



Development Team

2021 Package

Supporting
CHEO



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What We Do

CASCO Charity Organization is the Telfer School of Management's student-run charity organization. CASCO produces an annual gala showcasing the talents of our student philanthropists.

Through the shared vision of Telfer alumni Alexandre St-Jean and Tuan Nguyen, CASCO was founded in September 1998 in honour of their dearly departed friend Eric Danis, who passed away from leukaemia.

Over the past 21 years, CASCO has touched and inspired over 1,000 students to give back, and has raised over \$740,000 for the Children's Hospital of Eastern Ontario (CHEO). This could not have been achieved without the support and generosity of our sponsors. While the Gala is the capstone event of the year, CASCO also organizes and participates in other community events.



Mission

CASCO's mission is to contribute to the well-being of our community by ensuring that the future of business is socially responsible through the collaboration of business professionals, university students, and members of the community.



Children's Hospital of Eastern Ontario (CHEO)

Did you know that government funding is used to cover the operational costs of hospitals, but falls short when it comes to anything beyond that? Your money will be used to purchase a multitude of different sizes of equipment that will help children of all ages. Your donation will continue to support projects such as Project Stitch Day Surgery Ward, and the Ottawa Children's Treatment Centre. Not only will it be used to purchase hospital equipment, it will also ensure that a child who has lived at CHEO for the first years of their life has the ability to learn how to read. Your contribution will purchase teddy bears with central lines so that a little girl with a chronic illness doesn't need to be overwhelmed by the tubes attached to her body. Your contribution will literally change lives, in every aspect of the word.

Message from our President

CASCO: Noun; abbreviation for Commerce and Administration Student Charity Organization.

This may seem like five simple words to the regular eye, but to us, these can mean so much more. To me, CASCO means change. What started as 2 guys with a dream in 1998 has transformed into thousands of students raising hundreds of thousands of dollars for the Children's Hospital of Eastern Ontario (CHEO). This tangible change is what makes our organization so special. Over the past 21 years, we've been able to change the lives of countless children at the hospital, and with your support, we can continue to be #Heroes4CHEO for many more years to come.

This year, I encourage you to discover what CASCO means to you. Join us as we embark on our 22nd year of making a change #ForTheKids.

Patricia Felthman
2021 President





Development Events

The development team's goal is to expand and grow CASCO by creating relationships with businesses as well as the Ottawa community. We strongly believe that together, we can make a difference. Discover our team's events in pages 4 and 5.



Volleyball Tournament

Our first signature event of the summer is the Volleyball tournament, where CASCO executives, CHEO representatives and students come together to enjoy a weekend-long tournament and raise money for CHEO.



Streaming Event

CASCO Executives will come together to host an all-night virtual telethon event, fulfilling different challenges throughout the hours as they reach various fundraising goals.



Interdisciplinary Panel

Our first event of the academic year focuses on a day-long series of panels and workshops, featuring professionals from the Telfer student community and CASCO alumni community, dedicated to sparking important discussions.



Developing Young Leaders Workshop

Our first-annual Developing Young Leaders Program, established to help CASCO build community awareness, hosts workshops at high schools around the city, aimed at helping students learn more about the transition from high school to university, along with various other professional and community skills.



Fashion Show

Our fashion show event aims to bring the community together for a night of entertainment, fun and art, all for a good cause.



Rice Fundraiser

With a diverse city, comes diverse foods from different cultures. Our rice fundraiser aims to collect a universal food, rice, to donate to the Barrhaven Food Cupboard, as part of our Community Outreach Program in order to help fulfill the diversity needs of the Cupboard.



Cheers to CHEO*

Cheers for CHEO is our annual launch party! Cheers for CHEO brings out Telfer's top students and recent graduates, VIPs, sponsors, and business professionals to celebrate CHEO.



CASCO's 22nd Annual Gala*

Each year, CASCO hosts a gala in which our students showcase their talents through a performance of song, dance, and fashion. We place emphasis on students, businesses, and the community to come together in a common goal to support CHEO.

