

HORATIO ALGER ASSOCIATION OF CANADA

EXCELLENCE GALA

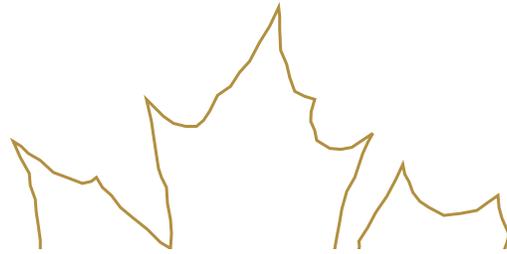
Honouring Distinguished Canadians



**IN HONOUR OF
HIS EXCELLENCY THE RIGHT HONOURABLE
DAVID JOHNSTON**

6:00 P.M., TUESDAY, OCTOBER 17, 2017
FAIRMONT ROYAL YORK | TORONTO, ON

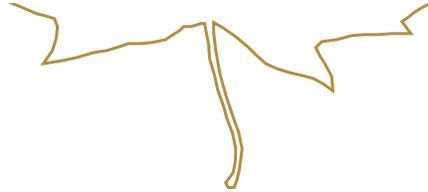




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EXCELLENCE GALA

Honouring Distinguished Canadians



IN HONOUR OF
HIS EXCELLENCY THE RIGHT HONOURABLE
DAVID JOHNSTON

SPECIAL TRIBUTE

Jim Pattison

HOSTS

Board of Directors

HONORARY CHAIR

Wayne D. Gretzky

MASTER OF CEREMONIES

Martin Short

MUSICAL PERFORMANCES BY

Paul Anka | David Foster | George Perris | Ginette Reno | The Tenors

GALA ADVISORY COMMITTEE

Dominic D'Alessandro

Serge Godin

Rebecca MacDonald

Lorne Michaels

The Right Honourable Brian Mulroney

V. Prem Watsa

Rick Waugh

WELCOME MESSAGE

Dear Friends,

We are excited to invite you to the Horatio Alger Association of Canada's inaugural Excellence Gala, which will be held at 6:00 p.m. on Tuesday, October 17, 2017, at the Fairmont Royal York in Toronto. As a proud Canadian, we hope you will join us in celebrating the hard work of fellow countrymen who are doing great things for our country. This year's gala will be in honour of His Excellency the Right Honourable David Johnston.

In addition to recognizing the Association's Members, we will heighten awareness about the mission of the Horatio Alger Association of Canada:

1. To recognize Canadians who have demonstrated perseverance and achieved great success in life. These exceptional individuals receive the International Horatio Alger Award and are inducted into the Horatio Alger Association of Canada as lifelong Members.
2. To award scholarships annually to deserving young Canadians in every province and territory. Horatio Alger scholarships are presented to deserving high school and CEGEP students in financial need who have overcome significant adversity, while demonstrating strength of character, strong academics, a commitment to pursuing higher education, and a desire to contribute to society.
3. To mentor scholarship recipients and educate all youth about the limitless possibilities that are available through the free market system, while underscoring the importance of service to others.

This year, scholarships valued between \$5,000 and \$10,000 were awarded to 130 students. Since 2012, the Association has awarded over \$2.5 million to 518 deserving students from coast to coast to coast. We are seeking your participation and support so that we may provide more scholarships to deserving young Canadians.

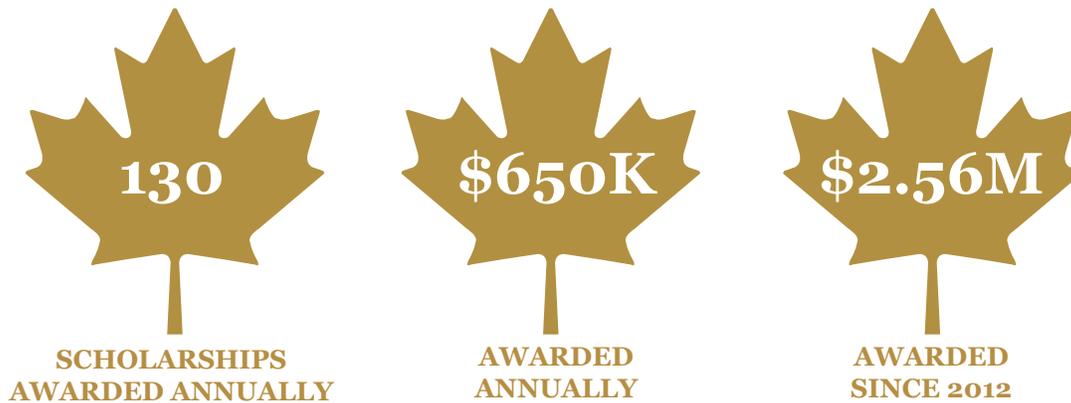
In recognition of our Members and Scholars and this year being the 150th anniversary of Confederation, we have a great deal to celebrate. On October 17, we look forward to acknowledging the greatness of our country and the people who have helped to make Canada the success that it is. In exchange for your patronage and support, sponsorship levels are outlined in this brochure for your consideration. Opportunities exist to customize a package that is just right for you or your organization.

