



SPONSORSHIP PROPOSAL

2022



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ABOUT US

What We Do

Muslim Welfare Canada's Project Ramadan is an initiative dedicated to providing support to local families in need through fundraising and assembling food baskets.


Our food baskets contain staple food items that help the local community create healthy, balanced meals during the blessed month of Ramadan.

How We Started

Project Ramadan was created in 2009 by a group of young adults who found themselves concerned about the food disparity within their local community. Through the kind donations of people like you, Project Ramadan has raised over \$2.3M+, and distributed over 36.6K baskets since its inception.

Our Community

Through key partnerships with organizations such as food banks, women's shelters and reserves, we distribute baskets to families **regardless of their race, religion or nationality**. Enthusiastic volunteers come from across the Greater Toronto, Hamilton and Ottawa areas to band together and make this initiative possible.

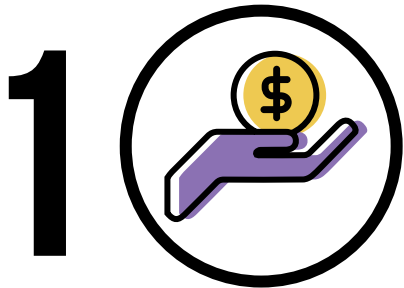


**our MISSION
is simple:
to FUNDRAISE,
ASSEMBLE, and
DISTRIBUTE baskets
containing staple
food items to those
who need it.**



Charitable Registration Number:
89733-1732-RR-0001

HOW IT WORKS



RAISE MONEY

Project Ramadan is **100% volunteer-run**, which means your dollars go far in helping feed the needy



BUY SUPPLIES

Your donations are used to buy the goods at wholesale, and we also negotiate with suppliers so that **baskets retailing for \$100+ only cost our donors \$60**. We can't do what we do without the love and support of our awesome sponsors and in-kind donors.



BUILDS

We host several builds across the **GTA (and Ottawa)**, where hundreds of volunteers come together for a few hours of packing food baskets for our beneficiaries.



DISTRIBUTIONS

Through key partnerships with organizations such as **food banks, women's shelters and First Nations communities**, we distribute baskets to families facing food insecurity.

HIGHLIGHTS + ACHIEVEMENTS

2021



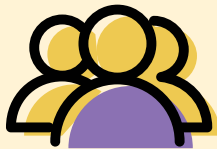
\$500K+

Amount Raised



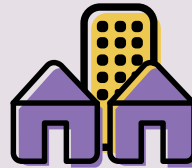
5000

Baskets Built



5000

Families Helped



6

Cities



500+

Volunteers

2009-2021

\$2.3M

Amount Raised

36,635+

Baskets Built

36,635+

Families Helped

FOOD CRISIS + COVID-19 RESPONSE

FOOD INSECURITY FACTS

1/8

households needed access to food from a Community Organization in 2020-2021¹

1,449,780

visits to Toronto food banks²

47% ↑

increase in food bank visits compared to the previous year³

¹ Source: <https://www.foodbankscanada.ca/Blog-/July-2021/One-in-Eight-Households-Needed-to-Access-Food-from.aspx>

² Source: Daily Bread Food Bank and North York Harvest Food Bank Who's Hungry Report 2021

³ Source: Daily Bread Food Bank and North York Harvest Food Bank Who's Hungry Report 2021

⁴ Source: Daily Bread Food Bank and North York Harvest Food Bank Who's Hungry Report 2021

Project Ramadan understands the negative impact that COVID-19 has had on our economy and our food basket recipients.

Due to shutdowns, job loses, and an increase in grocery cost, many in our local communities have had to turn to food banks for relief. As a result of the ongoing and increasing demands, these food banks have been struggling to remain stocked. In fact, Toronto food banks received the highest number of food bank visits ever recorded in the city's history, with 1.45 million visits in 2021.⁴

With your contribution, you can help Project Ramadan combat food insecurity in our community!

Our Goals:

Fundraise through **in-person builds and virtual events**

Raise **food insecurity awareness** through various media platforms

Distribute **6,000 baskets**

Help **6,000 families**

Include **PPE** in every basket

How you can help reach our goals!



DONATE \$



DONATE
SUPPLIES



PARTNERSHIP



SPREAD
THE WORD





BASKET CONTENTS

With every **\$60** donation, **Project Ramadan** provides food basket filled with **healthy, staple grocery items** to feed a family in need for up to **1 month**.

Last year, **Project Ramadan** was able to procure all these goods for **half the cost** of what you'd pay for them at your local grocery store.



