



Social Impact Partner Package

**Charitable, Partnership &
Sponsorship Opportunities**

For *People.*

For *Communities.*



Our Purpose

At DIVERSEcity Community Resources Society, strengthening communities starts with helping people build the life they want. We listen with open hearts and minds to connect people to inclusive, innovative and culturally safe programs and services as they navigate their life in Canada.

From resources for their education and employment goals, to their health and wellbeing, we are here to support people's journeys, creating pathways for all to be a part of connected, stronger and healthier communities.

As a registered charity in British Columbia since 1978, we work together with Indigenous, community and business partners to elevate voices and advance change for an equitable and sustainable world. For people. For communities.



Vision

“An inclusive, equitable and regenerative society that puts people and the planet first.”

Mission

“Together, we build connected, stronger and healthier communities.”

Why Partner with Us?

It's well-known that incorporating social purpose or corporate responsibility into your company is beneficial for business. Showing your organization's support for diversity, inclusion and wellbeing in the community inspires customer and employee engagement, improves your brand reputation and boosts your bottom line. There are economic advantages to incorporating social purpose in your work, but it also feels good knowing you're making a difference in your community.

At DIVERSEcity, we have a long history of social innovation and enterprise, and can be your partner in doing good. Together, we can identify giving and brand-building opportunities that align with your corporate values and priorities, while spotlighting your commitment to making a social impact.

As a nearly 50-year-old community builder based in Surrey, the fastest-growing city — and soon to be the largest city — in BC, DIVERSEcity has the history and leadership to be your bridge to social impact in areas of diversity, inclusion, social justice, newcomer integration, entrepreneurship, women's empowerment, humanitarianism and more.

We are a leader in creating equity-advancing opportunities, campaigns and events. Let's find ways to make an impact together!



Neelam Sahota
Chief Executive Officer



Ian Robinson
Chief Financial Officer

Endowment, Donation and Sponsorship Opportunities



Establish an Endowment Fund

Making a win-win philanthropic donation

Endowment funds support charitable organizations like DIVERSEcity via an investment fund (\$10,000+), either through one large donation or a series of smaller donations to build up the endowment.

The fund offers tax benefits to you, a charitable tax receipt as well as an official news announcement and recognition about your philanthropic contributions to DIVERSEcity, highlighting your organization's social purpose.

With an endowment fund, you can:

- Receive a charitable donation receipt for each contribution you make to an endowment
- Claim tax credits for these donations on your income tax return
- Carry forward any unused credits
- Direct how or where the endowment income is used, subject to DIVERSEcity's policies and priorities

An endowment fund can help support DIVERSEcity's non-government-funded programming, operations and free community events annually and in perpetuity through long-term investment returns.



Donations & Charitable Gifts

In addition to Endowment Funds described on the previous page, other charitable donation and gift opportunities include:

1. Capital Donation (\$10,000+)

Donate to support DIVERSEcity assets and infrastructure and have a donation recognition plaque recognizing you as a philanthropic partner in the space or asset in question. For example, donating funds to create a computer lab at DIVERSEcity would give your company naming rights.

Your donation will provide you with a charitable tax receipt and a news announcement about the donation.

2. Program Donation (\$5,000+)

Donate to a DIVERSEcity program area of your choice, helping support or expand program delivery, awareness, client grants or bursaries, and more.

Your donation will provide you with a charitable tax receipt and a news announcement about the donation.

3. Values-Based Donation (\$1,000+)

Do we share a geographical location or social purpose values? Donate to support DIVERSEcity as a charity in your local community, or because your company shares similar values or social priorities, from equity to food security.

Your donation will provide you with a charitable tax receipt and a news announcement about the donation.



4. Gift in-kind

Do you have gift of property you would like to make that would benefit DIVERSEcity, such as technology, equipment, vehicles or real estate?

Your donation, a voluntary transfer of property, will provide you with a charitable tax receipt at fair market value of eligible items and a news announcement about the gift in-kind.

