



In memory of Suzanne West and her commitment to step-up to end family homelessness

14TH
ANNUAL

TIME TO STEP UP AND END FAMILY HOMELESSNESS

PARTICIPANT TOOLKIT

Sunday, April 27, 2025
10am – 4pm

McHugh Bluff Stairs on
Memorial Drive

EndHomelessness.ca



Donations generously
matched by the
Power of One
Foundation

PRESENTED BY





LET'S STEP UP TOGETHER AND END FAMILY HOMELESSNESS!

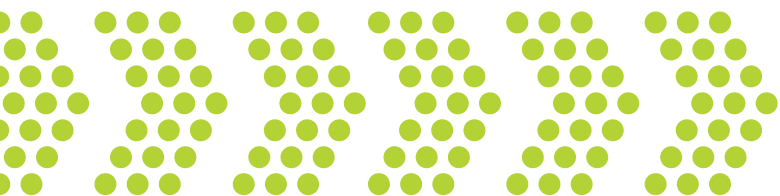
Life can be unpredictable, and challenges can arise in ways we never expected. During difficult times, it's okay to seek support and guidance. Every step forward, no matter how small, can make a difference. Families don't have to navigate the journey alone, we can step up together.

That's where Inn from the Cold steps in. Helping families and children navigate housing crises by providing the resources they need to regain stability and continue their journey with confidence.

This April, we're calling on Calgarians to take action and help us end family homelessness.

On Sunday, April 27, join us at the McHugh Bluff stairs in Crescent Heights for the 14th annual Steps to End Homelessness. Held in memory of Suzanne West, this event challenges you to take on the climb in support of vulnerable families working toward housing independence.

We hope you'll be part of this meaningful, family-friendly challenge. After finishing your steps, celebrate with us at a post-event BBQ, generously sponsored by Spolumbo's!



HOW TO GET STARTED?

1 Grab your friends and family and get stepping towards your challenge goals! You can also take on the challenge solo.

2

Visit **EndHomelessness.ca** to register and set up your fundraising page. Make sure to share your page with all your supporters!

3

Pick your challenge and pledge to make a difference for vulnerable families by choosing your fundraising target.

4

Join us on **Sunday, April 27** to take on your steps challenge or complete your challenge on your own throughout the month of April.

REGISTER AT



ENDHOMELESSNESS.CA



CHALLENGE TARGETS



179 STEPS

in recognition of the number of families housed by Inn from the Cold (in 2024)

534 STEPS

in recognition of the number of children served by Inn from the Cold (in 2024)

933 STEPS

steps in recognition of the number of family members served by Inn from the Cold (in 2024)

(One round is counted as 167 steps up and back down using the ramp.)

FUNDRAISING TARGETS

\$250



Supports new moms with a care package filled with essentials like clothing, blankets, and baby wipes.



\$500

Provides a family with a move-in package of household essentials.



\$1000

Feed families staying at The Inn with a grocery package.



SUZANNE'S 60TH BIRTHDAY CHALLENGE

Get ready to push yourself to fundraise even more at the stairs on April 27th! In honour of Suzanne's 60th birthday, and thanks to the Power of One Foundation, each set of stairs you complete raises funds for the families and children at Inn from the Cold.

BASE REWARD: Earn **\$2.00** for every set you complete!

TRIPLE BONUS: If you're going solo and hit **60 sets or more**, you'll get **\$6.00** per set!

TEAM DOUBLE BONUS: If your team completes **160 sets** or more together, you'll get **\$4.00** per set!

PRIZES

The first 100 people to fundraise \$250 will receive a free Steps to End Homelessness t-shirt.

Special achievement awards will be given to the top individual fundraiser, top team fundraiser, and the team that takes "The Most Steps at Steps"!

DOWNLOAD OUR SOCIAL MEDIA TOOLKIT!

Head to innfromthecold.org/steps to download social media posts you can use, pre-written captions and more to make fundraising a breeze! You can also get creative and make your own and tag us @innfromthecold on all social media.



SUZANNE WEST

ABOUT STEPS TO END HOMELESSNESS

Steps to End Homelessness was founded in 2009 by community advocate Suzanne West – born out of her desire to change the world and her commitment to advocating for the less fortunate. Suzanne’s passion and determination to end child and family homelessness were contagious and tireless.

This event is now hosted by Inn from the Cold, and held in Suzanne’s memory, with donations matched by Power of One Foundation – Suzanne’s charitable foundation now operated by her family.

Since the event’s inception, over \$500,000 has been raised to support Inn from the Cold. We hope you will help us continue her legacy and join us to end family homelessness on April 27th.

Are you interested in sponsoring or have questions about the event?
Contact us at events@innfromthecold.org



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