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**The average  
cost of prom  
for students  
is \$1000**

**In 2025, a family of four in  
Canada is projected to need  
approximately \$1,400 per  
month for groceries.**





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# Making Prom Happen

Making prom and grad dreams come true for youth in Peel Region

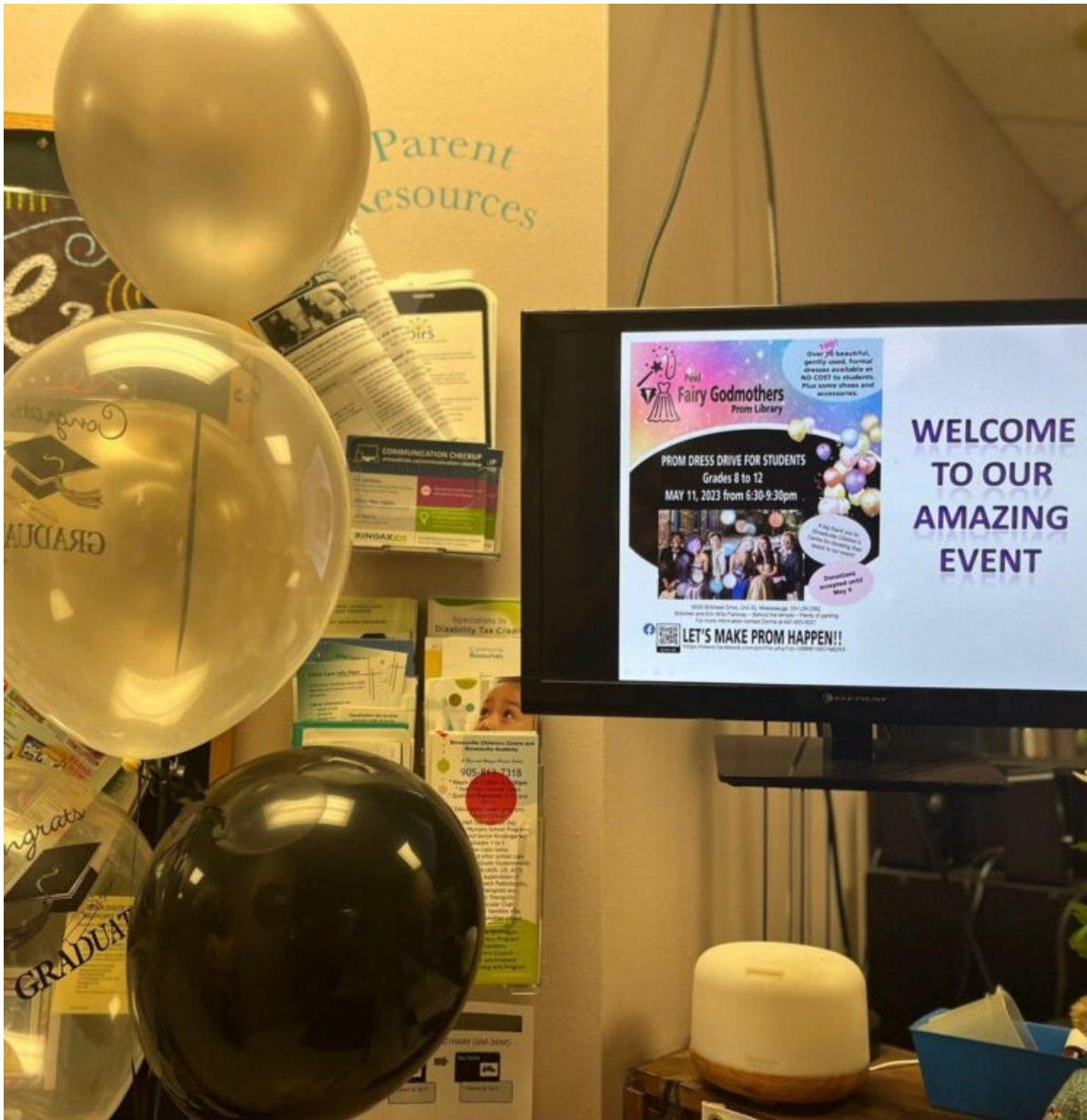


# Agenda Items

- Introduction to Making Prom Happen
- The Importance of Prom for Students
- How Making Prom Happen Works
- Ways that City Council Can Help

# Introduction to Making Prom Happen

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# Our First Event

A group of amazing people came together and created a free prom dress event in May 2023. In only 6 weeks, we gathered over 300 dresses... not to mention the incredible selection of shoes, bags, and other accessories.

