



CANADIAN CONGRESS
ON INCLUSIVE DIVERSITY AND WORKPLACE EQUITY

CONGRÈS CANADIEN
SUR LA DIVERSITÉ INCLUSIVE ET L'ÉQUITÉ EN
MILIEU DE TRAVAIL

Tuesday, June 1, 2021

Her Worship Bonnie Crombie
Mayor of Mississauga
Ontario, Canada

Dear Mayor Crombie,

**REQUEST FOR PARTICIPATION AND SPONSORSHIP IN SOCIAL JUSTICE & DIVERSITY EVENTS
& THE UPCOMING CANADIAN CONGRESS ON INDIGENOUS MATTERS**

While we hope all is well with you and your family, considering these trying times on many levels, we would like to apply for sponsorship opportunities from your reputable organization.

The Canadian Congress on inclusive Diversity and Workplace Equity is an organization that brings people, businesses, communities, arms of the government, religious and academic institutions, and other groups together to discuss progressive ways of eliminating systemic racism in the country.

We achieve this through open and free events and forums for thousands of participants across Canada to exchange ideas and be equipped and empowered with strategic tips, tools, training, and techniques to become Diversity Ambassadors who are committed to transforming the culture of their organizations.

Over two thousand people have attended our programs and based on their feedback, we continue to exceed the expectations on many fronts, especially in terms of impact, engagement and empowerment.

Last week, we had an event called George Floyd Memorial Lecture. 1,123 registered and 720 unique participants attended. Out of the 115 who completed the Survey Monkey, 110 indicated the event was either very organized or extremely organized, which is 96%, and 5 indicated "somewhat organized."

108 or 94% indicated the speakers were engaging, 82% indicated the messages were impactful and the respondents indicated that overall, they would rate the event 95%.

These remarkable scores are consistent with our events, like our annual Canadian Congress on Inclusive Diversity and Workplace Equity in Jan 2021, which was attended by 490 leaders as well as other events in between, like our Black History Month and International Women's Day celebration.

Based on the magnitude of our events and the influence and calibre of our speakers and participants, we have been featured on prime-time TV like CTV, Global News and CP 24.

Therefore, we have initiated another event to honour the Indigenous People and discuss Truth, Healing and Reconciliation. We have already lined up highly respected speakers to celebrate Indigenous Week and discuss the way forward after the shocking discovery of a mass grave of 215 children in BC.

It is a full-day event scheduled on Wednesday, June 23, 2021, and now urgently looking for financial support and sponsorship to maintain the level of brilliance our events are known for, with significant marketing opportunities which include promoting your brand to over 10,000 people in our email list.

In addition to creating awareness about the history and culture of the Indigenous People, their pain, plight, and potential in every aspect of this nation, other objectives of this event include:

- Honour the lives of the 215 children and those who are yet to be found.
- Encourage Indigenous and non-Indigenous participants through inspirational messages.
- Discuss the way forward as a person, a people, an organization, and a nation.
- Compel collective decisions and actions to stand with the Indigenous People.
- Leave empowered to become a Change Agent & Social Justice Advocate.

As a municipality that cares deeply about social justice, we are profoundly grateful in advance for your support and strategic partnership to increase the awareness of social justice across the nation.

Please review the attached package for more information about the type and composition of our events and let us know how to initiate the level of sponsorship your organization is comfortable with. If you require any other information, or if there is a form for us to complete, kindly let us know as well.

Best regards,



Alex Ihama

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“You are the hero your generation is waiting for, the leader sent to advance the movement of hope and social justice for others.” (Alex Ihama, Author, The Mystique of Leadership)