



PROJECT RAMADAN
A Muslim Welfare Canada Project



2024

Building Baskets, Building Bridges

SPONSORSHIP
PROPOSAL



Table of Contents

04 What We Do

05 How We Started / How It Works

06 Highlights + Achievements

07 Food Crisis Response / Goals

08 Basket Contents

09 Basket Recipients

10 Why Sponsor

11 Media Mentions

12 In-Kind Sponsorship

13 Host a Build

14 Sponsorship Packages

16 Contact Us



What We Do

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

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 and band together to make this initiative possible.

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

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 \$3.1M**, and **distributed over 100K bags** since its inception.

How It Works

1. RAISE MONEY

Our mission relies on the support of donors and sponsors to help fund our program. Project Ramadan is **100% volunteer-run**, which means your dollars go directly to families in need.



2. BUY SUPPLIES

Your donations are used to buy the goods at wholesale prices - we work closely and 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. BUILD

We host several builds across the **GTA, Ottawa and Arctic** each year, where hundreds of volunteers come together to assemble food baskets to be distributed to our beneficiaries.



4. DISTRIBUTE

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



Charitable Registration Number:
89733-1732-RR-0001



Highlights & Achievements

2023 IN REVIEW

12,000

Bags Built

\$314k+

Amount Raised

6,000

Families Helped

500+

Volunteers

Did You Know? At the start of our 2023 season, we hit a new milestone by launching our first Project Ramadan build in the Canadian Arctic (town of Iqaluit). It was also our fifth year hosting a build in Ottawa on Parliament Hill.



Arctic Build: 200 Bags
100 Families Helped



Ottawa Build: 1,500 Bags
750 Families Helped

SINCE 2009

\$3.1m

Amount Raised

100k+

Bags Built

50k+

Families Helped

2023 Basket Builds within GTA

Caledon Build:
1,500 Bags
750 Families Helped



Markham Build:
1,500 Bags
750 Families Helped



Whitby Build:
500 Bags
250 Families Helped



Etobicoke Build:
1,300 Bags
650 Families Helped



Mississauga Build:
1,000 Bags
500 Families Helped



Scarborough Builds:
4,500 Bags
2,250 Families Helped



Food Crisis Response

In recent years, Canada has seen a high increase in food bank usage as a result of rising housing costs, food inflation, stagnant wages, and insufficient income pushing more people into poverty. Food banks have been struggling to remain stocked with a growing number of new clients and are looking for support to help food insecure individuals find relief. Project Ramadan recognizes that access to safe, healthy and affordable food is a basic human right, and we remain committed in our fight against food insecurity.

38% ↑

in Ontario food bank usage over the past year¹

1 in 10

people in Toronto are relying on food banks²

31%

of food bank visitors in Toronto went an entire day without eating¹

Our Goals for 2024



Fundraise
through key partners & supporters



Raise Awareness
on food insecurity in our local communities



Distribute
6,000 Baskets
= 12,000 Bags



Help
6,000 families

How you can help:

1

DONATE \$

Help support our mission by funding our project where 100% of proceeds goes directly to those in need.

2

DONATE SUPPLIES

Be a key player by donating supplies for our food basket program.

3

PARTNERSHIP

Partner with us by hosting your own build, launch your own fundraisers, or donate food or prizes for our events

4

SPREAD THE WORD

Advocate the need for food security in our local communities and share our cause within your networks.

¹ Source: Feed Ontario Hunger Report 2023

² Source: Daily Bread Food Bank Who's Hungry Report 2023



Basket Contents

With every **\$70 donation**, **Project Ramadan** provides a food basket filled with **healthy, staple grocery items** to feed a family in need for up to **1 month**. Last year, **Project Ramadan** procured these goods at **half the cost** of what they were sold for in local grocery stores.

Our food basket contains:

- Chicken
- Tuna Cans
- Chickpeas
- Lentils
- Kidney Beans
- Vegetable Oil
- Pasta
- Pasta Sauce
- Flour
- Rice
- Dates
- Honey
- Salt
- Sugar
- Tea

Basket Recipients

Some of the organizations we have supported:

- Ayesha Food Bank
- Cedarbrae CI
- Chippewas of Nawash Food Bank
- East View Public School (Native)
- Eden Food for Changes
- Feed The Need
- First Nations School
- Flemington 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
- Nisa Homes
- Nourish Community Food Bank
- Regent Park
- Sai Dham Food Bank
- Sakeena Homes
- St. Catharines Food Bank
- St. Catherine (Seniors)
- SMILE Canada
- Takbeer Food Bank
- Tamil Nado Multicultural Association
- TARIC Islamic Centre
- Thorncliff Park Drive
- Women's Habitat



Why Sponsor

Our sponsors are the backbone of our cause. We are unable to do what we do without you.

