

# ACROSS THE LENS

STORIES OF YOU AND ME in 2020

用我的眼睛看你的世界：2020的故事



October 7, 2020

*Dear Across U-hub's Friends and Supporters,*

I hope you are keeping healthy and well throughout the ongoing pandemic situation.

In the recent months of full and partial lockdown, Across U-hub has been working extraordinarily hard and creatively to keep connecting and engaging our young people in order to continue to bring care, meaning and the sense of community to their lives in the midst of physical isolation. Visit <https://acrossuhub.com/events/across-e-book/> to learn about the various activities our youth have been involved in while observing social distancing.

In lieu of our annual celebration and fund-raising gala this November, Across U-hub is working with our young people to produce a special e-publication entitled, *Across the Lens: Stories of You and Me in 2020*. This e-book, which will be published in the next few months on different social media platforms, covers stories about unsung heroes in our Chinese Canadian community during COVID-19. These heroes are mostly individuals who have been hit hard by the crisis – for example, essential workers, restaurant owners and small businesspersons. With training and mentorship, our young volunteers conduct interviews and capture through their eyes the narratives of how these heroes have weathered and braved through waves of COVID-19 while still caring for the well-being of people around them, including family members, employees, etc.

**The whole idea of this special project is to:**

- Encourage our young people, who are relatively protected during the lockdown, to reflect on and appreciate the hardships and resiliency some of their older generations have been going through in this trying time of volatility and uncertainties.
- Unearth the often untold but touching and inspirational stories of many first-generation immigrants who have quietly sacrificed and contributed to the community with little recognition and acknowledgements.
- Spread positive energy to the community during these challenging times in order to keep up the spirit of each other.
- Promote cross-generational understanding and appreciation, which is an ongoing goal of Across U-hub.
- Foster our youth's interpersonal and empathy development through training and empowering them to interview and tell stories about people from immigrant communities.

We hope you will also find this special project meaningful and can support it by considering the options in the attached sponsorship kit. Understanding the global financial impact of COVID-19, we appreciate any amount of support, as it is a sign of encouragement that you still believe in us and in the importance of raising our next generations together for a better future.

Peace and blessings,

Maria Yau  
Co-chair of Across U-hub's Fund-raising Committee

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## Sponsorship Package

Your support means a great deal to us, and will make it possible for us to serve youth who need our care and support.

### Event Sponsorship

◆ Mentor Sponsor	\$4,000
◆ Leader Sponsor	\$3,000
◆ Partner Sponsor	\$1,800

### Advertising Sponsorship

◆ One full page, 4-color advertisement in Across E-book (size: 8.5" W x 11"H)	\$500
◆ One half page, 4-color advertisement in Across E-book (size: 8.5" W x 5.5"H)	\$350
◆ One 1/3 page, 4-color advertisement in Across E-book (size: 2.75" W x 11"H)	\$250

Event Sponsorship Benefits	Mentor Sponsor \$4,000	Leader Sponsor \$3,000	Partner Sponsor \$1,800
Feature Article Presenting	◆		
Logo recognition on Across U-hub website for one year	Logo & Link	Logo & Link	Logo
Acknowledgement in Press Release and Social Media (e.g. Facebook, etc.)	◆	◆	◆
Full-page 4-color Advertisement in Across E-book (8.5"W x 11"H)	◆	◆	
Half-page 4-color Advertisement in Across E-book (8.5"W x 5.5"H)			◆
Acknowledgement plaque	◆	◆	◆
Logo recognition in E-book	◆	◆	◆

Please kindly click [here for online reply form](#), or [printable reply form](#) and submit your sponsorship before December 7, 2020. Thank you.

Phone: 905-944-1944 Fax: 905-944-1950 E-mail: [support@acrossuhub.com](mailto:support@acrossuhub.com)

*Note: According to the regulations of Canada Revenue Agency, an invoice will be provided to each sponsor for the sponsorship support.*

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