



FEDERATION OF
BLACK FÉDÉRATION DES
CANADIANS CANADIENS
NOIRS



2024

Impact Gala

Sponsorship Package

Coming this Fall

[Sign up for Early Bird Tickets!](#) ➔

Our Mission

"We can achieve so much more when we work together. Youth see our impact, not our borders"

Christopher Thompson, Executive Director
Federation of Black Canadians and Skills for Life

We are committed to fostering employment development opportunities to fostering education around barriers and opportunities to employment recognizing that sustainable livelihoods are crucial for empowerment and prosperity within the black communities. Black individuals and families still have less income security than other cohorts of society and it's getting worse. While there are many factors that contribute to this disparity, racism and discrimination are, unfortunately, still some of the biggest barriers faced by Black Canadians. Together, we can change this reality by supporting the work of the Federation of Black Canadians and Skills for Life. We will continue to advocate and connect Black Canadians, non-profits, and businesses together to create and provide access to practical and relevant resources, tools and training. Your involvement will have a direct impact on improving employment education for Black Canadians and create a focus to address the wealth gap within Canada. Hand in hand we will build a brighter future for all Canadians.

We are building sustainable pathways to guide black youth to employment. Our flagship programs are our Supports for Student Learning and the Black Entrepreneurship Program. We've provided, mentorship, tutoring, life skills workshops, physical education, and scholarships up to \$6000 to Black youth as well as business development and workshops.

\$250,000

In bursaries awarded

6000+

Black Canadians Supporters

90+

New Black Entrepreneurs



Impact Gala 2023 Highlights




2023 FBC and SFL Impact Gala - Full Recap video



Share



Watch on  YouTube

\$40,000

Fundraised

250+

Guests

Connecting our diverse members,
including donors, community leaders,
professionals, and its supporters. Most
attendees will be between the ages of 25+,
and are young professionals

**Special guests: influencers,
celebrities, pro athletes**



About the Organizations



**FEDERATION OF
BLACK CANADIANS** **FÉDÉRATION DES
CANADIENS NOIRS**

The Federation of Black Canadians is a national, non-profit organization dedicated to advancing the social, economic, political, and cultural interests of Canadians of African descent. We engage in research, advocacy, and community impact programs/projects through our four pillar areas of Total Health, Lifelong Learning, Employment Development, and Justice Reform.



Skills for Life is a charity organization that focuses on promoting the importance of life skills development to youth from an earlier age to prepare them for the real world, Opportunities, challenges, and success. Youth from all walks of life realize the tools they have within themselves to pursue their dreams.



Invest in Black Empowerment Support Our Cause



**6000+ members &
participants nationwide**



**Bringing together
rising black talents**



**Support our youth
programs**



**Showcase your
brand**

Changing the Narrative

At our organizations we're tackling systemic and complex barriers that prevent Black Canadians from achieving the same level of employment as our fellow Canadians. This requires a holistic approach, through multiple programs and campaigns.

GRASSROOTS:

The most direct way we support Black individuals is through our programs that offer support to help remove barriers from our black youth by offering various forms of employment development



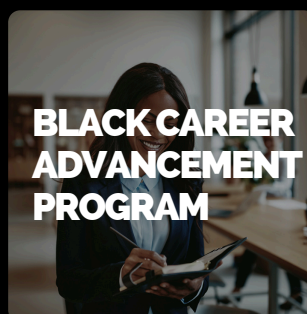
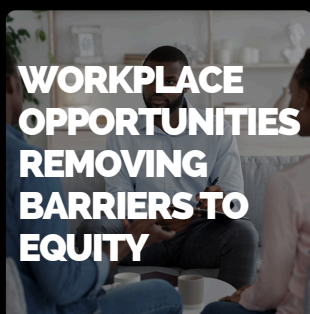
CREATING A NATIONAL NETWORK:

We recognize that we can't do it all ourselves. There are a lot of local organizations that align with our cause. We work as a connector and amplifier, giving smaller organizations the reach and capacity that they don't have.



RESOURCES AND OPPORTUNITIES

Many individuals are always looking for long-term help and need resources to use immediately that allow them to jump into learning. We provide toolkits, and campaigns to help provide resources for black individuals and allies to break down barriers and achieve more economic security.



Supports For Student Learning Program

Breaking down barriers that Black youth face by offering after-school tutoring, mentorship, and holistic learning to enhance academic success, providing scholarships to overcome financial barriers, and guiding them towards diverse post-secondary education and career opportunities.



\$250,000
in scholarships awarded

6 Locations
180 Students
8 Weeks

Learning Sessions

Weekly learning sessions cover financial literacy, post-secondary navigation, career discovery, mental wellness, SMART goal-setting, and community engagement—integral tools for students' career development.