- Advertising opportunities in newsletters distributed through emails in Ramadan to **1000s of recipients**.
- On average, **500 volunteers** attend our builds yearly.
- Recognized at Project Ramadan events (through posters, banners or by MCs), which will be attended by **100s of individuals**.
- Mentions on Facebook and Instagram to **1000s of followers**.
- Opportunity to meet and greet with **dignitaries** at build events.
- Increase **brand profile** within the community and across the GTA.
- Make a difference in your local community.



Media Mentions

Project Ramadan’s campaigns have been **featured in over 68 print, online and broadcast news sources** to date. See below of some of the publications that have highlighted our organization:

- 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
- Mississauga (Metroland)
- 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
- Sagem.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



We are appreciative of our generous in-kind sponsors who help make our mission possible.



In-Kind Sponsorship

Ever wonder how we are to provide food baskets at such low costs? With the help of our in-kind sponsors, we are able to receive food at discounted rates.

If you'd like to become an in-kind sponsor please contact our team at: sponsorship@projectramadan.com

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

Host a Build

Each year we work with various organizations that are interested in hosting their own private build event. This is an amazing way for members to work together for a great cause and be a part of making a difference in combating food insecurity in their local communities.

In order to host a build we request organizations to:



**Cover the
Cost of Food**



**Provide a
Venue Space**



**Volunteers to
Assemble the Baskets**

Our team is happy to support sourcing food materials and supplies for the basket build as well as make arrangements with beneficiaries for the deliveries of the completed baskets. Please note, as we will need to work with our vendors to negotiate cost, a 3-6 months advance notice is required to start the planning process.

Please connect with our team if you wish to sponsor and host a private build event.



Sponsorship Packages

Explore our various packages we have to offer for 2024:

	SILVER \$1,000	GOLD \$5,000	PLATINUM \$10,000	DIAMOND \$20,000+
Website Recognition with Link to Sponsor's Website				
Social Media Sponsor Recognition Post (main feed)				
Social Media Sponsor IG Story				
Social Media Dedicated Sponsor Post on Main Feed				
FOR BUILD EVENTS ONLY				
Logo Recognition on Email Communications for Build Day Registration				
Logo on Build Day Registration Page				
Sponsor Pass - Reserved Spots at Builds*	2	4	6	10
Recognized by MCs at Build				
Build Day Promotion (Sponsor's Poster/Banner at Event)*				
Address Attendees at a Build*				
FOR SPECIAL EVENTS ONLY				
Logo Recognition on Email Communications for Special Event Registration				
Logo on Special Event Registration Page				
Complimentary Tickets/Seats (Special Event)*		2	2	2
Special Event Promotion (Sponsor's Poster/Banner at Event)*				
On-stage Sponsor Recognition at Special Event				
Address Attendees at Special Event*				

SPONSOR A BUILD

Our **DIAMOND SPONSORS** have the exclusivity of sponsoring an entire build event focusing on the number of families to help and support.

DIAMOND SPONSOR			
<p>250 BASKETS \$20,000</p> <hr/> <p>Help 250 families</p> <p>=</p> <p>Feed 1,000 individuals facing food insecurity for a month</p>	<p>500 BASKETS \$40,000</p> <hr/> <p>Help 500 families</p> <p>=</p> <p>Feed 2,000 individuals facing food insecurity for a month</p>	<p>750 BASKETS \$60,000</p> <hr/> <p>Help 750 families</p> <p>=</p> <p>Feed 3,000 individuals facing food insecurity for a month</p>	<p>1,000 BASKETS \$80,000+</p> <hr/> <p>Help 1,000 families</p> <p>=</p> <p>Feed 4,000+ individuals facing food insecurity for a month</p>

OTHER PACKAGES

There are many ways to help support our cause and show appreciation to attendees at our events. Explore our other available packages or connect with us to create a custom package that works for you.

	KIDS SECTION \$500 / BUILD	FOOD & ENTERTAINMENT	RAFFLE PRIZE DONATIONS	OTHER
	<i>Sponsor the kids section at Build Events</i>	<i>Donate or cover cost of food, snacks, beverages, or entertainment for attendees at events</i>	<i>Donate or cover the cost of prizes awarded to raffle winners at events</i>	<i>Contact us to create a customized sponsorship opportunity</i>
Event Promotion* (Table Sign)	●	●		
Logo on Registration Page	●	●		
Logo on Email Communications for Event Registration		●		
Social Media Sponsor Recognition Post (Main Feed)		●		
Recognized by MCs at Event			●	

Email: sponsorship@projectramadan.com

Website: www.projectramadan.com



BUILDING BASKETS, BUILDING BRIDGES

**Help us fight food
insecurity in our
local community.**

Email: sponsorship@projectramadan.com

Website: www.projectramadan.com

Follow Us: @projectramadan

Address:

100 McLevin Avenue, Unit 4
Scarborough, ON M1B 5K1

Charitable Registration Number:

89733-1732-RR-0001

MWC | Muslim
Welfare
Canada
A Division of Muslim Welfare Centre of Toronto