EQUITABLE HEALTH ASSOCIATION

Sponsorship Package

About EHA

Mission

Equitable Health Association (EHA) is an organization dedicated to providing accessible and reliable health information for rural and underserved communities. Through community-based educational workshops, practical health-support resources, and relevant partners, we aim to bridge gaps in health literacy across southwestern Alberta.

Vision

We envision a future where everyone has the opportunity to make informed decisions about their health, regardless of geographical, economic, or ethnocultural background. Beyond delivering educational resources, we strive to be a team that listens to each community, respects their culture, and works alongside them to create meaningful interactions.

Values

1. Health-related knowledge, education, and resources
2. Equity and diversity
3. Community involvement
4. Tangible support
5. Collaboration
6. Resourcefulness
7. Leadership
8. Communication
9. Cultural understanding
10. Awareness

About EHA

Rural communities face **unique challenges** in accessing **healthcare** and **reliable health information.**



22%

of Albertans live in rural communities

(AHS, n.d.)



1 in 4

rural/remote hospitalizations involve high or very high travel burden

(CIHI, 2024)



60%

of Canadian adults struggle with health literacy

(ABC Life Literacy Canada, 2024)

EHA recognizes these challenges and highlights the importance of bringing **trusted, accessible health information directly** to **rural communities.** Driven by personal **adversities** and **experiences**, the majority of our executive team come from rural backgrounds and the entire organization is passionate about **bridging** these **health gaps**.

Our Founders





Daniel Choi and Cordelia Yip co-founded Equitable Health Association (EHA) in 2026. They both grew up in Fort Macleod, a small rural town in southern Alberta, and were deeply involved in student leadership and community service. They saw firsthand how healthcare, medical resources, and health education have been lacking in rural areas. The prevalence of health misinformation and exposure to more inequities in Canada further motivated these individuals to start an initiative that bridges these gaps.

These students co-founded EHA as a platform to use resources they have in Calgary to give back to rural communities by hosting interactive Community Health Workshops that not only provide applicable health information and tangible resources, but empower individuals to actively learn and apply this knowledge. Having these workshops in person is important to them; they recognize that these opportunities not only have to be engaging, but also accessible, convenient, and community-focused.

Now, they are both aspiring physicians studying at the University of Calgary. Both are also expanding their range of knowledge in different areas of health; Daniel is currently researching extensively in the evolving fields of computational neuroscience and digital health, and Cordelia is actively representing cultural minorities to advocate for spatial justice and social equity while learning about how cultural awareness is lacking in healthcare.

Ultimately, they are dedicated to serving rural and low socio-economic demographics in health education while actively pursuing their education. They aim to create a meaningful, collaborative, and sustainable impact to enhance health equity through EHA.

Board of Directors



Daniel Choi
Co-Founder | President



Cordelia Yip
Co-Founder | Vice President



Benjamin Funk
Secretary



Quan Lam
Treasurer



Andrew Choi
Advisory Director



Jasmine Santos
Communications Coordinator

Our Programs



Community Health Workshops

- Interactive **presentations** focused on relevant health topics
- Engaging **table discussion**
- **Collaboration** with healthcare professional(s) and community partners
- **Q&A** portion



Health Information Resources

- Clear, easy-to-understand **handouts**
- **Key information** related to workshop topics
- Materials designed to support **continued learning** at home
- **Sharable resources** for friends, family, and other community members (digital and physical copies)

We actively seek **feedback** when working with **local partners** to ensure our programs remain **relevant** and **responsive** to **local needs.**

Our Programs

EHA offers a variety of **Community Health Workshops** designed to address the **unique needs** of **rural communities** and keep participants engaged. Community hosts can choose the **Area(s) of Health** they find relevant for their audience. Workshop presentations, activities, and resources all revolve around the Area of Health selected.

Areas of Health

Cultural Medicine

Digital Health

First-Aid

Maternity Health

Mental Health

Nutrition

Preventive and Long-Term Health

Sports Medicine and Fitness

Substance Use and Addiction

Women's Health

Why Sponsor Us?

Key Benefits

Recognition and Visibility

Enhance your brand as a supporter of EHA's health education initiatives through our platforms and community efforts

Meaningful Partnerships

Connect with a community-driven organization that is working to improve access to health information

Rural Community Support

Play a role in initiatives that address health barriers faced by rural communities

Impact Updates

Stay informed about EHA's progress and the outcomes made possible through your contribution

Why Sponsor Us?

