

**FILL-A-
BACKPACK**



Sponsor a backpack, empower a child.

SPONSORSHIP PROPOSAL

Who We Are

Founded in 1993, Muslim Welfare Canada is a Canadian charity working to end poverty at home and abroad.

We deliver support to the most vulnerable in our society – women and children facing domestic violence, the elderly facing hunger, and the destitute around the world suffering poverty. We are here to uplift them, empower them and help them live dignified lives.



Our

\$1.5 Million

in **food aid** distributed annually to struggling **Canadian** families

Impact

400,000+

meals delivered through **Meals on Wheels**

20,000

women and children found **safety** in our **homes**

Areas of Service

Food



Wellness



Shelter



Education



Relief



What is Fill-A-Backpack?

All children deserve to begin the school year with their best foot forward.

“ Our Fill A Backpack program prepares students from low-income families for a successful school year and provides them access to the same essential school supplies as their classmates. No child should have to miss out on learning because of factors they can't control! ”

-Shahid Khan, Muslim Welfare Canada
Director in Canada

Our Mission

1 Fundraise

Donations and sponsors fund the supplies for the backpacks



2 Assemble

Volunteers across GTA gather to assemble backpacks for distribution.



3 Distribute

We provide backpacks containing school supplies to those who need it.



Highlights & Achievements

Since 2014

11 Year

program by
Muslim Welfare
Canada.

25,000

backpacks filled
and distributed

400K\$

of school
supplies sent.



Recap of 2024

3,000

backpacks with
supplies for
students.

650+

backpacks
delivered in
Iqaluit and Inuvik



Sponsorship Opportunity

A backpack can change a child's future.

At MWC, we equip underprivileged students with essential school supplies, giving them a confident start to the year. Your sponsorship helps make this possible!

Goal for 2025

2,500 Backpacks

with school supplies and delivered all over Canada including Indigenous students in the North.

Why Become A Sponsor?

1 Tax Receipts

Receive tax-deductible receipts for their contributions.



2 Sponsor Visibility

Gain exposure through flyers in backpacks and social media shoutouts.



3 Community Impact

Make a lasting difference in the lives of students all across Canada.



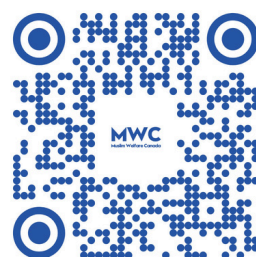
4 Shared Purpose

Align your brand with a noble grassroots cause, for helping families.



Just \$25 per Backpack

Check Out Our Website



FILL-A-BACKPACK SPONSORSHIP PACKAGE

Join us in equipping 2,500 children with the tools they need to succeed—your support can turn a backpack into a brighter future

Sponsorship Benefits	Bronze \$750	Silver \$1,000	Gold \$2,500	Platinum \$5,000
Website Recognition with Link to Sponsor's Website	✓	✓	✓	✓
Social Media Sponsor Recognition Post (Main Feed)	✓	✓	✓	✓
Social Media Sponsor 'Thank You' Story		✓	✓	✓
Social Media Dedicated Sponsor Post on Main Feed			✓	✓
Logo Recognition on Email Communication + Event Registration	✓	✓	✓	✓
On-Stage Sponsor Recognition at Build a Backpack Event			✓	✓
Promotion at Event + Upcoming summer events			✓	✓
Sponsor's Banner at Event				✓
Sponsor's Flyer Inside a Backpack				✓
Opportunity to Speak at the Event				✓
Reserved Tickets for the Event	1	2	3	5
Photo/Video Content will be sent				✓

FILL-A- BACKPACK

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Toronto Head Office

100 McLevin Ave, Unit 4
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Phone: (416) 754-8116
Toll Free: 1-866-754-3111
Charitable Registration Number:
89733-1732-RR0001



Email

info@mwcanada.org

Website

<https://mwcanada.org>

Socials

[@mwcanadaorg](https://www.instagram.com/mwcanadaorg)

Scarborough Food Bank

100 McLevin Ave, Unit 7
Toronto, ON, M1B 5K1
Phone: (416) 335-9994
Toll Free: 1-866-754-3111

Mississauga Food Bank

3490 Mavis Road,
Mississauga, ON, L5C 1T8
Phone: (905) 281-9730
Toll Free: 1-866-754-3111

Emergency Shelter

425 Dundas Street East,
Whitby, ON L1N 2J2
Phone: 905-665-0424

MWC Residences

732 Dundas Street East,
Whitby, ON, L1N 2J7
Phone: (905) 668-3860
Toll Free: 1-866-666-1115



Serving Humanity Since 1993