Academic Tutoring

Participants receive 5 hours of personalized 1:1 tutoring from our national tutoring partners, specializing in all subjects, along with an individualized learning plan to enhance skills crucial for success in their chosen post-secondary pathway.

Mentorship

Youth are intentionally matched with mentors in their field of interest, fostering a 6-month mentorship aimed at establishing enduring relationships beyond the program.

Physical Education

Weekly physical education sessions, featuring diverse sports and nutritious snacks, provide students an opportunity to gather, foster camaraderie, and enhance group cohesion, complementing the learning sessions.





Our Reach

Our organizations attract various demographics through our communication channels including:

- Black Canadians generally from the ages of 15-35
- Students, young professionals, and non-profit organizations
- National reach with connections and programs that reach most provinces



61,000+

Page Visits in 2023



6200+

Followers

25,000

Monthly Reach



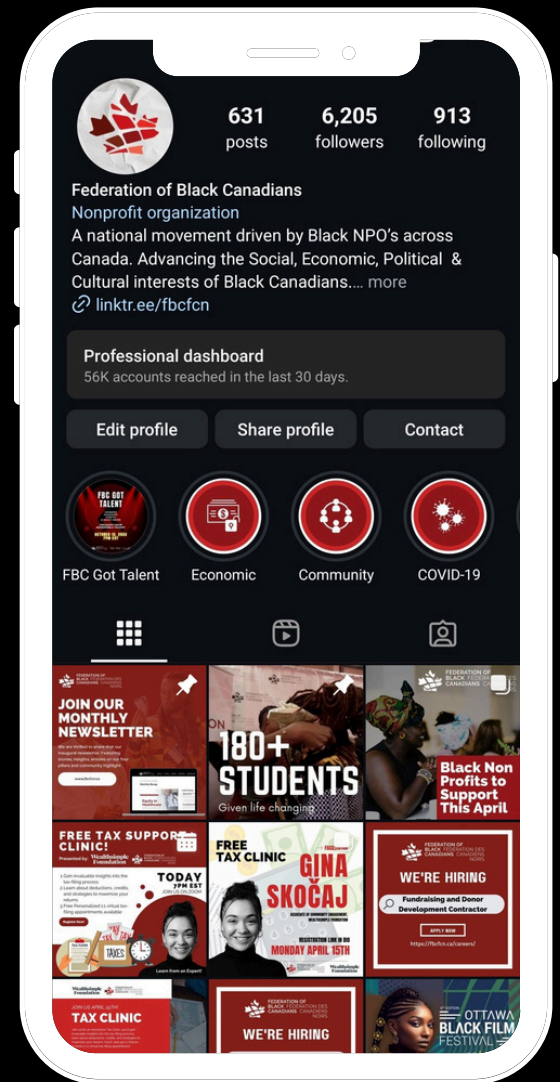
3800+

Followers



6300+

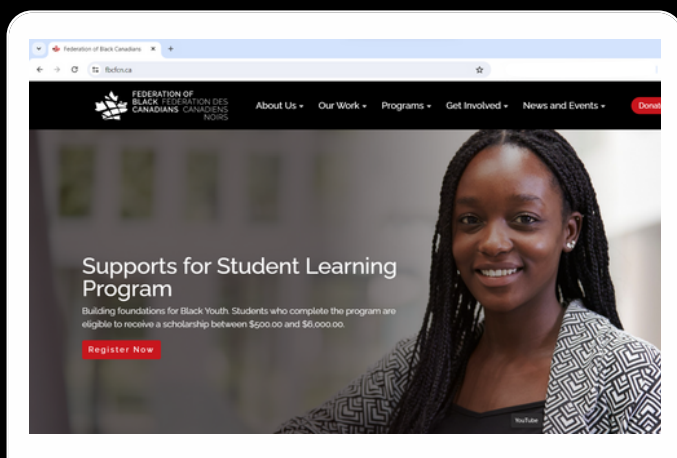
Email List



We reach:

400+

Black professionals/businesses and non-profits signed up for our Black Builders Network