We look forward to partnering with you in celebrating Canadian achievement. This will be an evening to transform lives and enable young people to pursue their dreams through higher education.

With sincere gratitude,

Board of Directors
Horatio Alger Association of Canada

ABOUT US



The Horatio Alger Association of Canada was founded in 2009 to inspire individual Canadians to reach their highest potential, thereby strengthening Canadian society as a whole. The Association was created to recognize men and women of outstanding achievement and to educate young Canadians about the limitless opportunities that exist through the free market system.

The Horatio Alger Association bears the name of renowned author Horatio Alger, Jr., whose tales of overcoming adversity through unyielding perseverance and basic moral principles captivated the public in the late 19th century.

The Horatio Alger Association of Canada is the Canadian affiliate of the Horatio Alger Association of Distinguished Americans, Inc. The American Association was created in 1947 with the goal of reigniting hope among younger generations and educating people about the economic and personal opportunities afforded them by the free market system.

In 2012, Horatio Alger Members founded the Association's first Canadian scholarship program for students in Ontario. The following year, a new scholarship program was established in Quebec in honour of former Prime Minister and Association Member, The Right Honourable Brian Mulroney. In 2014, the Association expanded its scholarship reach to Alberta and British Columbia with two new scholarship programs in honour of Horatio Alger Member Jim Pattison.

Thanks to the generosity of Horatio Alger Members, a \$10 million endowment was created to enable the Association to expand its scholarship support nationally. Since 2015, scholarships of up to \$10,000 are available to students from all Canadian provinces and territories through the Horatio Alger Canadian Scholarship Program.

Along with the American Association, the Horatio Alger Association of Canada has awarded more than \$125 million in scholarships to more than 25,000 students over the last 30 years.

HORATIO ALGER MEMBERS



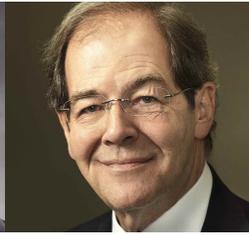
Alain Bouchard
Founder and Executive
Chairman of the Board
Alimentation Couche-Tard Inc.



Dominic D'Alessandro
Past President and CEO
Manulife Financial
Corporation



N. Murray Edwards
Chairman
Canadian Natural Resources
Limited



Serge Godin
Founder and Executive
Chairman of the Board
CGI



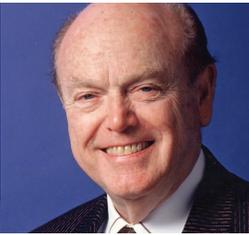
Wayne Gretzky
Member
Hockey Hall of Fame



Rebecca MacDonald
Founder and
Executive Chair
Just Energy Group Inc.



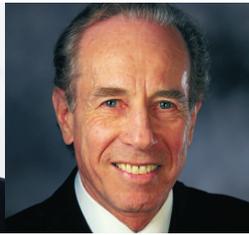
**The Right Honourable
Brian Mulroney, P.C.,
C.C., G.O.Q., LL.D.**
Former Prime Minister
of Canada
Senior Partner
Norton Rose Fulbright



Jim Pattison
Founder/Owner
The Jim Pattison Group



Gerard W. Schwartz
Chairman of the Board
and CEO
Onex



Isadore Sharp
Founder and Chairman
Four Seasons Hotels
and Resorts



V. Prem Watsa
Chairman and CEO
Fairfax Financial Holdings
Limited



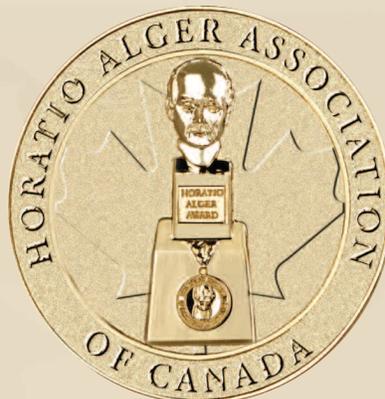
Rick Waugh
President, Chief Executive
Officer and Director (Retired)
Scotiabank

A NETWORK OF CANADIAN PIONEERS

Canada was built by pioneers who believed in the principles of hard work, honesty, determination, and never letting hardship get in the way of success. Today, these principles are fostered by the Members of the Horatio Alger Association of Canada.

