



Overcomers Refugee Services

educate • empower • engage



**Umuganda, a Kinyarwandan word, translates to
“coming together for a common purpose to achieve an outcome.”**

*A practice that has long existed in Rwandan culture, Umuganda was institutionalized to promote **peace, unity, and prosperity** throughout the nation. On the last Saturday of every month, the country of Rwanda shuts down and residents from every household come out to improve their neighborhood; fixing washed-out roads, planting trees, building bridges and even building school houses.*

On Saturday, June 25, 2022, Overcomers Refugee Services is pleased to present NH's first UMUGANDA.

A key part of Overcomers' mission is to create a "coming together" of New Americans and the receiving community, foster a culture of mutual respect and understanding, and build a stronger community for all. Since many of the New Americans in the Concord community are from Rwanda, Overcomers would like to invite the whole community to join us in this Umuganda event.

This participatory community event will be open to the public and will feature:

- **Painting a Community Mural:** *The mural will serve as a beautifying gift to the Concord community, as well as a representation of the many new cultures who have made Concord their home.*
- **Planting a Pollinator Garden:** *The pollinator garden will be a healthy contribution to our environment, and the youth from Project S.T.O.R.Y. will learn a lot as they maintain the garden once it's planted.*
- **Park Cleanup and Beautification**
- **Cultural Music, Ethnic Foods & Fun Activities:** *Concord has established that the sharing of cultures through food, music, art, and activities is a positive way to build bridges and strengthen our community*

We hope you will consider supporting this special event. As a sponsor of Umuganda, your business or organization will receive publicity through our event promotion, during the event, and for many years to come in the mural, the gardens and the sense of pride of the participating community members.

The marketing benefits for sponsors are listed on the next page. Please let us know if you have any questions.

Thank you for your consideration. We look forward to celebrating New Hampshire's first annual Umuganda with you!

Sincerely,

Clement Kigugu

UMUGANDA EVENT SPONSOR \$5000 (exclusive)

- Named in event title: "UMUGANDA presented by Your Business Name"
- Company branding included on all marketing materials (print, online, social media)
- Video promotion with custom messaging leading up to event
- Provide welcoming remarks at event
- Company name posted at mural and garden sites*
- Company named in promotional press release
- Photo opportunities and inclusion in press release following the event
- Logo displayed on OvercomersNH.org for one full year
- Framed print of mural artwork
- Company name associated with all promotion of artwork following the event
- *Other: Tell us what's important to you!*

MURAL SPONSOR \$2500 (exclusive)

- Company branding included on all marketing materials (print, online, social media)
- Video promotion with custom messaging leading up to event
- Company name posted at mural*
- Company named in promotional press release
- Photo opportunities and inclusion in press release following the event
- Logo displayed on OvercomersNH.org for one full year
- Framed print of mural artwork
- Company name associated with all promotion of artwork following the event
- *Other: Tell us what's important to you!*

GARDEN SPONSOR \$2500 (exclusive)

- Company branding included on all marketing materials (print, online, social media)
- Video promotion with custom messaging leading up to event
- Company name posted at garden site*
- Company named In promotional press release
- Photo opportunities and inclusion in press release following the event
- Logo displayed on OvercomersNH.org for one full year
- Framed print of mural artwork
- Company name associated with all promotion of artwork following the event
- *Other: Tell us what's important to you!*

COMMUNITY BUILDER \$1000 (unlimited)

- Company branding included on all marketing materials
- Company named In promotional press release
- Photo opportunities and inclusion in press release following the event
- Logo displayed on OvercomersNH.org for one full year

EDUCATE \$500

- Company branding on all marketing materials
- Company named in promotional press release
- Logo displayed on Overcomers' website for one full year

EMPOWER \$250

- Company branding on all marketing materials
- Company named in promotional press release

ENGAGE \$100

- Name listed in blog post following the event

Questions?

Contact Jessica Livingston:
outreach@overcomersnh.org
or 603.568.5740 (call/text)

Make checks payable to:

Overcomers Refugee Services
Mail to ORS Office:
90 Airport Road Suite 25, Concord, NH 03301
Or donate online: OvercomersNH.org