GEF Seniors Housing

Brighten the Lives of Seniors

Every *light* tells a *story*



PARTNERSHIP OPPORTUNITIES

Seniors Housing



Every light tells a story.

A story of friendship, belonging, and the moments that make life meaningful.

Brighten the Lives of Seniors brings our community together through the power of light, celebrating the generosity and connections that help seniors live with dignity and thrive.

Each illuminated tree symbolizes a shared commitment to making a difference in the lives of seniors.

Through **GEF's Quality of Life Fund**, community generosity helps provide programs, activities, and experiences that enrich the lives of seniors across GEF Seniors Housing.

4,000+
Seniors living in GEF communities

44
GEF communities

$50K
Campaign fundraising goal

Giving in Motion

Through GEF's Quality of Life Fund, we recently purchased a new activity bus, helping seniors get out into the community, participate in local events, explore new places, and enjoy experiences together.



Partnership Opportunities

Choose how you will help brighten the lives of seniors.

PRESENTING PARTNER

$10,000

1 available

Lead the way in supporting quality of life for seniors through a partnership with prominent campaign recognition.

SPRUCE TREE PARTNER

$5,000

8 available

Make a meaningful impact for seniors while receiving enhanced recognition as a valued campaign partner.

COMMUNITY TREE PARTNER

$1,500 – $3,000

8 available

Join fellow community partners in supporting experiences and connections that enrich the lives of seniors.

See the following pages for full benefits and recognition opportunities.



Presenting Partner

$10,000 | 1 available

As the campaign's exclusive Presenting Partner, your business will be recognized as the lead partner helping create meaningful experiences for seniors across GEF communities.

Signature Recognition

- Recognition as the campaign's exclusive Presenting Partner
- Featured illuminated tree symbolizing your support
- Prominent logo placement on campaign materials
- Recognition on GEF's roadside billboard

Light-Up Launch

- Opportunity to deliver remarks and participate in ceremonial lighting
- Invitation for company representatives to attend

Campaign Visibility

- Select building illumination colours for two designated weeks
- Dedicated social media and Community Connections newsletter features
- Recognition on GEF's website and social media
- Inclusion in campaign media releases

Partnership Appreciation

- Post-campaign summary
- First right of renewal for the next campaign season
- Tax receipt

Spruce Tree Partner

$5,000 | 8 available

As a Spruce Tree Partner, your business will receive enhanced campaign recognition, with an illuminated evergreen serving as a symbol of your generosity and commitment.

Partnership Recognition

- Illuminated evergreen symbolizing your support
- Recognition at the Light-Up Launch Event
- Recognition in campaign promotional materials

Campaign Visibility

- Select building illumination colours for one designated week
- Dedicated social media and Community Connections newsletter features
- Recognition on GEF's campaign website and social media channels

Partnership Appreciation

- Invitation for company representatives to attend the Light-Up Launch
- Post-campaign summary
- Tax receipt



GEF Seniors Housing



Community Tree Partner

$1,500 - $3,000 | 8 available

Support meaningful experiences for seniors through a flexible community partnership. Choose a contribution between $1,500 and $3,000 that works best for your business, with an illuminated tree serving as a symbol of your generosity.

Partnership Recognition

- Illuminated tree symbolizing your support
- Recognition at the Light-Up Launch Event
- Inclusion in campaign promotional materials

Campaign Visibility

- Recognition on GEF's campaign website and social media channels

Partnership Appreciation

- Invitation for company representatives to attend the Light-Up Launch
- Post-campaign summary
- Tax receipt

GEF Seniors Housing

Light Up Launch Event

FRIDAY, DECEMBER 4, 2026
6:30 pm - 8:00 pm

GEF MCQUEEN PLACE LODGE
10938 - 142 Street





The **Brighten the Lives of Seniors** campaign officially begins with our Light-Up Launch Event, bringing together residents, community partners, donors, volunteers, and supporters to celebrate the generosity that makes the campaign possible.

The evening features the ceremonial lighting of the display, entertainment, sponsor recognition, and opportunities to connect with the GEF community. As the trees and buildings illuminate, they serve as a visible reminder of the collective commitment to enriching the lives of seniors.

Last year's launch welcomed dignitaries and local media, helping raise awareness of the campaign and the importance of community support.



The Lighting Display

Located at the intersection of 142 Street and 109 Avenue, between GEF McQueen Place Lodge and GEF Central Services, the campaign's signature lighting display brings warmth and light to the community throughout the winter season. The display serves as a visible celebration of the generosity, connection, and community spirit.



Building Illumination

Throughout the campaign, McQueen Place Lodge and GEF Central Services are illuminated nightly, creating a welcoming display that celebrates the community's commitment to supporting seniors across Edmonton.

More Than a Display

Each illuminated tree represents a community partner's commitment to enriching the lives of seniors.



Illuminated Trees

The illuminated trees are the visual centrepiece of the campaign, creating a welcoming winter display that celebrates the businesses and community partners supporting GEF's Quality of Life Fund.



Help Us Brighten the Lives of Seniors

Whether you've partnered with GEF for years or are exploring a new way to get involved, we invite you to be part of this year's **Brighten the Lives of Seniors** campaign.

Your partnership represents more than a light in our display. It reflects a shared commitment to creating meaningful experiences, fostering connection, and enriching the lives of seniors throughout the year.

Interested in becoming a campaign partner?

Please complete our **Partnership Interest Form** to express your interest and indicate your preferred partnership opportunity.

To ensure your business is included in our professionally printed campaign signage, we encourage you to submit the form by **Monday, November 23, 2026.** Partnership opportunities will remain available after this date.

Stephanie Martin

Volunteer & Community Engagement Manager

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Click here to complete the Partnership Interest Form

View our 2025 Annual Report here.

Learn more about us here.