Each year, the International Horatio Alger Award—which includes a lifetime membership in the Association—is presented to outstanding Canadians who have achieved great success despite personal and professional obstacles.

Horatio Alger Members serve as role models for what can be achieved through enterprise and perseverance. By supporting the Association's need-based scholarships, they help young Canadians pursue their dreams through higher education.



OUR IMPACT

HORATIO ALGER MEMBERS	SCHOLARSHIP PROGRAM	2017 SCHOLAR PROFILE		
<p>13 Members Inducted Since 2012</p> <p>\$10 MILLION Endowment Fund</p>	<p>518 Scholars Since 2012</p> <p>\$2.56 MILLION Awarded Since 2012</p>	<p>\$22,698 Average Family Income</p> <p>3 Average Family Size</p> <p>89% Average High School Grade</p>	<p>39% Divorce of Parents</p> <p>16.5% Death of Parent(s)</p> <p>24.7% Alcohol/Substance Abuse at Home</p> <p>18.8% Incarceration of Parent(s)</p>	<p>26% Physical/Mental/Sexual Abuse</p> <p>12.9% Foster Care</p> <p>25.9% Physical/Mental Disability or Illness</p> <p>9.4% Homelessness</p>

\$650K
in scholarships
awarded to 130
Scholars in 2017

INCLUDING:



\$400K
Canadian



\$200K
Fairfax Financial



\$50K
Entrepreneurial



MENTORING

INTERNSHIPS

FINANCIAL ADVISING

SUPPORT AND REFERRAL LINE

ALUMNI ASSOCIATION

SCHOLAR PROFILES



Phillip Kelly, 2017 Horatio Alger National Entrepreneurial Scholar

Phillip Kelly, 19, had to grow up quickly. In grade 11, he was forced to drop out of school to become a full-time caretaker for his family.

A year earlier, his guardian grandmother was diagnosed with Alzheimer's disease and stopped working. With nobody left to pay the bills or support his two brothers – one older with autism and one younger with fetal alcohol syndrome – Phillip selflessly took charge. He initially dropped his extracurricular activities but continued his schooling. Eventually, however, classes and homework got in the way of working, cooking, cleaning, and the day-to-day care of his relatives.

Circumstances inevitably caused the teenager to suffer from anxiety and related side-effects including sleeplessness and malnutrition. His doctor and extended family in Northern Ontario stepped in to help, allowing Phillip to focus more on his health. His goals shifted toward finishing high school and getting a post-secondary education.

Phillip was awarded the \$10,000 Horatio Alger National Entrepreneurial Scholarship and attended the Horatio Alger Scholars Conference in Washington, D.C., in April.

Horatio Alger Association Members are proud to help Phillip as he prepares to pursue environmental studies at Seneca College this fall. Phillip says the scholarship is “something I will always bring with me wherever I go; I hope to one day become a Member so that I myself can give back.”



Solomiya and Ivanna Salo, 2012 Horatio Alger Scholars

“The struggles I have gone through in my life taught me to be determined, gave me more courage, and taught me to work hard.” Yet *struggle* does not adequately describe the adversity faced by Solomiya Salo, 21, and her younger sister Ivanna, 20, who were born and raised in the Ukraine.

Shortly after the latter's birth, their father was diagnosed with a mental illness and was taken away from the family. Shattered by the loss, the mother continued to raise the girls, assisted by her mother.

The family learned to cope with minimal resources for nearly a decade, until the grandmother was diagnosed with diabetes. Her health deteriorated quickly and the stress became too much for the mother. One night, a distressed Ivanna went to see her sister: “our mom died.” She had suffered a heart attack during her sleep. A month later, the grandmother passed away.

Broken, the Salo sisters gained hope when their Canadian uncle adopted them. Solomiya and Ivanna worked hard to learn English and readjust to their new lives in Ontario.

Both were awarded \$5,000 Horatio Alger Scholarships in 2012.

Solomiya will graduate from Ryerson University's business management program next year, majoring in business law. Her career in financial services has already begun with the Bank of Montreal. Ivanna is majoring in Human Resources Management at Ryerson. She plans to become a Certified Human Resources Professional.

