



Embracing Our Story

Sponsorship Proposal

Annual Fundraising Event

In Support of the **Canadian Muslim Women's Institute**

April 27th, 2024

DOORS OPEN AT 5:00 PM

Holiday Inn Polo Park

Winnipeg, MB

Contact: Yasmin Ali, President, Canadian Muslim Women's Institute

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About us



The Canadian Muslim Women's Institute (CMWI) is a vital charitable organization that supports newcomer women and families with life-changing programs and services.

From a Food Bank to Financial Literacy and job training programs, CMWI supports hundreds of newcomer families across Manitoba through their journey of building new lives and integrating into the community.

One of the most transformative aspects of CMWI is the holistic, wrap-around approach. This year, in addition to providing physical wellness programs, CMWI has provided free counseling to improve the mental health of newcomers. This life-saving program is in urgent need of funding to continue.

This year, the Embracing Our Story fundraising event will raise resources to ensure we can build on the success of its inaugural 2023 year. Thank you for walking with us in this journey, and for your consideration.



To Our Valued Supporters



Every year, The Canadian Muslim Women’s Institute Inc. (CMWI) serves hundreds of newcomers who come to Manitoba for a better life. Leaving everything they’ve known: homes, careers, families, and communities, newcomers often arrive with nothing– except the will, bravery, and hope to start again.

This past year has been **a record** for CMWI in the number of women and families we’ve supported rebuilding their lives. Through wraparound programs like financial empowerment and literacy and English language classes, a food bank, computer and technology classes, mental and physical wellness services, and job training, CMWI walks alongside newcomers through every moment of their new beginning.

To help CMWI meet the growing financial needs of programming, we’re hosting a signature gala event on April 27, 2024. **We know your organization is an avid community supporter and we** would be honoured to have you sponsor the Embracing Our Story fundraising gala.

I have attached a sponsorship package with detailed benefits, including the opportunity to engage employees and staff in meaningful volunteer opportunities, something we know your organization is dedicated to fostering in its corporate culture.

This year, your sponsorship will support the wellness programs for newcomers: mental health counseling and physical wellness programs. By joining us as a sponsor, you will be signaling a deep commitment to supporting newcomers and believing in the potential, gifts, and talents they bring to Canada.

I will follow up with you soon, and look forward to speaking with you about this potential partnership!

With gratitude,

Yasmin Ali, President, CMWI



PLATINUM SPONSOR

\$5,000- AVAILABLE

Hospitality Benefits

- Premium seating for six
- Meet and Greet with the Board and CMWI speakers
- Attendee gift

Brand Exposure & Promotion

- Option to provide for branded product to be given out to guests
- Corporate name/logo on event day signage & and materials (digital)
- Corporate logo with link on CMWI website
- Corporate logo/name in all event digital marketing & recognition
- Verbal recognition from the podium
- Logo on screen as set backdrop

SPONSORSHIP RECOGNITION

- Recognition on all social media channels pre/post-event
- Corporate name/logo and sponsorship details on the webpage
- Corporate name in media releases



GOLD SPONSOR

\$3,000- AVAILABLE

Hospitality Benefits

- Premium seating for four
- Meet and Greet with the Board and CMWI speakers

Brand Exposure & Promotion

- Corporate logo with link on CMWI website
- Corporate logo/name in all event digital marketing & recognition
- Verbal recognition from the podium

SPONSORSHIP RECOGNITION

- Recognition on all social media channels pre/post-event
- Corporate name/logo and sponsorship details on the webpage
- Corporate name in media releases



SILVER SPONSOR

\$1000

Hospitality Benefits

- Premium seating for two tickets
- Meet and Greet with the Board and CMWI speakers

Brand Exposure & Promotion

- Corporate logo with link on CMWI website
- Verbal recognition from the podium

SPONSORSHIP RECOGNITION

- Recognition on all social media channels pre/post-event
- Corporate name/logo and sponsorship details on the webpage

BRONZE SPONSOR

\$600

SPONSORSHIP RECOGNITION

- Logo on event signage, website, and social media channels pre/post-event

Ali's Story of Empowerment



When I arrived in Canada in 2019 with my four children, facing the unfamiliar language, culture, and social norms was daunting. My journey took a positive turn when I discovered the Canadian Muslim Women's Institute (CMWI), an organization dedicated to helping newcomers integrate and thrive.

Welcoming Environment: CMWI stood out with its warm, supportive environment. The staff's commitment to helping newcomers created a safe space where we could discuss our challenges and dreams without fear.

Education and Empowerment: The Education Workshops at CMWI were transformative. I received guidance and practical advice from experienced presenters, which was crucial in navigating my new environment confidently. These workshops taught me resilience and provided a roadmap to overcome challenges.

Skill Development: The language and skill development workshops significantly enhanced my personal growth. Improving my language skills was essential for effective communication and job hunting. Furthermore, CMWI's job-seeking strategies, resume writing, and interview preparation workshops equipped me with vital tools for employment.

Social Connections: CMWI also facilitated social connections through various events, helping me build friendships with other newcomers. This support network was vital in overcoming isolation and fostering a better understanding of the diverse cultural landscape of my new home.

Impactful GBV Program: The most transformative aspect of my experience was the GBV (Gender-Based Violence) program. Personalized mentorship in this program provided invaluable guidance in understanding legal rights in Canada, the importance of self-care, and building healthy relationships.

Conclusion: CMWI has been a cornerstone in my integration into Canadian society. It equipped me with essential skills, meaningful relationships, and the confidence to actively contribute to my community. The GBV program, in particular, offered significant support and guidance.



**Thank you for your
consideration of our
event!**

**Contact: Yasmin Ali, President,
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