Sponsorship Opportunities

If your priorities are community engagement and brand visibility in connection with a social impact cause you care about rather than a charitable tax receipt, we welcome you to consider various sponsorship opportunities with DIVERSEcity. There are many ways we can collaborate!

1. Branding Visibility

Weave your brand at DIVERSEcity locations and resources through sponsorship and naming opportunities of projects, campaigns and assets.

2. Co-create Impactful Programming

Collaborate with us to create branded programs that fill a needed service gap or provide win-win referral pathways.

3. Partner with our Signature Events

Be recognized as a sponsor at our signature events, including our DIVERSEcity Awards of Impact, DIVERSEcity Entrepreneur & Small Business Fair, Black in BC and Women's Leadership Forum. Prominent logo on all promotional material, social media content and speaking opportunities included! Support one or all!

4. Advocacy and Thought Leadership

Collaborate with DIVERSEcity to run digital content, advocacy campaigns and resource guides that position your organization as a changemaker and thought leader.



5. Access to Growing Demographics

Directly connect to the growing immigrant and BIPOC communities in BC through workshop and mentoring opportunities.

6. Corporate Volunteer Opportunities

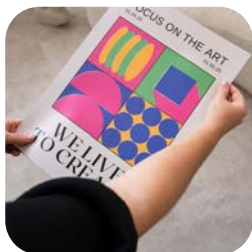
Connect with our staff and clients to provide guidance, skills transfer and knowledge sharing opportunities.

7. Customized ideas to meet your needs!

Tell us what you're looking for and let's collaborate!

Connect your brand with community impact!

Showcase your commitment to the people and communities that your business or organization serves by partnering with a forward-thinking organization advancing change for the benefit of our communities.



Increase your brand awareness
in the community



Network with stakeholders, key
decisionmakers and dignitaries
at community events



Demonstrate your corporate social
responsibility and values



Reach the large demographic of
newcomers and diverse
populations!



Shine a spotlight on your corporate
expertise and thought leadership



Give back to the community
and make a real impact!

WANT TO DISCUSS? CONTACT MARKETING@DCRS.CA

Snapshot of DIVERSEcity's Signature Events



Awards of Impact

September 24, 2025, Surrey Arts Centre

Presenting Sponsor Opportunity — \$7,500

DIVERSEcity Awards of Impact recognize and celebrate inspiring clients, volunteers, community partners and community members who are making an impact in the community.

Awards are given to inspiring individuals, as well as to community groups, employers, grassroots organizations and businesses making a social impact.

It's an inspiring event with speeches, entertainment and networking that brings together 150-200 invited dignitaries, community leaders, local changemakers and award recipients.

We are currently seeking a presenting sponsor for this empowering, community event for a two-year commitment. Weave your brand directly into this event and demonstrate your social purpose! Other sponsorship levels are also available. Please contact Margaret Jetelina, Senior Manager, Marketing & Communications, for more information at mjetelina@dcrs.ca or call 604-612-9148.

Award Categories

1. Youth Leadership Award
2. Food Justice Advocate Award
3. Inspiring Seniors Award
4. Community Changemaker Award
5. Gender Equity Award
6. Reconciliation in Action Award
7. Strengthening Safety Award
8. Diverse Abilities Award



"This award inspires me to do better and be better and to take my mental health advocacy work to greater heights. If there's a message I could leave with you here today, it would be to just continue to be kind to one another. You never know the internal battles that someone is fighting, so please continue to build each other up."

— Rabiah Dhaliwal,
2024 Youth Leadership
Award winner and mental health advocate



Entrepreneur & Small Business Fair

October 22, 2025, Surrey, BC

Platinum Sponsor Opportunities — \$5,000 (multiple)

Launched in 2016, the DIVERSEcity Entrepreneur & Small Business Fair has helped hundreds of diverse entrepreneurs and small business owners get the knowledge and tools they need to plan, launch and grow their own business.

Held during Small Business Month in October, the event has been a great success, with positive feedback from participants and exhibitors, and year-over-year growth in attendance.

The event, a spinoff of our Diverse Entrepreneur Business Incubator, supported by TD Bank, includes an extensive tradeshow, entrepreneur marketplace, speakers and a live business pitch competition, Dragons' Den style.