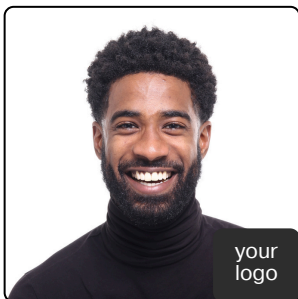


Partnership Levels

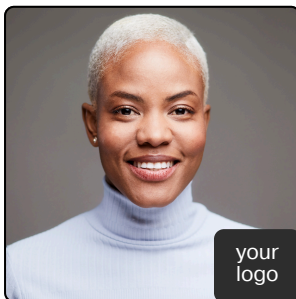
	Bronze \$2,500	Silver \$7,500	Gold \$10,000
Promotional Opportunities			
Social Media Partnership features on our socials (Instagram, twitter, linkedIn, Facebook)	✓	✓	✓
Logo in all Email Promotions	✓	✓	✓
Featured on Website Event Page		✓	✓
Full Featured News Story in Newsletter			✓
Event Opportunities			
Tickets	3 Tickets	5 Tickets	10 Tickets
VIP Lounge	2 Passes	5 Passes	10 Passes
Program Book Advertisement	<ul style="list-style-type: none"> • Full page ad • Logo on back inside cover 	<ul style="list-style-type: none"> • Full page ad • Logo on back inside cover 	<ul style="list-style-type: none"> • Logo inside cover of page • Full page ad • Logo on back inside cover
Event Signage Signage at the Event with your logo	✓	✓	✓
Partner Feature Video Send in a 1 minute video about your partnership with us. To be played on loop near entrance.	✓	✓	✓
Named Sponsor for Portion of the Night			✓
Speaking Engagement Introduce emcee and speak at opening remarks for 2 minutes about why your business supports us and its connection to your community investment strategies.			✓
Virtual Media Wall Co-branded [the Federation] / corporate branded photo background banner on 'red carpet' area at event.			✓
Logo Display Logo Displayed throughout the event on various decorations			✓
Post-event Opportunities			
Post Event Recap Email Corporate name placement in 'thank you' notice in post Event communication.	✓	✓	✓

AWARDS

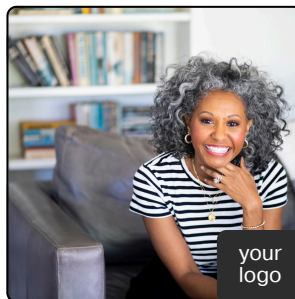
This year we'll be honouring our trailblazers along with our up-and-comers in the Black Community. Help us celebrate black excellence in Canada by sponsoring one of our awards:



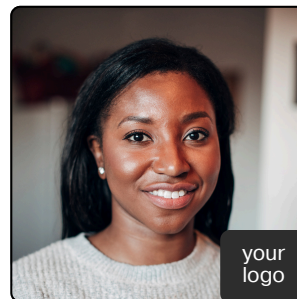
Promising Athlete Award
Presented by
[Your Corporation]



Excellence as an Educator
Presented by
[Your Corporation]



**Excellence in Black
Advocacy**
Presented by
[Your Corporation]



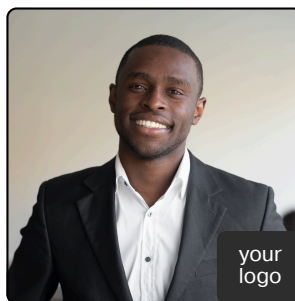
Community Impact Award
Presented by
[Your Corporation]



Young Black Entrepreneur
Presented by
[Your Corporation]



Black Builder Award
Presented by
[Your Corporation]



Community Health Award
Presented by
[Your Corporation]



Exceptional Allyship Award
Presented by
[Your Corporation]

When you sponsor a \$1000 award, you'll enjoy these benefits:

- Your company's logo featured on the award headshot.
- Logo visibility on our website and in the program booklet.
- Your logo featured during winner announcements, both in-person and across social media platforms.

Advertisement Options

PROGRAM BOOKLET	COST
Full page Ad	\$800
Half page Ad	\$300
Quarter page Ad	\$200
Feature on Logo Page	\$100

Want to work with us?
impactgala@fbcfcn.ca

Get in Touch



OTHER OPORTUNITIES

Donate

- Donate any amount to help assist our Student Support Learning Program (SSLP)
- Can't attend the gala? Donate a ticket to someone in need and support local community members to attend the gala!
- Make a Donation [here](#)

Silent Auction

We run a silent auction at the event, if you'd like to donate an item or service for the silent auction, please contact us at impactgala@fbcfcn.ca. Past examples include we've had jerseys, artwork and axe throwing!



"Being able to fund someone who may not be able to afford to attend the gala would be a big support for the community."

Christopher Thompson,
Executive Director of
FBCFCN & Skills for Life



Contact Information



Impactgala@fbcfcn.ca



www.fbcfcn.ca
www.theskills4life.ca



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Skills4life



[/company/fbcfcn](https://www.linkedin.com/company/fbcfcn)
SkillsForLifeinc



[fbcfcn](https://www.instagram.com/fbcfcn)
Skills4Lifeinc

Organizations we've worked with



PREVIOUS SPONSORS