INVESTING IN CANADA'S FUTURE LEADERS

Sponsorship of the Excellence Gala is a powerful way to invest directly in the lives of young Canadians who are committed to pursuing their dreams of higher education.

The Association annually awards 130 Horatio Alger Scholarships to deserving high school and CEGEP students in financial need who have overcome significant adversity while demonstrating strength of character, strong academics, a commitment to pursuing higher education as well as a desire to contribute to society. Through fundraising opportunities like the Excellence Gala, we plan to increase the number of scholarships awarded annually.

By making a commitment to Horatio Alger programs and educational services, you are ensuring that young people with great potential and determination have the opportunity to continue their studies and achieve their goals. Furthermore, your investment serves as recognition of our scholars' grit and perseverance as well as the vital role our educational services play in students' success.

We are committed to ensuring that young people succeed throughout their college careers and beyond. Proceeds from the Excellence Gala will enable the Association to offer new services such as financial aid counseling, internships and mentoring, 24/7 support services and Alumni programs similar to the services offered by the Association in the United States. With your support, our promising scholars will be able to see past adversities to the rewards that come with hard work, integrity, perseverance, and compassion.



Centre: Horatio Alger Members Prem Watsa and Brian Mulroney with 2017 Horatio Alger National Entrepreneurial Scholars.

“These students are the future of our country and I have never been more optimistic that our country is in good hands.”