*Signature CASCO Events

Benefits of Collaborating with CASCO and the Development Team

CASCO's mission is to ultimately give back to our communities. Collaborating with our team not only helps us give back to the CHEO Foundation, but it also provides several benefits for our partners. These benefits include, but are not limited to:

- Getting the opportunity to provide presentations at Developing Leaders Workshops
- Logo exposure at various CASCO events, such as volleyball tournaments
- Brand awareness through our events
- Networking opportunities
- Tickets for the Cheers to CHEO Virtual Party and CASCO's Virtual Annual Gala

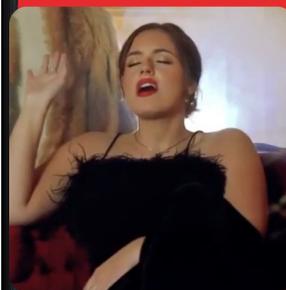
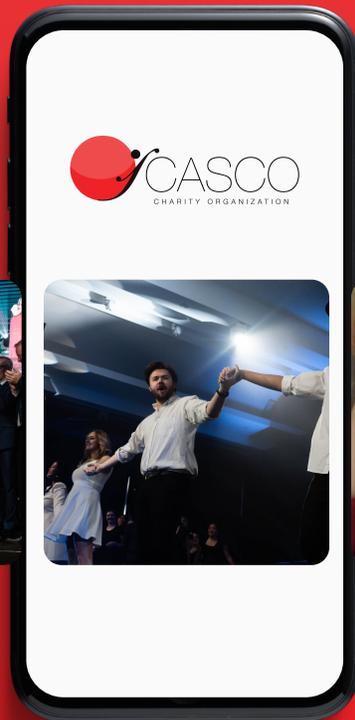
Every year, CASCO invites a select handful of companies to set up a networking opportunity at our annual Cheers to CHEO theme reveal event. This event is a unique experience that will provide opportunities for exposure for your company. Additionally, with hundreds of students in attendance at our events, your company will gain unprecedented levels of student talent — you will have a chance to get your name out to the best, brightest, and most involved students not just at Telfer, but from many other faculties at the University of Ottawa as well.

Students who attend these events seek to network and have the potential to end up being future employees at your company. Furthermore, these are opportunities for your company to promote its products and services to potential clients, helping your company build meaningful connections that could manifest future opportunities. Being present at our events will not only increase your company's level of community involvement and engagement but will also bring about long-term corporate growth and success.

Social Media Exposure

CASCO is present on various social media platforms and has a follower base of students, and professionals. As a sponsor, your company will have the opportunity to be exposed to our follower base and grow your company's brand awareness.

	ON INSTAGRAM	ON FACEBOOK	ON LINKEDIN
 Followers	1,100	1,948	525
 Monthly Engagement	330	208	66
 People Reached in 2020	15,912	33,264	33,792



Opportunities to Collaborate with the Development Team

Strength Partner

Collaborate with the Development Team through donating a portion of their organization's revenue to CASCO, not only helping CASCO raise money for CHEO, but also building community awareness of the organization. The proceeds donated to CASCO could be from a specific event hosted by the partner, or from purchases throughout a specific date.

Wisdom Partner

Collaborate with the Development Team through speaking at CASCO events, through a speech and/or presentation given to a selected audience, or helping organize CASCO fundraising events, through sharing resources and promoting the respective event(s).

Drive Partner

Collaborate with the Development Team by donating equipment and/or products for CASCO events. This could include donating items such as personalized clothing for larger events, such as sports tournaments. This not only helps CASCO remain better prepared for events, but it also helps us decrease costs, thereby increasing our final donations for CHEO.

Other Ways to Contribute



Online and Silent Auction Donation



Participate in CASCO's 6th Annual Golf Tournament



Purchase a Vehicle Slot at CASCO'S Drive-In Event



Direct Sponsorship

Contact the **Sponsorship Team**

Mandy Kuang

VP Sponsorship

sponsorship@cascoCanada.com

Siobhan Clark

Auction Coordinator

siobhan.clark@cascoCanada.com



Contact the Development Team



Danika Dumoulin

VP Development

development@cascoanada.com



Shaambhavi Kumar

Director of Business
Development

shaambhavi.kumar@cascoanada.com



Jessry Santos

Community Relations
Coordinator



Siya Patel

Community Relations
Coordinator

About Us

CASCO's Development Team is composed of skilled and determined University of Ottawa students. The ultimate success of our organization cannot continue without the support of individuals and companies like yours.

As a Development Team, we hope that we can help CASCO grow with your organization by creating a sustainable partnership in promoting corporate social responsibility. Maintaining a two-way relationship with our partners is very important to us. We are open for suggestions and are here to keep our promises to you. Together, we can drive change.

