# SPONSORSHIP PROPOSAL

2023

PROJECT RAMADAN
A Muslim Welfare Canada Project

# CONTENTS


04 About Us

05 How It Works

06 Highlights + Achievements

07 Food Crisis Response

09 Basket Contents

10 Basket Recipients

12 Why Sponsor
Media Mentions

13 In-Kind Sponsorship

14 Sponsorship Packages +
Contact Us

# 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 from people like you, Project Ramadan has raised over $2.8M+, and distributed over 42.7K baskets since its inception.

## Our Community

Through key partnerships with organizations such as food banks, women's shelters and First Nations communities 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.**

Muslim Welfare Canada
A Division of Muslim Welfare Centre of Toronto

**Charitable Registration Number:**
89733-1732-RR-0001

# HOW IT WORKS

1

## RAISE MONEY

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

2

## BUY SUPPLIES

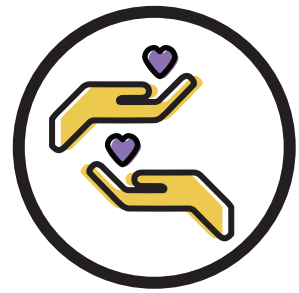
Your donations are used to buy the goods at wholesale, and we also negotiate with suppliers so that **baskets retailing for $100+ only cost our donors $70.** We can't do what we do without the love and support of our awesome sponsors and in-kind donors.

3

## 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.

4



## 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

## 2022

**$500K+**
Amount Raised

**6000**
Baskets Built

**6000**
Families Helped

**5**
Cities

**500+**
Volunteers

## 2009-2022

**$2.8M**
Amount Raised

**42,790+**
Baskets Built

**42,790+**
Families Helped

# FOOD CRISIS RESPONSE

## FOOD INSECURITY FACTS

**1/3**

**people accessing Ontario food banks were first-time visitors in 2022.**[1]

**4,353,880**

**visits to Ontario food banks since 2022.**[1]

**42%**

**increase in Ontario food bank visits since 2019.**[1]

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 1.68 million visits in 2022.[2]

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

## 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**

## *How **you can help** reach our goals!*

**DONATE $** | **DONATE SUPPLIES** | **PARTNERSHIP** | **SPREAD THE WORD**

*1 Source: **Feed Ontario Hunger Report 2022***

*2 Source: Daily Bread Food Bank and North York Harvest Food Bank Who's Hungry Report 2022*

# BASKET CONTENTS

With every **$70** 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 (x2) | Pasta Sauce (x2)**

**Flour | Rice | Dates | Honey**

**Salt | Sugar | Tea**

# 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
- Thorncliff Park Drive
- Women's Habitat

TT 3184 E
BUILDING
PROJECT
BASKETS
BRIDGES
DANGER
ARIZONA
AE·45077

# Why Sponsor

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

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

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

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

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

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 Cana**
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** at **contact@projectramadan.com**

# Sponsorship Packages

| SPONSORSHIP BENEFITS | SILVER $1,000 | GOLD $5000 | DIAMOND $10,000+ |
|---|---|---|---|
| Social media sponsor recognition post (main feed) | -- | 1 | 1 |
| Social media sponsor post (IG story) | 1 | 1 | 2 |
| Website Recognition with Opportunity to Link Back to Sponsor's Website | 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 |
| 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 | -- | -- | x |

The Project Ramadan team is happy to discuss any interests you may have which are not listed above.

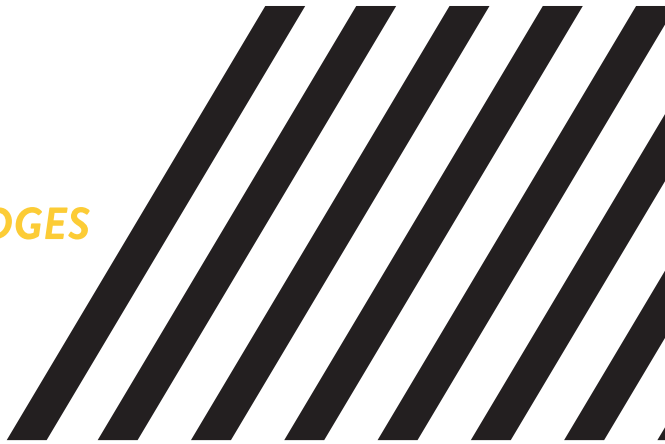
## Contact Us


**Project Ramadan**

**W** | projectramadan.com **E** | contact@projectramadan.com

SHAHDEB

*BUILDING BASKETS + BUILDING BRIDGES*



www.projectramadan.com | @projectramadan | **contact@projectramadan.com**