Your Support Will



Increase access to reliable health information and resources



Empower individuals to make informed decisions on their health



Support rural communities and promote long-term impact

Where Your Support Goes

Workshop Delivery and Community Materials

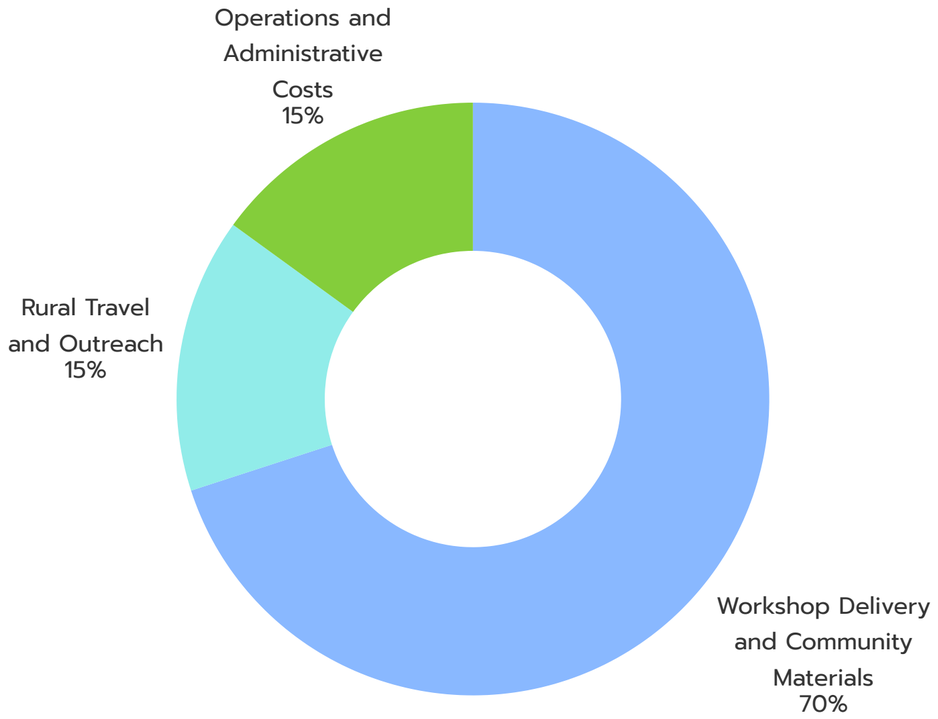
- Providing honorariums to collaborating healthcare professionals and guest speakers
- Creating take-home resources and kits for long-term use
- Buying stationery, tools, and supplies for participants
- Printing worksheets and learning guides

Rural Travel and Outreach

- Covering fuel and transportation costs to reach rural communities
- Distributing flyers and other marketing strategies to expand our reach

Operations and Administrative Costs

- Securing insurance
- Ensuring legality and required permits and documents
- Tracking workshop progress and creating impact reports



Your **investment** in **rural health** and **community wellness** are intentionally allocated to **advance** our **programs** and **empower communities** with **reliable health information.**

Levels and Recognition

Benefits	Community Champion $5000+	Health Supporter $3000	Wellness Friend $1000
Logo feature on our social media platforms and website	✓	✓	✓
Logo and brand feature on take-home resources and handouts	✓	✓	
Speaking opportunity at workshop	✓		

In-Kind Sponsorships

Professional Expertise

- Healthcare professionals to support workshops
- Guest speakers or subject matter experts
- Training or certification support for EHA members

Educational Materials and Workshop Handouts

- Captioned educational videos and digital health modules
- First-aid kits and CPR training materials
- Health demonstration tools (e.g. anatomical organ models, handwashing kits)
- Nutrition and wellness education materials (e.g. healthy recipe booklets, nutrition label guides)
- Fitness and sports medicine equipment (e.g. resistance bands, grip strength squeezer)
- Mental health workshop materials (e.g. stress relief squeeze balls, gratitude journals)
- Participant learning supplies (e.g. pens, highlighters, coloring materials)
- Workshop setup equipment (e.g. folding tables, extension cords)

Contact Us

Thank you for supporting Equitable Health Association (EHA)!

Contact us at **equitablehealthassociation@gmail.com** for inquiries.

Connect with us on social media

Instagram:
@equitablehealthassociation

Facebook:
Equitable Health Association

LinkedIn:
Equitable Health Association (EHA)

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References

ABC Life Literacy Canada. (2024). *Health Literacy Statistics* [PDF]. https://abclifeliteracy.ca/wp-content/uploads/ABC-Health-Literacy-Infographic.pdf

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