

INTERNATIONAL  
WOMEN'S ASSOCIATION



# SPONSORSHIP

## Information Booklet



Opening of sensory room at EDEC, Terjoli



Roof renewal at NGO Mkurnali, Tbilisi



Visit to Day Care Center Toliskuri, Khobi

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*Thank you for your interest in becoming a sponsor of International Women's Association Georgia!*



*Our charity projects are designed to benefit women, the elderly and socially vulnerable children across Georgia, so please read on to find out more about our organization, the sponsorship options available, and our charitable work which will be directly enabled by purchasing one of our sponsorship packages.*

Johanna Muehlmann  
President, 2021 - Present

# IWAG Background

IWA Georgia was initiated in 1996 by a group of expatriate and Georgian women living in Tbilisi.

IWA Georgia supports

- women
- children and
- elderly people

who are at risk due to poverty, poor health and disabilities.

As a result of the hard work of the Management Board, IWAG obtained official charity status in spring 2017, which means that donations are exempt from tax; The necessary paperwork can be provided to support this. Charity status also confers to us a stronger position as an officially recognized, serious and well managed organization.

All charitable projects supported by IWAG are entirely funded from a combination of charitable donations, money raised from our fundraising events, and money raised from the sale of sponsorship packages; **By choosing to sponsor IWAG, you will be directly supporting community based projects across Georgia, since 100% of the sponsorship fee goes towards our charitable work.**

All projects supported by IWAG are carefully selected and monitored by our Charity Projects Committee (CPC), following strict guidelines to ensure that support is allocated to worthy projects and that the projects are implemented successfully. You can read more about some of our current projects in the CPC section of this booklet.



## The Winter Fair

The Winter Fair, IWAG's largest fundraising event of the year, originally started as a showcase for Georgian artisans & craftsmen. 14 years ago, IWA Georgia began inviting embassies, sponsors and international organizations to participate alongside Georgian artisans and craftspeople.

Over the years, the IWAG Winter Fair has grown to become a popular attraction, held in the prestigious setting of the Sheraton Hotel, and offering an exceptional, international range of specialty products, food and gifts for the Christmas season; its numerous visitors are attracted both by this offer and the opportunity to support the charity activities of IWA Georgia.

We usually welcome several thousands of visitors to browse the products of over 90 sponsors and vendors, and to view the offerings of most of the embassies present in Georgia. **This makes the Winter Fair an ideal showcase for sponsors, vendors and embassies to present their products to an extensive audience.**

The revenue raised from the Winter Fair usually ranges from 130,000 - 140,000 GEL, all of which goes towards funding IWAG's charitable activities.

# Charity Projects Committee (CPC)

## Supports focus projects - Social grants - Individual support

The work of the Charity Projects Committee (CPC) is to provide application based grants to organizations and individuals who apply to the CPC for financial support.

**Principles of CPC** – Through the CPC, IWA Georgia improves the lives of women, children, and the elderly, as well as persons who are vulnerable, disabled, sick, or needy. This includes the support of prevention programs. All supported projects fall into one of these areas of interest and must have a direct, positive effect on Georgian citizens.

“Applications are open to everyone (Georgian citizens), there is no limitation in this, as our primary goal is to reach those that might be excluded from all other similar opportunities – individuals usually apply for grants to help with medical care, these are generally people/children with low incomes and/or poverty, who need help to cover treatments and have exhausted all other options, so we often support their live saving treatments. Organizations often apply for educational projects, for projects that empower women, or those that live with different disabilities.” The CPC team consists of 13 IWA ladies with passion!

This year, our focus projects are still under the motto “Education and Learning for a Better Future”, meaning that applications that fall into this category enjoy priority, but again, all applications from anyone in need are considered.

Please see some of the projects our CPC could support in 2022 with the money collected from last year’s Winter Fair! CPC is still working for 2022 (so far 31 projects)!

### Focus Projects

- NNPL Childhood Cancer Super Heroes: Implementation of website and awareness building for parents with children with cancer.
- Georgian Society of Clinical Oncology: Support of cervical screening program, Guria region.
- First Step Georgia: materials for creative club for children with severely delayed mental development.





### Community Projects – Social grants

- Child & Environment: Installation of a ventilation system for the physiotherapy rooms.
- NGO Mkurnali: Renewal of the roof of the shelter for homeless children.
- Support for Women's Tennis club: Supported a women's tournament after COVID lockdown.



### Individual Projects

- Provided a 6 year old boy with kidney cancer with necessary medication & support.
- Supported an elderly woman with medication and hygiene items.
- Aided rehabilitation of formerly incarcerated women by providing medication & other necessities.

### Ongoing Project

One of our largest projects this year was to provide the finances for Toliskuri, the beneficiary organization, to purchase a suitable property in Khobi. The new property has the capacity to accept up to 50 children, with varying levels of physical and learning difficulties, from across the region. The necessary funding was raised in co-operation with Austrian donors.



# Sponsorship Packages
















The table below outlines the four standard sponsorship packages available and their benefits.

Please note that these packages serve as a guideline for sponsors, but that we can also create custom arrangements according to a sponsor's individual circumstances and concerns.

For example:

- Pay 300 GEL for a table at the Winter Fair to use personally or for a business of your choice.
- Financial donations can be targeted to a particular area (e.g. children or the elderly or...)
- Gift cards can be provided for use in CSR (Corporate Social Responsibility) programs.
- Direct donations of goods can be uplifted by us (e.g. Food, clothing, projectors, laptops...)

Finally a reminder that **100% of all donations go completely towards our charitable projects.**

Sponsorship Packages	Platinum	Gold	Silver	Bronze
Amount	5000+GEL	3000-4999 GEL	2000-2999 GEL	1000-1999 GEL
Company's name is included on the website, Facebook page and IWA's newsletter				
Company's name included in all IWA's activities** (with physical presence or on line)				
Newsletter advertising	12 months* (3/4 page)	6 months* (1/2 page)	4 months* (1/2 page)	3 months* (1/4 page)
Website advertising	12 months	6 months	4 months	3 months
IWAG e-mail group advertising				
Distribution of the company flyer on a chosen IWAG Business Meeting				
Video on website and Facebook page promoting the company				

\* Due to availability, the months for advertisement will be determined by IWAG and company together

# Become a Sponsor

Thank you for choosing to become a sponsor of International Women's Association Georgia!

Please complete the form below and return it, along with a copy of your logo as you'd like it to appear in our materials, to [fundraising@iwageorgia.com](mailto:fundraising@iwageorgia.com)

If you wish your logo to be included in our materials, please also email this to [fundraising@iwageorgia.com](mailto:fundraising@iwageorgia.com)

Name of Contact: \_\_\_\_\_

Name of Company/Organization: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Contact Phone: \_\_\_\_\_

Sponsorship Donation Amount: \_\_\_\_\_

Sponsorship Level: Platinum / Gold / Silver / Bronze / Custom

Any other information: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

*Thank you!*