We had the privilege of supporting 70 families.

**Making Prom Happen**  
for everyone

**Free Graduation and Promwear Event**  
for students grades 8 to 12

**April 18, 2024**  
from 3:30pm to 8:00pm

**Location:**  
Bramalea Secondary  
School Cafeteria  
510 Balmoral Drive,  
Brampton, Ontario.

Let's Make Prom Happen!

For more information visit our website or social media sites:

@makingpromhappen  
 @makingpromhappen  
 Peel Fairy Godmothers - Making Prom Happen

[www.makingpromhappen.ca](http://www.makingpromhappen.ca)

Safe Space

# Last Year's Event

An incredible team of volunteers came together and created a magical night for over 250 youth.

**We're back for our 3<sup>rd</sup>  
year and it is going to be  
even bigger and better!**



**Safe Space**

**Neurodiversity Safe Space**

**Free Graduation and Promwear Event for Students (grades 8 to 12)**

**April 10, 2025**  
**Turner Fenton Secondary School**

7935 Kennedy Rd S, Brampton  
Kennedy Rd and Steeles Ave E

**3:30-7:30pm**

Register today to book your time slot!

**@makingpromhappen**

**@makingpromhappen**

**Making Prom Happen**

**www.makingpromhappen.ca**

# The Importance of Prom for Students

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# Emotional and Social Significance

## **Bonding Experience**

Prom provides students with a unique opportunity to bond with their peers, creating cherished memories and friendships.

## **Sense of Community**

The event fosters a strong sense of community among students, enhancing their social connections during school years.

## **Lasting Memories**

Prom creates lasting memories for students that they carry with them well beyond their school years.



# Building Self-Esteem and Confidence

## Impact of Outfit on Confidence

Wearing a beautiful outfit can enhance a student's confidence, making them feel more self-assured at events.

## Expression of Individuality

Prom outfits allow students to showcase their unique style and personality, promoting a sense of individuality.

## Feeling Valued in Community

Wearing an eye-catching outfit helps students feel recognized and valued within their school community.



# Creating Lasting Memories

## Highlight of High School

Prom is often viewed as a significant event in high school life, marking a celebratory milestone for students.

## Cherished Memories

The experiences from prom create lasting memories that students look back on fondly for years to come.

## Positive Impact

Prom contributes positively to students' overall high school experience, enhancing their sense of community and belonging.

# How Making Prom Happen Works

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# How It Works

## Event Promotions

- Promotion letters and emails
- Flyer delivery to schools
- Press Releases sent out to media
- Social Media campaign begins
- Website updates and launch

## Gather Donations

- Confirm volunteer drop-off locations and build the google map for the website
- Educate volunteers on procedure for sorting and tagging clothing
- Social media requests for donations
- Amazon Wishlist is refined

## Student Registrations

- Registration is open to all students in Peel Region
- Website form is made available for students to register their time slot
- Walk-ins are still allowed, but will be admitted as space permits

# The Big Event



- Weeks preceding the event are spent organizing inventory to prepare for transport and finalizing event details (decorations, signage etc.)
- We rent a U-Haul on the day of the event to pick up from all of the drop-off locations
- 40-50 volunteers arrive at the event to create out incredible promwear pop-up shop (last year we had over 1300 pieces of clothing)
- Students register at the front door and then go shopping
- When they are finished, they check out their items (just like a store... but no money)



# Building Partnerships within the Community

## Building Partnerships

We collaborate with the social workers and guidance councilors at the Peel District School Board and the Peel Dufferin Catholic School Board to ensure that information about our event reaches as many students as possible, especially those students who really need us.

We have also built strong relationships with local charities and youth groups.

## Raising Awareness

Through local charities and youth groups we raise awareness about the event, encouraging community involvement and participation from local stakeholders.



## Volunteer Involvement

"Having friends who are single moms and hearing how they were struggling to make sure their kids had a memorable prom experience. I just wanted to help in anyway I could."

