

Making a difference motivates Tammie Belanger

For those that support organizations like the Chinook Sexual Assault Centre (CSAC), knowing your contribution is making a difference is essential.

This is certainly the case for local business person Tammie Belanger.

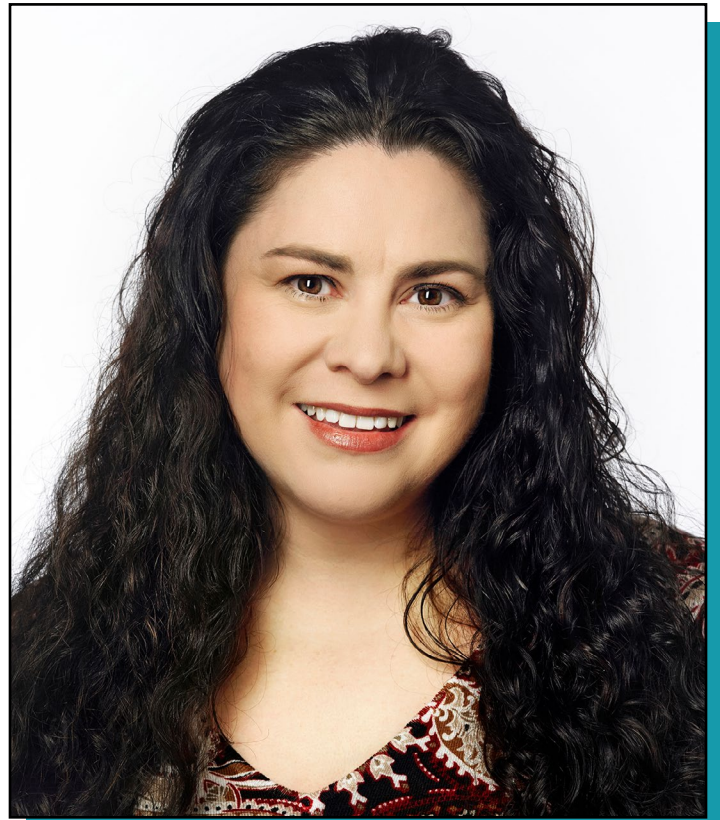
“I think for a lot of businesses, that’s what they want to see, that their donation is making a difference and that there are good things being done. I think that is why it is sometimes hard for businesses, because they have finite resources to be able to donate,” she explains.

Tammie has been a member of the board of directors for the Chinook Sexual Assault Centre for seven years.

“I was very honoured to be asked to be on the board,” she remembers “I knew the people involved in starting this organization. I knew the ethics and the skills they had, and I knew this was going to be a potent organization that was going to do some really good things.”

Over time, she says this faith has proved well-founded.

“We’re filling a need that unfortunately we have,

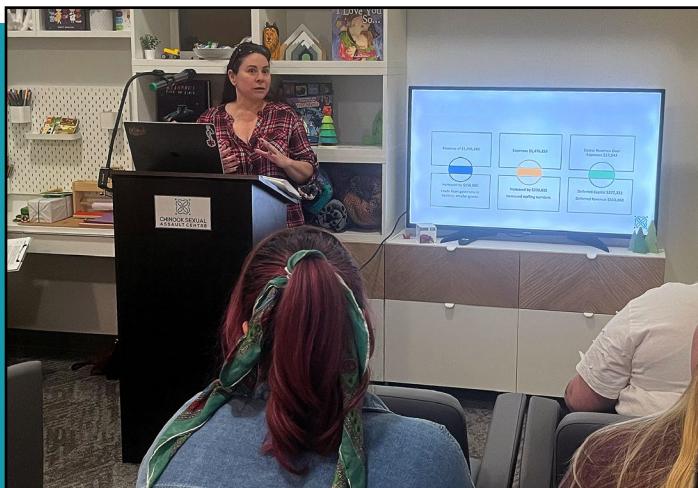


Tammie Belanger, CSAC board member and donor.

and back a few years ago there was just a black hole for these services and nowhere for people to turn and so I think personally what drives me to be part of this organization is that there are real people being helped,” she explains.

Tammie not only volunteers her time, but is also a donor to the organization. Though she contributes in a variety of ways, her favourite is the sponsorship of the facility dog program at the Chinook Sexual Assault Centre. Last spring, the organization was thrilled to add Link II to the team. Link II works primarily at our Chinook Child and Youth Advisory Centre where he helps children, youth and families who have experienced the trauma of abuse.

“Animals give us comfort and that’s Link’s job. All he has to do is just be himself and he makes a



Tammie Belanger speaks at CSAC’s 2025 Annual General Meeting.

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Donor profile

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situation that can be really traumatic and really tough, just a little bit easier,” she says.

Tammie and her business partner Bobbi Davis Remington, co-owners of the west-side and south-side Pet Valu locations in Lethbridge, were instrumental in bringing the support dog program to CSAC. Pet Valu outfitted Link II with all the equipment he needed to get started and provides ongoing essentials such as food, supplies and veterinary care.

“I was really lucky that my love for this organization and the work we do dovetailed so nicely with our values for our Pet Valu business. We try to support a lot of charitable organizations such as animal rescues and other organizations that are near to our heart,” she states.

In addition, Tammie, a partner at Ignite CPA and part of the ownership group of several local KFC restaurants, has contributed to the CSAC through her other businesses. She also promotes support of the organization to friends, colleagues and other business owners.

“A big part of it is education because we are still a very new organization,” she explains “We don’t have a big machine to get our name out there and so much of what I do is just telling people we exist and educating them on what we do. I think that is the toughest part, but it is also the most rewarding, because after you have talked to people, they are like, ‘Oh my God, I had no idea.’”

Tammie feels her own financial contributions add extra credibility to what she says about the Chinook Sexual Assault Centre.

“Volunteering my time is one thing, but not



One of Tammie’s favourite projects is the facility dog program at CSAC. Pictured here are Tianna Graham (right), manager of the Pet Valu south location with Link II and his handler Baylee Schmidt, Supervisor of the Chinook Child and Youth Advocacy Centre. Pet Valu is donating all the food and supplies Link needs to do his work.

only will I give my time, but I believe in the organization so much that I will actually give my financial resources as well and that says a lot,” she explains.

Tammie has also agreed to assist the organization with a major fundraising event this fall. She says the Once Upon A Childhood Charity Gala will be an opportunity to showcase the good work the organization does to a broader community audience and to give businesses lots of ways to show their support.

“It’s a huge way for donors to give a myriad of different ways - they can give money, they can buy tickets, they can donate items - and for business that is important because sometimes the toughest thing for businesses is trying to figure how they can give within their limitations.”