



# REQUEST FOR DECISION

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**SUBJECT:** Sponsorship Request – CX Solid Foundation  
**SUBMISSION TO:** REGULAR COUNCIL MEETING REVIEWED AND APPROVED FOR SUBMISSION  
**MEETING DATE:** April 8, 2025 CAO: MANAGER:  
**DEPARTMENT:** COMMUNITY SERVICES DIR: MH PRESENTER: LD  
**STRATEGIC PLAN:** Culture, Social & Emergency Services LEG: SS

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**RELEVANT LEGISLATION:**

**Provincial** (cite) – N/A

**Council Bylaw/Policy** (cite) – Policy 8012 – Sponsorships

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**RECOMMENDED ACTION:**

**MOTION:** That Council approve sponsorship in the amount of \$1,000.00 to the CX Solid Foundation for sponsoring a community event to be held in conjunction with the “Hoofing for Hope” event starting in Grande Cache, Alberta, on June 3, 2025, with funds to come from the 2025 Community Services Sponsorships & Donations budget.

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**BACKGROUND/PROPO**

CX Solid Foundation is starting a 31-day horseback ride and fundraising campaign, “Hoofing for Hope,” in Grande Cache on June 3, 2025, at the Grande Cache Institution, and has requested sponsorship for the event.

CX Solid Foundation is a registered non-profit organization based out of Edmonton that focuses on supporting the mental health of Canadian federal correctional officers by offering alternative programs that focus on resilience, support and overall wellness.

The 31-day fundraising campaign will include visiting all seven federal institutions across Alberta, starting in Grande Cache and then returning to Edmonton for a visit at the Edmonton Institution for Women. From there, the journey continues to Grierson Institution in downtown Edmonton, then on to Drumheller Institution, Bowden Institution, Pe Sakastew minimum security, and completing their route at the Edmonton Institution. Throughout the journey, participants will ride a total of 335 km on horseback while travelling and hauling the horses a total of 1,316 km. The goal is to raise awareness of the importance of mental health in federal institutional workers and help to support those workers who face a unique set of challenges in their profession.

During their stay in Grande Cache, the Foundation, alongside the local RCMP, will ride through downtown Main Street to the Grande Cache Institution yard. There, they will spend several hours allowing staff and officers to enjoy a break with a staff BBQ, interact with the horses, and engage in conversations about the unique challenges faced at the Grande Cache Institution. The goal is to break the stigma surrounding mental health, encourage open dialogue, and strengthen connections within the correctional community.

In addition, the Foundation would like to hold a public event the following day in Central Park to raise awareness of the struggles and challenges that correctional officers, first responders, and high-stress professionals face.

While Administration sees the value of the “Hoofing for Hope” event overall in raising awareness and encouraging institution employees to address their mental health, it is recommending a sponsorship of \$1,000.00 to be used towards their public community event. The applicant has indicated they will host something in Central Park for the community, and Greenview could sponsor this event.

The 2025 Community Services Donations and Sponsorships budget balance is approximately \$140,048.75.

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**BENEFITS OF THE RECOMMENDED ACTION:**

1. The benefit of accepting the recommended motion is that Greenview would be supporting an event that the entire community can attend.

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**DISADVANTAGES OF THE RECOMMENDED ACTION:**

There are no perceived disadvantages to the recommended motion.

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**ALTERNATIVES CONSIDERED:**

**Alternative #1:** Council has the alternative to recommend a different sponsorship amount or sponsor the planned staff BBQ event at the Grande Cache Institution for federal employees.

**ALTERNATIVE MOTION:** That Council approve sponsorship for \$1,000.00 to the CX Solid Foundation for the “Hoofing for Hope” event starting in Grande Cache, Alberta, on June 3, 2025, with funds to come from the 2025 Community Services Sponsorships & Donations budget.

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**FINANCIAL IMPLICATION:**

**Direct Costs:** \$1,000.00

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**STAFFING IMPLICATION:**

There are no staffing implications to the recommended motion.

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**PUBLIC ENGAGEMENT LEVEL:**

Greenview has adopted the IAP2 Framework for public consultation.

**INCREASING LEVEL OF PUBLIC IMPACT**

Inform

**PUBLIC PARTICIPATION GOAL**

Inform - To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.

**PROMISE TO THE PUBLIC**

Inform - We will keep you informed.

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**FOLLOW UP ACTIONS:**

Administration will advise the CX Solid Foundation of Council's decision.

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**ATTACHMENT(S):**

- CX Solid Foundation "Hoofing for Hope" Sponsorship Application
- CX Solid Foundation Sponsorship Letter
- Hoofing for Hope Event Map
- Hoofing for Hope – Grande Cache Budget