OUR FOOD BASKETS CONTAINS:

Chicken | Tuna Cans (x2)

Chickpeas | Lentils

Kidney Beans (x2)

Vegetable Oil

Pasta | Pasta Sauce (x2)

Flour | Rice | Dates | Honey

Salt | Sugar | Tea

Masks | Sanitizer



BASKET RECIPIENT

Some of the Organizations We Have Supported:

Ayesha Food Bank

Cedarbrae CI

East View Public School (Native)

Eden Food for Changes

First Nations School

Flemingdon Community Food Bank

Fort York Food Bank

Humewood Health

International Muslim Organization (IMO)

Kingston Food Bank

London Food Bank

Malvern Junior School

Muslim Association of Milton

St. Catherine (Seniors)

Chippewas of Nawash Food Bank

Nourish Community Food Bank

Regent Park

Sai Dham Food Bank

Sakeena Homes

St. Catharines Food Bank

SMILE Canada

Takbeer Food Bank

Tamil Nado Multicultural Association

Tariq Mosque

Thornclyff Park Drive

Women's Habitat



TT 3184 E

BUILDING
FOR THE
FUTURE

AE-45077

our Moving Supplies!

Why Sponsor



On average, **500 volunteers** attend our builds yearly.



Mentions on Facebook, Twitter, and Instagram to **1000s of followers**.



Dignitaries attend builds; past attendees include Prime Minister Justin Trudeau, Mayor John Tory and others.



Increase **brand profile** within the community and across the GTA.



Recognition at all **launch event**, which will be attended by 100s of individuals.



Advertising opportunities in newsletters distributed through emails in Ramadan to **1000s of recipients**.

Media Mentions

Project Ramadan's campaigns have been featured in **over 68 print, online and broadcast news sources** to date

680 News

Anokhi Media Blog
Brampton Guardian
Caledon Enterprise
Calgary Herald
Cambridge Times
Canada One
Canadian Press
CBC
CHCH
CTV
Citytv
CP24
Daily Hive Toronto
DurhamRegion.com
eAwaz
FlamboroughReview.com

Guelph Mercury
Hamilton Community News
Huffington Post Canada
Independent Free Press
Inside Ottawa Valley
InsideHalton.com
iPolitics
Kelowna Daily Courier
KitchenerPost.ca
London Free Press
Metroland
Mississauga
Money.ca
Morningstar Canada
Muskoka Region
MyKawartha.com
National Post

New Hamburg Independent
Niagara Falls Review
Niagara This Week
North Bay Nipissing
Northumberland News
Orangeville (Metroland)
Ottawa Citizen
Ottawa Sun
OurWindsor
Parry Sound (Metroland)
Penticton Herald
Peterborough Examiner
Radio Canada
Red Deer Advocate
Regina Leader-Post
Sachem.ca
Simcoe County

Snapd
South Asian Generation Next
South Western Ontario
Star Phoenix
The Hamilton Spectator
The Link Canada
The News - Mississauga
The Province
The Standard
TheRecord.com
Toronto 360
Toronto Star
Toronto Sun
Vancouver Sun
Yahoo! News Canada
Yes TV Ontario
YorkRegion.com

In-Kind Sponsorship

Ever wonder how we can afford to provide food baskets at such cheap prices?

Thanks to our in-kind sponsors, we receive food at discounted rates.

Our in-kind donors include:

Sargent Farms

Clover Leaf

Farah Impex/Zaika Foods

PNF/Taza Foods

Unico

Sohail Impacts/Pakwan

Phenocia

Mina Halal

Spice Town

Healthy Planet

Freshco

Global Medic

If you'd like to become an in-kind sponsor contact **Project Ramadan**.



Sponsorship Packages

SPONSORSHIP BENEFITS	SILVER \$1,000	GOLD \$5000	DIAMOND \$10,000+
Social media sponsor recognition post (main feed)	--	x	x
Social media sponsor recognition post (IG story)	x	x	x
Eid Event Advertising (Sponsor's logo included on social media posts)	x	x	x
Eid Event Promotion (Sponsor's Poster/Banner at Event)*	x	x	x
Complimentary Tickets/Seats (Eid Event)**	2	4	6
Premium Seating (Eid Event)	--	--	x
On-stage Sponsor Recognition at Eid Event**	x	x	x
Address Attendees at Eid Event**	--	--	x
Reserved Spots at Builds**	2	4	6
Build Day Promotion* (Sponsor's Poster/Banner at Event)	--	x	x
Address Attendees at a Build Day**	--	--	x
Build Day/Virtual Event Naming Rights	--	--	x
Website Recognition with Opportunity to Link Back to Sponsor's Website	x	x	x

Please note we are happy to discuss any interests you may have which are not listed above.

*If possible/location permitting

**Benefit subject to change pending government Covid-19 restrictions.

Contact Us



Project Ramadan

W | projectramadan.com E | sponsorship@projectramadan.com





BUILDING BASKETS + BUILDING BRIDGES

www.projectramadan.com | @projectramadan

