



JAMAICAN CANADIAN
ASSOCIATION ALBERTA

2020

611, 3208 – 8TH AVENUE NE
CALGARY, ALBERTA
T2A 7V8
www.jcaalberta.com



WHO ARE WE?

The Jamaican Canadian Association Alberta (JCAA) is an organization focused on sharing Jamaica's rich culture and traditions with the local communities of Alberta, while advocating on issues affecting the welfare, integration and development of individuals.

Since 1980, the JCAA has been a part of the fabric of the Calgary community, consistently contributing to the growth and progress of Albertans. In November 1982, the Association was registered as an incorporated non-profit organization under the Alberta Societies Act.

To learn more about our organization, please visit our website at: <http://jcaalberta.com>

The JCAA is requesting your participation in the JCAA Helping Hands Donor Wall Partnership Program.

The Association recently acquired a building at 611, 3208 – 8th Avenue NE, Calgary AB. It will serve as the home for the Association's operation. The property is currently undergoing renovations. Because of the pandemic, all our fundraising activities are cancelled. We are in dire need of funds to complete the renovations, and we need your help.

We are very excited to partner with esteemed businesses and members of the community, as benefactors who will be duly recognized on a feature wall in our building!

Support the Helping Hands Donor Wall Partnership Program

The Helping Hands program is designed to help raise funds to assist in the completion of renovations for the building recently acquired.

We are asking for support from individuals and businesses. Contributors to the program will be featured on a specially designed **Helping Hands Donor Wall**. Donors will be recognized and celebrated as benefactors of the Association with their name(s) and company's logo prominently displayed on the Donor Wall.

WHAT'S IN IT FOR YOU?

- Featured on the JCAA Helping Hands Donor Wall to be seen by hundreds in our community who use our space
- Recognized and celebrated as a community benefactor
- Recognized as positive corporate citizen, instrumental in shaping the reach of our community
- Recognized for enhancing cultural diversity in the community
- Featured in an extensive marketing campaign on the JCAA website (approximately 2400 followers) and our social media platforms (Facebook and Instagram, approximately 4000 followers)
- Featured on *What a Gwaan*, our online Facebook Live show with over 1500 followers and 25K views in 2020

We look forward to your partnership with us, knowing that our joint initiative will make a lasting impact on the local community by providing a facility where all Albertans can enjoy a feeling of belonging to something greater than self.



DONATION LEVELS

| Levels | Amount | Benefit |
|---------------------------------|-----------------|---|
| Hummingbird - 10k | \$10,000 + | <ul style="list-style-type: none"> • Logo (18 X 12) exclusive display on donor wall • Website feature for 2 years • Social media video feature • Company decal prominently placed inside building |
| Blue Mahoe - Platinum | \$5000 - \$9999 | <ul style="list-style-type: none"> • Logo (12 x 12) on donor wall • Logo on JCAA website for 1 year • Social media video feature |
| Lignum Vitae - Gold | \$2000 - \$4999 | <ul style="list-style-type: none"> • Logo (8 x 8) on donor wall • Social media video feature • Logo on JCAA website for 6 months |
| Ackee - Silver | \$500 - \$1999 | <ul style="list-style-type: none"> • Donor name on wall (6 x 6) • Social media video feature • Logo on JCAA website for 3 months |
| Members | \$250 | <ul style="list-style-type: none"> • Name (individual or family) on donor wall (6 x 3) |


Ackee, Lignum Vitae, Blue Mahoe & Hummingbird are national emblems of Jamaica

Please complete and return the **Helping Hands** pledge form with your donation. Donation can also be e-transferred to info@jcaalberta.com. We appreciate your support in helping build a hub for our ethno-cultural community activities.

| | |
|-----------------------------|--|
| Donor name | |
| Donor company | |
| Donor email | |
| Donor phone number | |
| Donation amount (\$) | |

Please make donation cheques payable to **Jamaican Canadian Association Alberta**

Please keep my donation confidential



For questions about this request, contact:
David Pennant: davepenn28@gmail.com/403-607-1050 or
Deon Messam: messamd@gmail.com/403- 837-1788

We will follow up by November 30 to ascertain the level of participation decided on, and for the information required for display on the Donor Wall. Logo must be in EPS or Vector format.

We sincerely look forward to your generous donation to make this JCAA Helping Hands Donor Wall Partnership a community success. Thank You.

Please confirm your participation by completing the Donor Form included or attached, by Thursday, December 10, 2020.



Donnovan Simon
President

...DMP.....
David M Pennant
Vice President

...DM.....
Deon Messam, CFP
Treasurer