Presented by TD Bank, we are currently seeking Platinum (\$5,000) and other sponsors for this empowering event celebrating local, diverse entrepreneurs. Weave your brand directly into this event and demonstrate your commitment to supporting small business! Please contact Margaret Jetelina, Senior Manager, Marketing & Communications, for more information at mjetelina@dcrs.ca or call 604-612-9148.



“I love being an entrepreneur because it’s a great balance of freedom and craziness. It changes all the time and every day brings something new.”

— Benjamin Achache, Best Business Idea Award Winner

Black Brilliance in BC

February 6, 2026, Surrey City Hall

Presenting Sponsor Opportunity — \$20,000

Launched in 2023 by DIVERSEcity during Black History Month, the empowering event is a true celebration of the Black community, its many cultures, achievements and success stories.

It connects Black community members, leaders, entrepreneurs and youth, along with individual and organizational allies to inspire dialogue, learning and support for Black excellence.

The last three events had a spectacular turnout with 350+ engaged attendees, who came together to celebrate and learn from one another. The event also includes the Black Brilliance Awards, which honours Black community members and leaders for outstanding work and impact.

We are currently seeking a presenting sponsor for this empowering, community event. Weave your brand directly into this event and demonstrate your social purpose! Other sponsorship levels are also available. Please contact Margaret Jetelina, Senior Manager, Marketing & Communications, for more information at mjetelina@dcrs.ca or call 604-612-9148.

“Thank you DIVERSEcity for taking the lead in celebrating Black History Month with a wonderful function that brings our community together!”

— Amos Kambere, Founder, Umoja



“To be nominated alone was an honour, but to be recognized as a trailblazer, well, that is beyond anything I could have imagined.”

— Winnie Chironga, Black Brilliance “Trailblazer” Award winner, 2024

DIVERSEcity X Minerva Women's Leadership Forum

March 4, 2026, Anvil Centre, New Westminster

Presenting Sponsor Opportunity — \$20,000

Launched in 2023 by DIVERSEcity in collaboration with Minerva BC, this International Women's Day event was created by two non-profit organizations in partnership to advance gender equity, support women from all walks of life and backgrounds, and connect emerging and established women leaders to improve their personal and professional lives.

The forum represents the many interconnected facets of womanhood, from searching for success and wellbeing, while lifting other women up to do the same. It's about redefining what leadership looks like by:

- Sharing strategies on overcoming barriers in the workplace for women
- Creating space for dialogue on advancing equity including ways to build allyship
- Inspiring each other with confidence and empowerment
- Learn about strategies to build your financial independence and wealth generation

We are currently seeking a Presenting Sponsor for this empowering, women's leadership event. Weave your brand directly into this event and demonstrate your social purpose! Other sponsorship levels are also available. Please contact Margaret Jetelina, Senior Manager, Marketing & Communications, for more information at mjetelina@dcrs.ca or call 604-612-9148.

"What a fabulous event full of very powerful women. I still feel the vibe of that day in me! Seriously, thank you for all the efforts for putting this unforgettable event together!" — Luvia, 2025 event attendee



"I love International Women's Day because it's a time for us to step forward in the space of acknowledging not only all the wonderful women in our life, but also the progress we've made and the work that we need to do."

— Honourable Niki Sharma,
2024 panelist

**Let's work
together to make
a social impact!**

➤ **DCRS.CA**

@DIVERSECITYBC    





Our work takes place on the ancestral, traditional and unceded territories of the SEMYOME (Semiahmoo), q̓ícəy̓ (Katzie), kʷikʷə́ləm (Kwikwetlem), q̓ʷa:n̓lə̓n (Kwantlen), qiqéyt (Qayqayt), xʷməθkʷəy̓əm (Musqueam) and sc̓əwaθənməsteyəxʷ (Tsawwassen) First Nations. The knowledge and traditions of these communities are significant in providing context to the work we do, and DIVERSEcity recognizes the importance that reconciliation has in building connected, stronger and healthier communities.

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