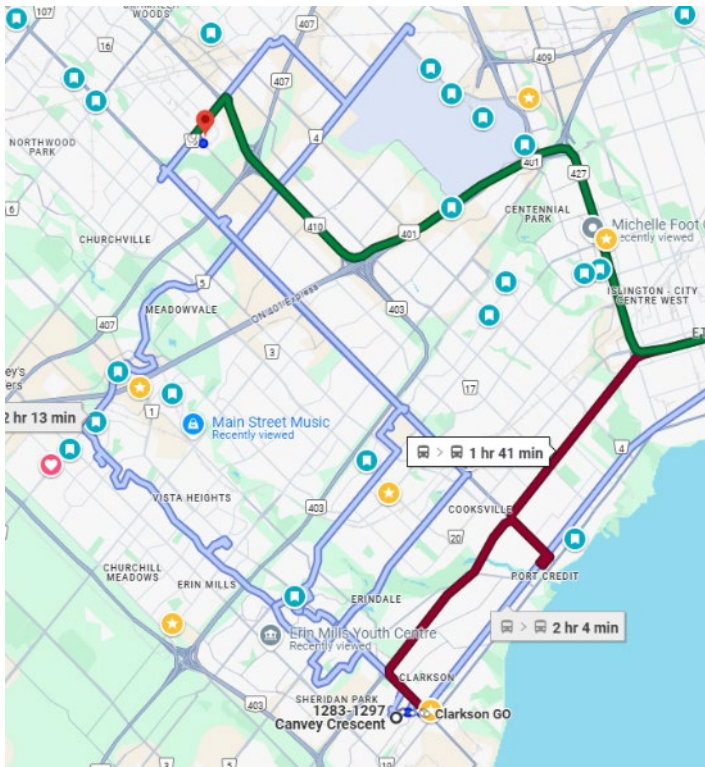
"This event may be the deciding factor on whether graduates can afford to attend their Prom as the prices for their tickets alone are beyond the reach of some families. Add in the price of a dress or a suit, some miss out entirely; with Making Prom Happen, it stands true to its name, we help make prom happen."



# Ways that City Council Can Help

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# Transportation for Students



Peel Region is a huge area. And although we try to ensure our event is centrally located, some of our students are faced with close to a 2-hour journey on transit to attend the event. That's 4-hours both ways.



# Suit Donations



We had many students last year who couldn't find an outfit. It's really hard to get enough suits. We also have some students who don't fit into suit sizes that are most commonly donated.

We tried to get donations from local retailers, but were either turned away, or ignored.

Last year, Councilor Rod Power, from Brampton, agreed to purchase a suit for a young man who was much too tall to fit into any of our donated suits.

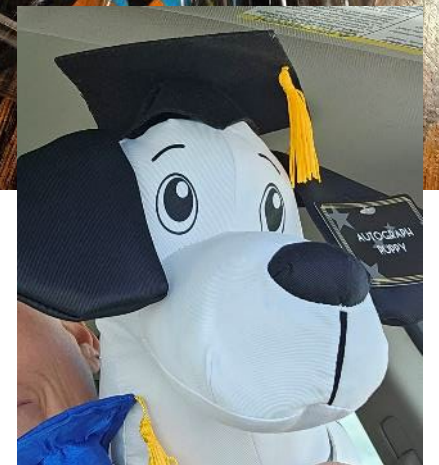
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# Raffle Prize Donations

Last year we had an anonymous donor purchase 5 Uber Black Gift cards for \$100 each.

We also had gift cards for local retailers donated.

The students absolutely loved these prizes!

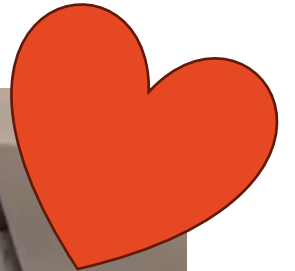


# Event Promotion and Attendance



Counsellor Fonseca did a promo video for Making Prom Happen last year on Facebook.

*It was awesome!*



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# This is why we do what we do...

“After hearing about this event from my friends' mom who is a volunteer I decided to go. I had dreamed about what I would wear to my prom for years, not realizing we wouldn't be able to afford it now. I didn't know what to expect going in but when I came out I had the dress of my dreams, shoes, a purse, and even some accessories. Thank you Making Prom Happen!”

Will you help us  
Make Prom  
Happen?

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