

**PHILANTHROPIC  
PARTNERSHIP  
PROPOSAL**



**2021 TALES OF TRIUMPH  
ANNUAL GALA**

**September 23rd, 2021**





# WHO WE ARE

ARTISTRI SUD

*Artistri Sud* is a **registered charity** launched in 2009 and based in Montreal, Canada. It was founded with a mission to empower women in developing countries to reach their full potential by providing entrepreneurship training that allows them to grow their business and generate revenue for their families. These artisans face dozens of challenges, ranging from how to take a photo of their work to how to complete export documentation. *Artistri Sud* was created to meet these needs and empower women to reach their full potential.

**Empowering women  
around the world  
through  
entrepreneurship**



*Artistri Sud's* innovative programs allow for up-close contact with its participants, ensuring the impact is direct, extensive and personalized. The training programs were created in collaboration with psychologists, successful entrepreneurs, program evaluators, and experienced international development program practitioners. The five-day bootcamp and year-long follow-up program emphasizes product innovation and market development, teaching the women essential entrepreneurial and leadership skills for running a sustainable enterprise.

Organizations like the World Bank and UN Women have agreed that **supporting women has exponential positive effects on their families and communities**. When women are empowered to lift themselves out of poverty, they have a chance to buy food, send their children to school, buy their own homes, and ensure a better, more secure future. These improvements feed a system of positive change, leading to widespread improvements in the status of women and health across the world. Our entrepreneurship training aims to **change the world, one woman at a time**.

ARTISTRI SUD

# THE EVENT

ARTISTRI SUD

Artistri Sud believes that all women entrepreneurs face unique challenges - whether they are in Montreal or in the developing world. That's why our annual fundraising and networking gala, **Tales of Triumph** honours local women for their vision, perseverance and willingness to take risks.

This event typically takes place one week before **International Women's Day**. Exceptionally this year, due to COVID-19 restrictions, it will be held on Thursday, September 23, 2021. It will take the form of a cocktail reception and will welcome over 200 guests, more than 50% of whom are professionals in the private, finance, banking and law sectors. Our community members tend to be highly-educated, well-travelled and have a commitment to market-driven solutions to social problems.

## 2021 Event Details

### **Tales of Triumph - Artistri Sud's Annual Fundraising Event**

**Thursday, September 23<sup>rd</sup> from 17:30-20:30**

**Location to be announced**

The event program will include:

- **Entrepreneur of the Year**, recognizing seven local female entrepreneurs for the resilience during an unprecedented year
- **Lifetime Achievement Honouree**, celebrating a Montreal-area businesswoman who has made her mark and whose business success and longevity is an inspiration
- **Outstanding Supporter of Women's Entrepreneurship Award**, recognizing the importance of male champions of women in business

Past years feature speakers and award winners include ex-Dragon's Den investor, Daniele Henkel, interior designer and TV host Debbie Travis, radio host Donna Saker, news anchor Debra Arbec and more.

# WHY PARTNER WITH US

ARTISTRI SUD

- Be at the forefront of a movement encouraging **equality** between men and women by **empowering women through entrepreneurship**
- Be part of a **sustainable solution** and receive reports with results-based data on how the programs positively impact women and the communities around them
- Enhance your brand image by supporting a great cause
- Have an impact **internationally**
- Increase **corporate team building** by encouraging your employees to be involved in the community

## Program results to-date:

- Initiatives completed in Zimbabwe, Chile, Bolivia, India, Vietnam, Thailand and Ecuador (2019)
- Ongoing commitment in Vietnam in 2019 to 2020
- 67% average increase in revenue in one year
- 2.3 jobs created per program graduate
- 200% increase in participation within local communities and politics
- 50% of program graduates report increased savings that they did not possess previously
- 100% of program graduates report increased confidence and improved communication skills

## Quick facts:

- Despite important progress in recent years, women are still more likely than men to live in poverty
- Globally, women earn 23% less than men
- 75% of women in developing countries are found within the underground economy, where they are less likely to have employment contracts, social protection, and are often not paid enough to escape poverty
- Women do at least twice as much unpaid care work, such as childcare and housework, as men – in addition to their paid work

# OUR PACKAGES

ARTISTRI SUD

	<b>CASHMERE \$5000+</b>	<b>ALPACA \$2500</b>	<b>SILK \$1000</b>	<b>WOOL \$500</b>
<b>MENTION ON ARTISTRI SUD'S SOCIAL MEDIA</b> Facebook, Twitter, Blog, Website	✓	✓	✓	✓
<b>MENTION IN POST-EVENT NEWSLETTER</b> 2000+ subscribers	✓	✓	✓	
<b>LOGO ON BANNER AND MEDIA AT THE EVENT</b>	✓	✓		
<b>LIVE MENTION AT THE EVENT</b>	✓	✓		
<b>MENTION IN PRESS RELEASE</b>	✓			
<b>TICKETS TO THE EVENT</b>	<b>6</b>	<b>4</b>	<b>2</b>	<b>1</b>

Note: Tax receipts are provided for the eligible amount of the donation

# CONTACT US

ARTISTRI SUD

*Artistri Sud* is thrilled to invite you to embark on its journey of changing the world, one woman at a time. The world can be a better place; empowered women will make it happen.



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