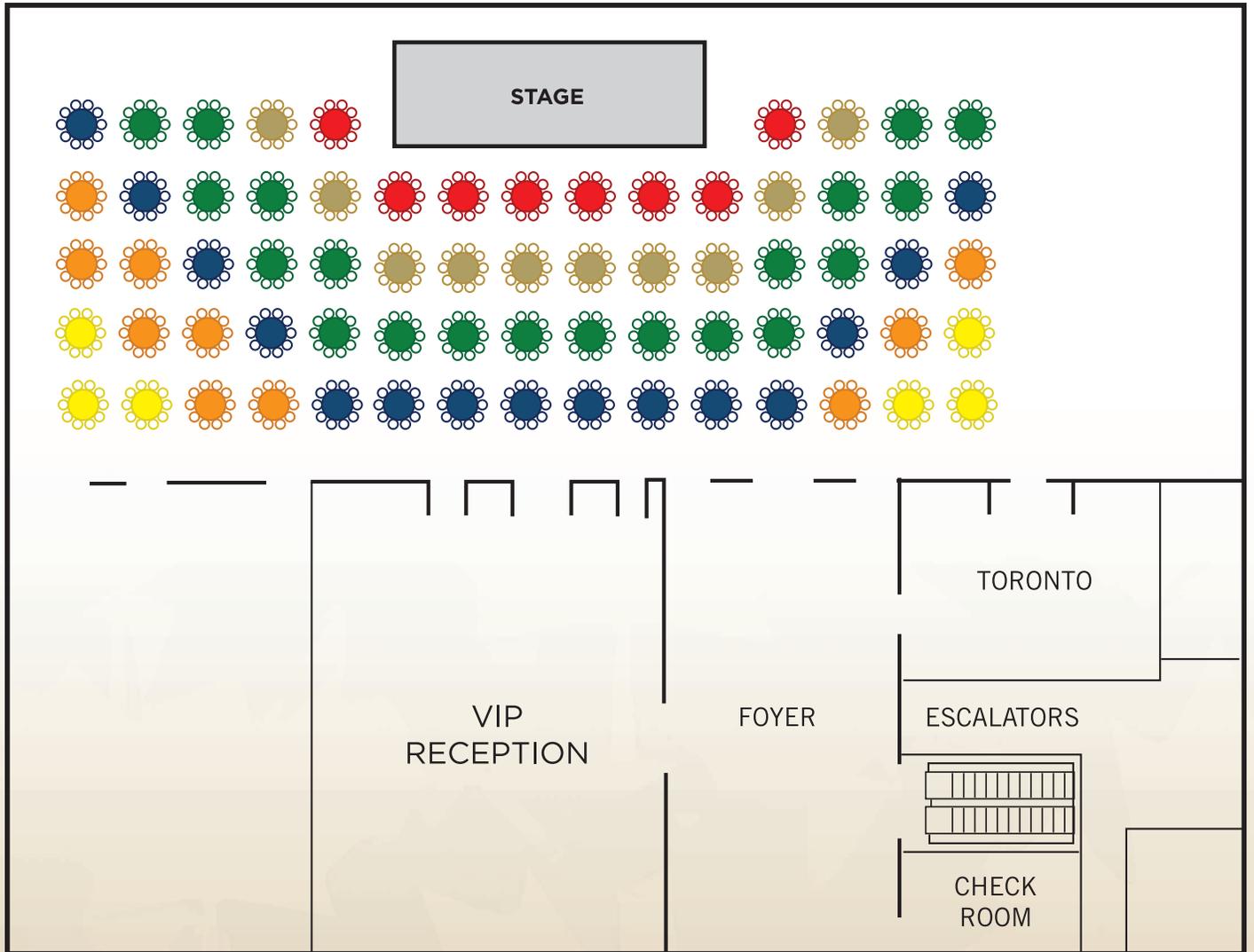
The Right Honourable
Brian Mulroney

SPONSORSHIP & INVESTMENT LEVELS

Sponsorships are available at different levels and packages can be tailored to meet your specific needs. There are a variety of branding and hospitality benefits as well as opportunities to meet with and hear from Horatio Alger Members and scholarship recipients.

	Pioneer \$100,000 (max. 8)	Northern Star \$50,000 (max. 10)	Freedom \$25,000 (max. 20)	Patriot \$10,000 (max. 15)	Legacy \$5,000 (max. 10)	Patrons \$2,500 (max. 60)
Activities						
VIP Reception	• (10 seats)	• (10 seats)	• (2 seats)			
General Reception & Dinner	• (10 premier seats)	• (10 premier seats)	• (10 select seats)	• (10 preferred seats)	• (10 standard seats)	• (1 seat)
Mission Advancement						
General Support	•	•	•	•	•	•
Scholarship Programs & Support Services	•	•	•	•	•	
National Scholars Conference (NSC)	•	•	•	•	•	
Alumni Programs	•	•	•	•		
Personal Computers for National Scholars	•	•				
Research Projects	•					
Recognition						
General recognition in event print materials				•	•	•
General recognition on event website				•	•	•
General recognition in Annual Report	•	•	•	•	•	
General recognition in NSC Program	•	•	•	•	•	
Special recognition in press releases	•	•	•	•		
Special recognition through social media engagement	•	•	•	•		
Special recognition on event website with logo placement	•	•	•			
Special recognition in event print materials with logo placement	•	•	•			
Special recognition in event remarks	•	•				
Special recognition in research publications	•					
Tailored benefits mutually agreed upon	•					

SEATING DIAGRAM



Sponsorship Levels

- \$2,500 
- \$5,000 
- \$10,000 
- \$25,000 
- \$50,000 
- \$100,000 

SPONSORSHIP FORM

Support level *(select one)*

- Pioneer \$100,000
- Northern Star \$50,000
- Freedom \$25,000
- Patriot \$10,000
- Legacy \$5,000
- Patrons \$2,500

Contact Details

(Please provide the following information so we may thank you for your gift and list you correctly in the program.)

Name _____

Company/Organization _____

- I am making the gift on behalf of my organization
- I am making this as a personal gift

E-mail Address _____

Phone Number _____

Street Address _____

Province, City, Postal Code _____

Method of Payment

Total Sponsorship Amount: \$ _____

- Cheque (All cheques should be made out to the **Horatio Alger Association of Canada.**)
- Please invoice me for my sponsorship

Completed forms can be emailed to (gala@horatioalger.org) or mailed to:

Horatio Alger Association of Canada
40 King Street West, Suite 5800
Toronto, Ontario M5H3S1

Signature _____

Date _____

The Horatio Alger Association of Canada is a charitable organization and contributions are tax deductible to the fullest extent allowed by law. The Association's charity registration number is 855623450RR0001.

PLEASE RETAIN ONE COPY OF THIS AGREEMENT FOR YOUR RECORDS.

HORATIO ALGER ASSOCIATION MISSION STATEMENT

To induct as lifetime Members of the Association contemporary role models whose experiences exemplify that opportunities for a successful life are available to all individuals who are dedicated to the principles of integrity, hard work, perseverance, and compassion for others.

To provide scholarship assistance to deserving young people who have demonstrated integrity, determination in overcoming adversity, academic potential, and the personal aspiration to make a unique contribution to society.

To mentor scholarship recipients and educate all youth about the limitless possibilities that are available through the free market system, while underscoring the importance of service to others.



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Toronto, Ontario M5H3S1

