



Guest Speaker  
**Tareq Hadhad**  
CEO of Peace by Chocolate

# *Hope* in the City



Fundraising Breakfast November 14, 2024

# SPONSORSHIP OPPORTUNITIES

In support of The Salvation Army's Christmas Campaign in Winnipeg

Presented by **PATERSON**  
  
FAMILY FOUNDATION

[HopeWinnipeg.ca](http://HopeWinnipeg.ca)

## *A message from our Divisional Commander*

Dear Friends,

We are delighted to announce that our annual Hope in the City fundraising breakfast will kick off The Salvation Army's 2024 Christmas Campaign. We are so grateful for the opportunity to come together to support The Salvation Army's incredible work in Winnipeg.

This year's special guest is the inspirational CEO of Peace by Chocolate, Tareq Hadhad.

Tareq will share his story of overcoming unfathomable adversity as a Syrian refugee who rebuild his life as a successful entrepreneur and peace advocate in Canada.

This event is more than just a meal—it's a chance to make a meaningful impact in our community. The funds we raise will go directly toward helping The Salvation Army continue its essential programs and services, providing hope and support to those who need it most.

We can't wait to see you and celebrate the power of generosity and compassion. Hope in the City is a chance to acknowledge the importance of caring for our neighbours and the less fortunate in our community. Together, we can create a brighter, more hopeful future for so many in need. Your partnership with The Salvation Army is vital and together we are truly Giving Hope Today!

### *Donald and Donna Bladen*

Lt Colonels Donald and Donna Bladen  
Divisional Commander  
Prairies & Northern Territories Division



Help us meet our **Christmas Campaign goal at the kettles** this year!

Kettle funds are used to support our year-round programs and services in Winnipeg that help provide basic necessities. Hot meals, Christmas hampers, food programs, summer camps, school supplies, toys, homelessness prevention programs, housing resources, and more.

Winnipeg has several Kettle locations around the city to help collect funds towards our campaign. You can help by becoming a Kettle volunteer. Our Kettles accept cash, debit, and credit and shifts are just two hours.



## ***2024 Hope in the City guest speaker Tareq Hadhad***

Tareq Hadhad is telling his story. He was a Syrian refugee and now living his new life with his entrepreneurial family in Canada's east coast. He is the founder and CEO of Peace by Chocolate, and most recently been recognized as one of the Top 50 CEOs in Atlantic Canada by Atlantic Business Magazine.

In 2012 the Hadhad's home and factory that housed the family chocolate-making business were destroyed which forced them to seek safety in other countries. A former medical student at Damascus University and long-time peacekeeping advocate, Tareq joined medical relief efforts after arriving in Lebanon. A new life began when Tareq and his family were welcomed to Canada on a community-based sponsorship.

Passionate about peace and entrepreneurship, his family relaunched the family business to recreate the chocolates they once exported across the Middle East and their story has turned into an international inspiring phenomenon.

Tareq and his family have a focus on job creation, utilizing a network of local community members and refugees from across Nova Scotia and Canada to help support the local economy. Now that their chocolates are distributed across Canada, they look to offer more employment and exporting opportunities as their business grows.

Author, Jon Tattie wrote a book about the Hadhad's story which has become a bestseller. A feature film, Peace by Chocolate, also based on the family's story premiered at the Tribeca Film Festival and launched in Cineplex theaters across Canada in the spring of 2022. The film won several film festivals awards and accolades.

In January 2020, Tareq received his official Canadian Citizenship which garnered international attention and has become one of the greatest accomplishments of his life. He has had the privilege to meet former President of the United States, Barack Obama, Canadian Prime Ministers, and has had conversations with many World Leaders. He was named a Top 30 Under 30 Innovator by Atlantic Business Magazine in 2022, a recipient of the EY Entrepreneur of The Year 2021 for Atlantic, named one of the Top 25 Canadian Immigrants, selected by Google as the National Hero Case, was awarded RBC's Entrepreneur of the Year in 2020 and Queen Elizabeth II's Platinum Jubilee Medal. All of this has happened since Tareq's arrival on Canada's East Coast in December 2015 as a Syrian-Canadian newcomer.

Tareq has spoken at the Summit of The Americas, Amnesty International's Human Rights Conference, TEDx events, and Chambers of Commerce Dinners. He has delivered keynote presentations in the United States, Mexico, Jamaica, the UK, France and Denmark, spoke to several corporate and government organizations both in person and virtually, and done over 1000 interviews with various news teams across the globe. Tareq speaks on the compelling story of his family, the positive impact of newcomers, and the spirit of resiliency, entrepreneurship and giving back.



# Sponsorship Levels

## PLATINUM

### Platinum Sponsor \$10,000

- Two complimentary tables of 10
- Sponsor's logo with link on event web page ([hopewinnipeg.ca](http://hopewinnipeg.ca))
- Large-sized logo on screen periodically during the event (exclusive slide)
- Sponsor's logo included on table top display
- Sponsor's logo on six of our kettles for the duration of the Kettle Campaign
- One 10-person team for Santa Shuffle on December 7
- Retractable banner or signage with sponsor's logo displayed at the event
- Acknowledgement of generous sponsorship at the event by the emcee

## GOLD

### Gold Sponsor \$5,000

- One complimentary table of 10
- Sponsor's logo with link on event web page ([hopewinnipeg.ca](http://hopewinnipeg.ca))
- Sponsor's logo on shared slide on screen
- Sponsor's logo included on table top display
- Sponsor's logo on two kettles for the duration of the Kettle Campaign
- One 10-person Santa Shuffle fun run team, December 7

## SILVER

### Silver Sponsor \$2,500

- Four complimentary tickets to the event
- Sponsor's logo with link on event web page ([hopewinnipeg.ca](http://hopewinnipeg.ca))
- Sponsor's logo on shared slide on screen
- Sponsor's logo included on table top display
- One 10-person Santa Shuffle fun run team, December 7

## BRONZE

### Bronze Sponsor \$1,000

- Two complimentary tickets to the event
- Sponsor's logo with link on event web page ([hopewinnipeg.ca](http://hopewinnipeg.ca))
- Sponsor's logo on shared slide on screen
- Sponsor's logo included on table top display

# Hope in the City



## The Salvation Army invites you to support our 2024 Christmas Kettle Campaign

November 14, 2024  
Fort Gary Hotel 7:30-9:00 a.m.  
with guest speaker:  
**Tareq Hadhad**

### Sponsorship Opportunities:

- Platinum \$10,000
- Gold \$5,000
- Silver \$2,500
- Bronze 1,000

**SPONSORSHIP DEADLINE:**  
**October 14, 2024**

To confirm your sponsorship, or for further information, please contact:

events.ab@salvationarmy.ca  
T: 587-643-3107

### Contact Information:

Contact Name: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address (incl. Postal Code): \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

### Social Media accounts:

Instagram: @ \_\_\_\_\_ Facebook: @ \_\_\_\_\_

### Method of Payment:

- VISA       Mastercard       Cheque (payable to The Salvation Army)

Name on Card \_\_\_\_\_

Card Number \_\_\_\_\_ Exp Date \_\_\_\_\_

Signature \_\_\_\_\_