yourself, The Dollar Detectives has helped 265+ young people navigate their financial journeys through vital education and awareness programs. Our vision is two-fold:

- create safe, supportive, and inclusive spaces where youth from diverse backgrounds can work, collaborate, have fun, and learn about each other. This helps promote empathy, unity, and build social cohesion.
- positively influence youth's success in life by supporting educational attainment, career aspirations, financial goals, and overall economic achievement. This helps promote independence and self-determination.

## TDD Society executes our vision by:

- Enhancing youth's employability by offering job-related experiences through volunteer, work and/or experience-based learning.
- Increasing youth's life skills by focusing on financial literacy, social, and personal interest activities.
- Expanding youth's support network by providing access to trusted professionals and fostering social connections through community engagements and resources.
- Teaching youth how to make good decisions, build healthy relationships, and be responsible global citizens

By supporting our cause, you have the opportunity to be a catalyst for change and help us empower the next generation. With your generous gift, we can work together to build a community of financially savvy youth. Join us to make a lasting impact on the lives of young people in our community!

Kind regards,

Guirlene Joseph  
Founder & CEO, TDD Society



# OUR VALUES



**Passion:** With passion at the heart of what we do, we cultivate excitement for our mission, our team, our client and stakeholder' successes.

**Integrity:** We work with integrity both individually and collectively. Every action we take embodies the highest standard of honesty, fairness, and respect.

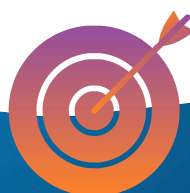
**Transparency:** We value and uphold open communication and transparent practices to maintain trust within our team, our clients and stakeholders.

**Quality:** We strive for high-quality services to best serve our clients, team and community. We genuinely care about the holistic well-being of our people and delivering quality in every interaction.





# OUR SUPPORTERS



# WHAT DO OUR CLIENTS THINK ABOUT US?



*Customer*  
**TESTIMONIAL**

The Dollar Detectives is truly a great organization that teaches valuable information about financial skills and literacy in a fun and interesting way  
Deena, 22 years old



*Customer*  
**TESTIMONIAL**

I am a part of a 4H group and The Dollar Detectives came in and did a skills for life workshop for us! I am 16 and it gave me some very valuable information and skills that I can put to use in the future! Overall an amazing workshop and I highly recommend it:)  
Kalyn, 16 years old



*Customer*  
**TESTIMONIAL**

Our youth organization had the opportunity to participate in the Skills for Life workshop. Not only did they take home tips and important information that will help them for a lifetime, but they had real hands-on experience doing activities such as shopping for groceries on a budget and preparing a meal to take home.

Lori,  
4H Leader



*Customer*  
**TESTIMONIAL**

"I want to express my gratitude and appreciation for a great presentation yesterday at Notre Dame HS. The youth have greatly benefited from the presentation and enjoyed the Jeopardy game. Looking forward to working with you again in the future."

Umida, Program Lead



# WHY SPONSOR US?



## Reach

The Dollar Detectives has a large, engaged audience of people who are interested in personal finance and money management. In the past two years, we've reached 265+ youth through our workshops. Since then, our numbers have only skyrocketed. Sponsoring The Dollar Detectives allows your brand & products to reach this audience so your business can continue to thrive.

## Targeted audience

The Dollar Detectives' audience is a group of individuals who are specifically interested in personal finance and related topics. Therefore, it's the perfect platform to target a specialized demographic who may be interested in your products and services.

## Credibility

The Dollar Detectives has a notable reputation for providing reliable and valuable information about personal finance. By sponsoring with The Dollar Detectives, you can benefit from this credibility and enhance your own reputation as a trusted brand.

## Customization

The Dollar Detectives offers various sponsorship packages that can be tailored to meet the specific needs of your brand. You can choose from a range of options, including sponsored content, sponsored social media posts, and banner ads. See the next few slides for more information!

## Cost-effective

Sponsorship with The Dollar Detectives is an affordable way to reach a large, targeted audience. Compared to other forms of advertising, such as TV or radio ads, sponsorship with The Dollar Detectives is a more cost-effective way to reach a relevant audience.

08.



# MOOSE MENTORS

## Moose Mentors (under \$1000)

The Moose Mentors sponsorship package, named after Canada's beloved animal, embodies a sense of adventure, exploration, and appreciation for nature. As a sponsor, you can aid The Dollar Detective's efforts to provide valuable knowledge to youth through fun and engaging experiences that tap into the Canadian spirit of adventure and discovery.

### Perks

- Sponsors will be featured once a year in our monthly newsletters.
- Sponsors will have their company logo featured on our website.
- Sponsors will be featured in one social media post and can write up to one hashtag.
- Sponsors will have an opportunity to be guest speakers at one of our events and workshops.



# TOONIE TITANS

## Toonie Titans ( \$1000-\$1999)

Named after the Canadian two-dollar coin, the title of this sponsorship package evokes a sense of playfulness and camaraderie, as well as a love of all things Canadian. As a sponsor, you can position your brand as a trusted partner of the Dollar Detectives' personal finance community. You will be supporting our mission to offer practical and valuable insights, resources, and tools to help youth achieve their financial goals.

