

ON THE WAY
HOME  **SPONSORSHIP GUIDE**





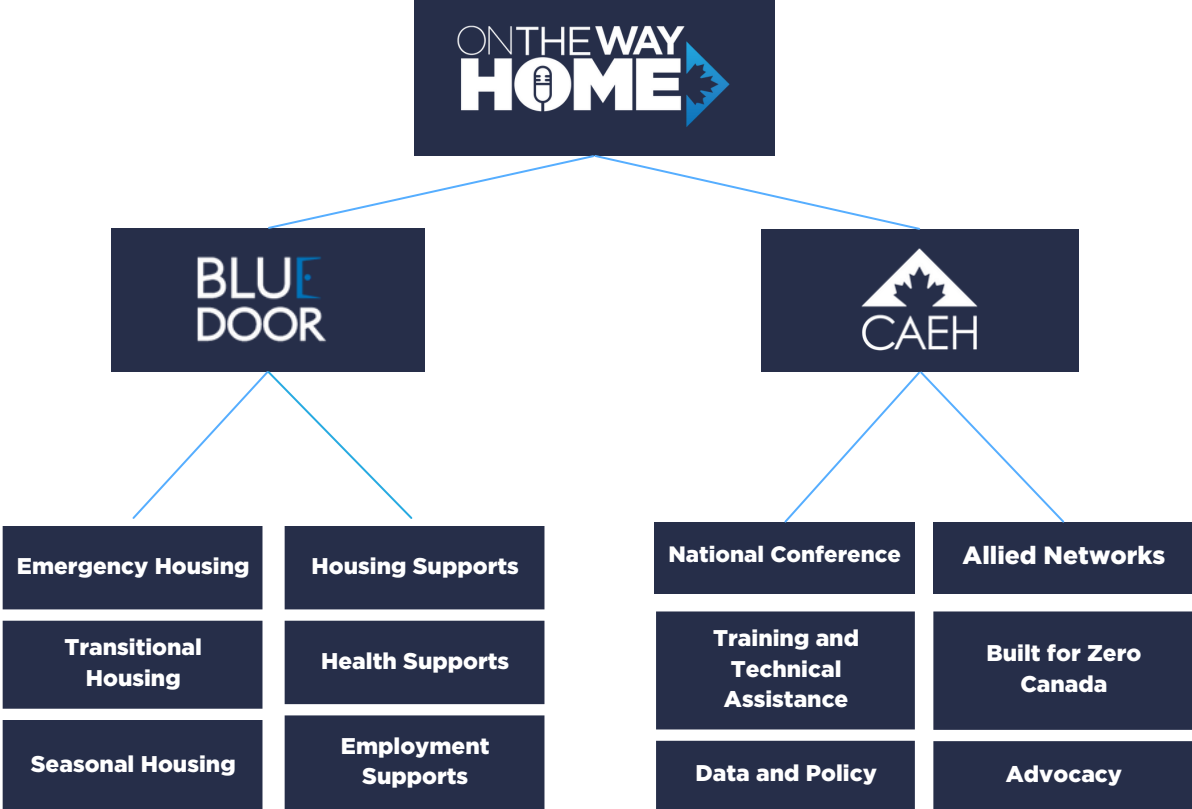
ABOUT ON THE WAY HOME

**OUR MISSION: TO AMPLIFY HOUSING
ISSUES AND SOLUTIONS ACROSS CANADA**

Since its inception in 2019, the weekly podcast has hosted housing and homelessness experts to share their stories, knowledge, and ideas with listeners over 125+ episodes. Through this platform, housing innovation can reverberate across the country and lead towards positive change for many.

Who We Are

On the Way Home is a joint partnership between two organizations dedicated to ending and preventing homelessness in Canada.



THE HOST



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MICHAEL BRAITHWAITE

Michael Braithwaite is the CEO of Blue Door in York Region, an organization dedicated to preventing and ending homelessness. While he's been in the social services sector for over 27 years, it's during the last 10 years he's found his passion in dedicating his work to making sure every Canadian has a safe and affordable place to call home.

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“Having rich and in-depth conversations every week with individuals from diverse backgrounds who are all fighting towards ending homelessness is incredibly encouraging. It gives me the inspiration and motivation I need to face the challenges my team and I experience as we try to provide housing and supports to our most vulnerable neighbours.” **Michael Braithwaite**



OUR LISTENERS

Our listeners care about ending homelessness and the affordable housing crisis. They are actively engaged in the work of serving their communities, and are well-connected activists, decision makers, leaders, and public servants.

10K+ Podcast downloads in 2023

50K+ Podcast video views in 2023

3500 Followers across our social network

1000 Average number of views per episode

125+ Episodes and counting





OUR GUEST SPEAKERS

As the first podcast of its kind in Canada, On the Way Home has had the privilege of hosting notable guests including the following trailblazers:

- Ene Underwood, CEO of Habitat for Humanity Greater Toronto Area
- Dr. Howard Koh, Professor, Practice of Public Health Leadership at Harvard University
- Juha Kahila, Y-Foundation Finland
- Melanie Redman, Co-founder, President & CEO of A Way Home Canada
- Neil Hetherington, CEO of the Daily Bread Food Bank

TESTIMONIALS FROM LISTENERS

“These podcasts are invaluable, by listening we may just have saved our community tens of thousands of dollars and are now working towards an even better solution. I was leaning towards a different model and now I am pretty sold on this one – Bridge Healing Transitional Accommodation Program, also known as Asamina Kochi.” **Mark Boychuk, Lived Expert and Advocate**



On the Way Home is a wonderfully informative podcast on homelessness and the issues surrounding it. Rarely does one come across a podcast with such depth and production value.

Jesse Thistle, Bestselling Canadian Author

“A podcast that takes deep dives into the public health issue of homelessness and explores ways we can solve it. A must-listen for those interested in the work currently being done to end homelessness in our country.”

Don Iveson, Former Mayor of Edmonton



Sponsorship Opportunities

Make a difference while getting noticed. Sponsoring On the Way Home not only reaches a national and international audience, it connects your organization with a cause and a movement that is addressing the most fundamental issue of our era, housing.

SPONSORSHIP LEVELS	GETTING STARTED	ENROUTE	HALF WAY	REACHING HOME
INVESTMENT	\$1000	\$5000	\$10,000	\$25,000
SOCIAL MEDIA BENEFITS	SHOUT OUT	LOGO PLACEMENT	CO BRANDED POST	PRESENTED BY, URL TO WEBSITE
E-NEWS INCLUSION	MENTION	LOGO + URL	PROMO CONTENT	DEDICATED E-NEWS
30 SECOND AD	N/A	1 MONTH RUN	3 MONTH RUN	6 MONTH RUN
BRANDING	VERBAL MENTION AT START	VERBAL MENTION AT START + END	WELCOME AND END SLIDES	ON AIR APPEARANCE /CO-HOSTING

Our team is also happy to customize a signature sponsorship package according your unique needs. Reach out to us at info@bluedoor.ca!



A ROUND OF APPLAUSE

FOR OUR PRESENT + PAST SPONSORS



PAUL MEREDITH TEAM
— Mortgage Broker CityCan Financial —

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Thank You For Listening

Got questions or ready to become a sponsor?
Reach out to our team at info@bluedoor.ca!



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