



# STAIRS OF STRENGTH



## Stepping Up for Military and Veteran Families

Show your support for military and veteran families with Stairs of Strength, a stair-climbing fundraiser for Calgary Military Family Resource Centre (MFRC).

Participants will climb stairs and raise pledges for each step completed. The highest pledge earners will be recognized with exciting prizes!

## JOIN US

Friday, September 20

Anytime between  
11 am - 4 pm

McHugh Bluff Stairs  
on Memorial Drive



Scan the  
QR Code  
& Register  
Today!



# STAIRS OF STRENGTH

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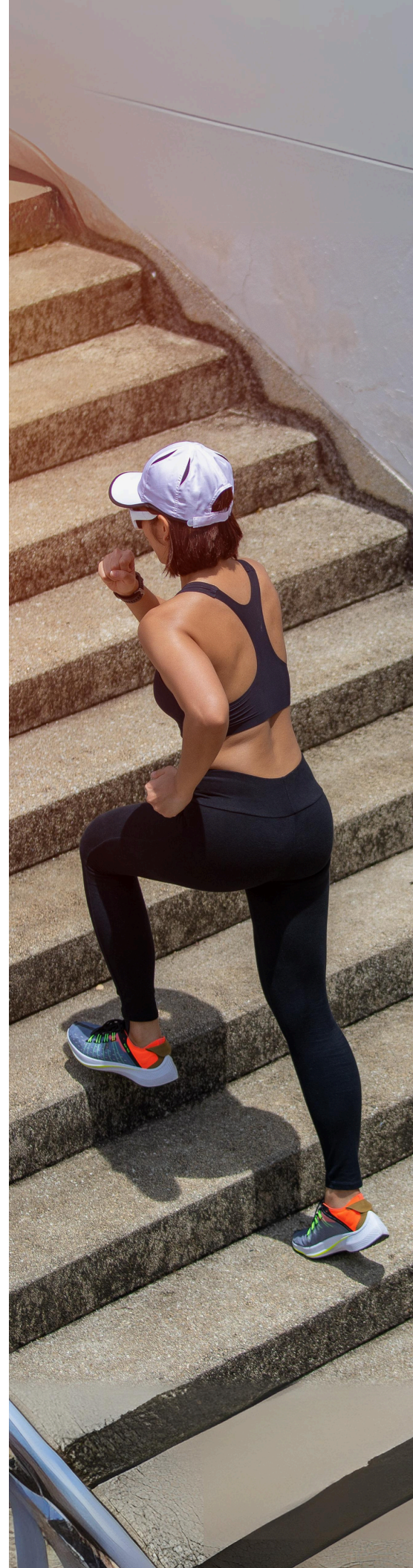
Join us on Friday, September 20, for **Stairs of Strength**, a stair-climbing fundraiser supporting the Calgary Military Family Resource Centre (MFRC). Our event honours the immense sacrifices of Canadian Armed Forces members, veterans, and their families who endure frequent separations, extended deployments, and high-risk situations.

Imagine being a child who only sees their parent through a screen for months or a spouse managing a household alone while their partner is deployed. These are the daily realities for military families, and Calgary MFRC supports them every step of the way.

Our services provide personal development, deployment support, counselling, health and wellness support, and child and youth activities, serving families from Red Deer to Lethbridge.

Special guest Lieutenant-Colonel Sandy Cooper, climbing 1000 stairs in full military gear, symbolizes the strength and dedication of our military community. Your participation directly aids these families, showing them they are not alone in their challenges.

This Military Family Appreciation Day, Friday, September 20, step up for military and veteran families. Sign up for Stairs of Strength, raise pledges, and help us provide essential resources to our heroes' families. Together, we can make a difference, one step at a time.



# GETTING STARTED



Scan the  
QR Code  
& Register

- 1.** Invite friends, family, or coworkers to join you at Stairs of Strength. Whether you form a team or take on the climb solo, every step counts!
- 2.** Head to <https://calgarymfr.crowdchange.ca/stairsofstrength> to register. Create your personal or team page and set your fundraising goal.
- 3.** Spread the word about your goal. Use social media, email, or word of mouth to rally support from your community and encourage donations.
- 4.** Join us on Friday, September 20, at the McHugh Bluff stairs. Arrive anytime between 11:00 am - 4:00 pm on event day and join the fun!

## REGISTRATION GIFT

Every registrant will receive a Camo Buff\* at the event as a token of our appreciation.

Wear it with pride as you climb the stairs and show your support for our military and veteran families!

\*While supplies last



## WANT TO SUPPORT WITHOUT CLIMBING?



Scan the QR code and pledge to support special guest Lieutenant Colonel Cooper as he climbs 1000 stairs in full military gear!





## **PLEDGE INCENTIVES**

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**The top individual fundraiser will  
receive a once-in-a-lifetime  
opportunity to fire a howitzer!**

This unique military experience on Saturday, October 19, 2024, at CFB Suffield will also include observing soldiers in action and potentially witnessing the impact of rounds at the Forward Observation Post.

May not be exactly as shown. Image source: <https://www.canada.ca/en/army/services/equipment/weapons/c3-105mm-howitzer.html>



# PLEDGE INCENTIVES

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## ADDITIONAL PRIZES FOR TOP INDIVIDUAL FUNDRAISERS:

2nd Highest Fundraiser	Signed Dennis Gilbert #48 Men's Calgary Flames Adidas Camo Military Appreciation Team Authentic Practice Jersey
3rd Highest Fundraiser	Signed Dustin Wolf #32 Men's Calgary Flames Adidas Camo Military Appreciation Team Authentic Practice Jersey
4th Highest Fundraiser	\$150 Gift Certificate for The Nash Restaurant & Off Cut Bar



## ACHIEVE THESE MILESTONES & EARN EXCLUSIVE REWARDS!

Raise \$1000	Attend an EXCLUSIVE lunch with Lieutenant-Colonel Cooper and Calgary MFRC's Executive Director!
Raise \$500	Receive a Letter of Thanks from a Military Family!
Raise \$250	Receive a Support Our Troops Teddy Bear!

# ABOUT CALGARY MILITARY FAMILY RESOURCE CENTRE

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The Calgary Military Family Resource Centre (MFRC) is dedicated to the support and enrichment of Canadian Military Families. Our Canadian Armed Forces (CAF) members, veterans and their families face unique challenges that make being in the military an occupation different from any other.

Imagine being a child who only sees their parent through a screen for months or a spouse managing a household alone while their partner is deployed. These are the daily realities for military families, and Calgary MFRC supports them every step of the way.

Our services provide personal development, deployment support, counselling, health and wellness support, and child and youth activities, serving families from Red Deer to Lethbridge.

**Have questions about the event or interested in exploring sponsorship opportunities?**

**Contact us at [info@calgarymfrc.ca](mailto:info@calgarymfrc.ca)**



*The Calgary Military Family Resource Centre is planning to raise \$300,000 this year in fundraising. It will cost our organization an estimate of \$20,000 to raise this. Funds raised will support our goal to bring about engaged and resilient Canadian Military and Veteran Families. For further information, please contact Barbara Pohl, Executive Director, Calgary MFRC at [Barbara.Pohl@CalgaryMFRC.ca](mailto:Barbara.Pohl@CalgaryMFRC.ca) or 403-830-8091.*