### Perks

- Sponsors featured twice a year in TDD monthly newsletters.
- Sponsors have their company logo featured on our website.
- Sponsors have an opportunity to be guest speakers at two of our events and workshops.
- Sponsors showcased at one trade show attended by TDD.
- Sponsors featured in one TDD workshop slide deck.
- Sponsors will have their logo featured on the webinar host's background video for two virtual events.
- Sponsors featured in two social media posts and can write up to two hashtags.



# LOONIE LEGENDS

## Loonie Legends ( \$2000-\$2999)

This sponsorship package is named after the Canadian one-dollar coin, commonly known as the loonie. The name evokes a sense of Canadian pride and nostalgia, as well as a deep appreciation for the value of a dollar. As a sponsor, you will help The Dollar Detectives provide essential support to help youth build financial capacity while being showcased as a pillar of our community.

### Perks

- Sponsors will be featured quarterly for a year in our monthly newsletters.
- Sponsors will have their company logo featured on our website.
- Sponsors can be guest speakers at three TDD events and workshops.
- Sponsors will be showcased at two trade fairs attended by TDD
- Sponsors will be featured in two TDD workshop slide decks.
- Sponsors will have their logo featured on the webinar host's background video for three virtual events.
- Sponsors can be featured in three social media posts and can write up to three hashtags.





# DILIGENT DOLLARS

## Diligent Dollars (greater or equal to \$3000)

This sponsorship package is for our monthly sponsors who come back time and time again to lend a helping hand. As a sponsor, you can support The Dollar Detective's mission to help youth make informed decisions and inspire them to achieve their dreams. This package includes content that showcases your brand as a trusted and innovative leader in our community.

### Perks

- Sponsors featured monthly for one year in our monthly newsletters.
- Sponsors have their company logo featured on our website.
- Sponsors have an opportunity to be guest speakers at four of our events and workshops!
- Sponsors showcased at three trade fairs attended by TDD
- Sponsors featured in three TDD workshop slide decks.
- Sponsors are featured in TDD resource sheets
- Sponsors have their logo featured on the webinar host's background video for four virtual events.
- Sponsors featured in four social media posts and can write up to four hashtags.
- Sponsors can send one promotional video about their organization to event attendees.



# BENEFIT PACKAGE SUMMARY

10.



Sponsorship Benefits	Diligent Dollars	Loonie Legends	Toonie Titans	Moose Mentors
Highlighted in monthly newsletters	Every month for 1 year	Quarterly for a year	Twice a year	Once a year
Company logo is featured on website	Yes	Yes	Yes	Yes
In-event speaking opportunities	4 Event per year	3 Event per year	2 Event per year	1 Event per year
Highlighted in TDD attended trade fairs	3 Trade fairs Per year	2 Trade fairs per year	1 Trade fairs Per year	
Highlighted in portions of community presentations	Present 3 times per year	Present 2 times per year	Present 1 time per year	
Portion of sponsor(s) logo on staff members backgrounds for webinar/ virtual events	4 Virtual events per year	3 Virtual events per year	2 Virtual events per year	
Featured in TDD resource sheets/ workshop slide decks.	3	2	1	
Four social media posts with up to Four hashtags	Yes			
One Promotional Video ( Made by Sponsor will be Publish on TDD platform)	Yes			
Three social media posts with up to three hashtags		Yes		
Two social media posts with up to two hashtags			Yes	
One social media posts with one hashtags				Yes

# "WHY SUPPORTING TDD MATTERS"

When it comes to giving, many donors automatically assume that larger organizations are the best option for making a meaningful impact. However, The Dollar Detectives, a grassroots organization, is challenging this perception. By choosing to support a smaller, community-based organization like The Dollar Detectives, donors have the opportunity to directly enrich the lives of youth at the ground level and witness the tangible results of your generosity.

The Dollar Detectives, with its localized approach to financial education is dedicated to empowering young people with essential money management, life and social-emotional skills that can transform their lives. By contributing to The Dollar Detectives, donors can make a direct and visible impact on their local community. You will witness firsthand how their dollars are utilized to provide interactive workshops, tailored resources, and comprehensive programs that equip youth with the skills they need to thrive.

Supporting a smaller organization like The Dollar Detectives allows donors to actively contribute to positive change at a grassroots level. Donors can see the direct impact of their generosity on the lives of youth, helping them build a solid foundation for a financially secure future. By choosing to give locally, donors have the opportunity to make a real and tangible difference in their community, witnessing the transformation of young lives and creating a lasting legacy of financial empowerment with The Dollar Detectives.

Investing with The Dollar Detectives , donors demonstrate their commitment to diversity and inclusion by supporting a black-led, woman-led organization, by promoting free support for marginalized youth and by supporting our mission of providing meaningful employment and training for individuals who may face barriers to employment.





# LET'S GET CONNECTED

## Contact Us

The Dollar Detectives offers a unique opportunity for brands to demonstrate their commitment to financial literacy and inclusion. Additionally, sponsoring The Dollar Detectives is also an exceptional chance for brands to connect with a dedicated audience of educators and students.

We welcome the opportunity to discuss how we can work together to achieve our collective vision. Please contact us at [marketing@thedollardetectives.com](mailto:marketing@thedollardetectives.com) to learn more about our packages or other customized opportunities.

### Contact Information:

Office Telephone: 403-668-7536

Office Email: [service@thedollardetectives.com](mailto:service@thedollardetectives.com)

Website: [www.thedollardetectives.com](http://www.thedollardetectives.com)

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**THANK  
YOU**

