



THE CITIZENS FOUNDATION CANADA

Dear Sir/Madam,

It gives me great pleasure to write to you on behalf of The Citizens Foundation (TCF) Canada, one of the leading organizations working for social change in Pakistan. TCF's vision is to remove barriers of class and privilege through education and to make the youth of Pakistan agents of positive change. We also aspire towards empowerment of women with over 50 % female enrolment in our schools and all of the teachers (some 8,900) being women.

TCF has changed the lives of hundreds of thousands of children and given them an opportunity for a better future. Established in 1996, TCF now runs 1,202 schools in over 107 towns and cities across the country, and today has enrolment of 173,000 students.

TCF Canada is registered with the Canada Revenue Agency as a Charity, and its financial statements are audited by KPMG LLP. TCF Canada's success owes largely to the solidarity, generosity and social responsibility of Corporate Canada. Specifically, TCF Canada has raised \$8.5 million to date and supports 57 of the schools.

The Annual Gala and Fundraiser being held on Sunday April 3rd, provides an excellent opportunity to become involved in this worthwhile cause. We are proud to announce that our keynote speaker this year will be Farah Mohamed, the founder and CEO of G(irls)20, an organization which cultivates future generations of female leaders through education and entrepreneurship.

Over 1,000 people attended TCF Gala last year with the participants being treated to an evening of inspiration, dinner, and entertainment. This year's Gala promises even more, with over 1,100 supporters expected to attend. Participants and sponsors will be able to network with professionals from Canada's premier organizations that share their values, and develop the sponsor's brand awareness, while celebrating every child's right to education in one of the world's most impoverished countries.

It remains worthy of note that TCF's cause and events are supported by some of the most affluent members of the South Asian community, and the Annual Gala and Fundraiser serves as an exceptional opportunity for companies and professionals alike to forge business partnerships even beyond Canada's borders.

Participating by sponsoring the Gala is a simple way of showing support for TCF and its mission. Our overhead costs are minimal and all contributions are invested directly in the schools and children. Sponsoring the Gala will undoubtedly demonstrate your organization's commitment to giving back to society. This will also be an opportunity to showcase your organization through our national and local media partnerships as well as being acknowledged in our communications and promotion material. Sponsorship categories include Platinum, Gold, Silver, Bronze and Patron sponsorship, which range from \$25,000 to \$1,000 to suit all budgets. Custom advertising and branding packages can be made available upon request.

Further details regarding TCF organization and its cause, sponsorship and benefits can be found in the enclosed documents. You can also learn more about TCF Canada and its initiatives via our website, www.tcfcanada.org.

I am sure your organization shares our values and we ask for your support for our efforts to promote education in Pakistan. Please contact Abdurrehman Muhammadi at 1-416-315-8952 or armcan@gmail.com to sign up as a sponsor or for further information about sponsorship and benefits of partnering with TCF Canada.

Thank you for your time and consideration and we eagerly look forward to your participation and support.

Yours sincerely,
[name]

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- (A) An informative presentation on TCF and TCF Canada including sponsorship categories and associated benefits
- (B) The 2016 Gala Flyer which included details on sponsorship level and benefits.

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