



# NASUA

North America Sukuta Association - Atlanta, GA

## Donors & Sponsors Brochure

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**February, 2024**

## **Donation and Sponsorship Appeal Letter**

Dear Prospective Donor/Sponsor,

Thank you for considering our charitable organization. We provide domestic and international relief assistance to those in need. Our domestic programs focus primarily on supporting communities in the United States and Canada. We support healthcare, legal aid, rental assistance, and funeral relief to community members in times of great difficulty. At the international level, we support the development initiatives of Sukuta town in The Gambia.

With a population of 45,048 in 2013 [according to The Gambia Bureau of Statistics (GBoS)], Sukuta still lacks critical health and educational facilities and other related social services to thrive. The youth, who comprise about 50 percent of the population, lack access to more gainful skills, employment opportunities, and social amenities. This has led to a sense of hopelessness among the youth, leading many to substance abuse or risk their lives by engaging in perilous illegal migration to Europe. Our organization has partnered with the Sukuta Village Development Committee (VDC) and other diaspora groups to address this /significant problem in our community. We are working on social initiatives in health, sports, and skills development education. Our ultimate objective is to assist in transforming young people in our community into productive members of society.

This brochure presents our current and future projects and how you can get involved. As a gesture of gratitude, we provide benefits packages to donors and businesses that sponsor or donate to our programs/projects. You can contribute financially to our programs/projects via



Zelle, Cash App, or PayPal. Send your financial contributions to (513) 415-2845 or visit our website to use PayPal. In case of any queries, you can contact us via email or phone.

We appreciate your support and thank you for considering a partnership with the North America Sukuta Association, Inc.

Sincerely,

| Dr. Dawda M. Touray | Secretary General |



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## Who We Are

The North America Sukuta Association, also known as NASUA, is a nonprofit corporation that operates domestically and internationally. It is a public charitable organization with a federal tax-exempt status as a 501(c)(3) organization. The association was established in the U.S. state of Georgia in 2016 and is headquartered in Atlanta. Its membership comprises individuals who share a common heritage and vision and are committed to supporting and empowering people and communities through various programs and initiatives. The organization strives to create a positive impact and achieve a better future.



## **Mission, Vision & Values**

The North America Sukuta Association has a mission to provide life-changing opportunities for the people of Sukuta. Our vision is to enable underserved communities and individuals in North America and The Gambia to access vital and high-quality resources in healthcare, education, and other areas necessary for their well-being. We are committed to achieving this goal through our core values of integrity, accountability, transparency, justice, and fairness for all.

## **Our Journey**

In 2007, a group of enthusiastic individuals convened in Atlanta to discuss the draft bye-laws for the proposed establishment of a non-profit organization. During the meeting, the charter that formed The Gambia Sukuta Association of the United States (GAMSUK-USA) was approved. However, six months after its inception, GAMSUK-USA experienced organizational challenges in different states and regions, leading to its dissolution. It was not until September 20th, 2016, that a new constitution was adopted, leading to the creation of the North America Sukuta Association (NASUA) as a public charitable organization.





## Who We Help

We provide educational, legal aid, healthcare, and social programs to impoverished communities in The Gambia and the United States. Your sponsorship will benefit those we serve.



Maternity Ward, Sukuta Health Center

## Our Impact

### **Beneficiary Testimonials:**

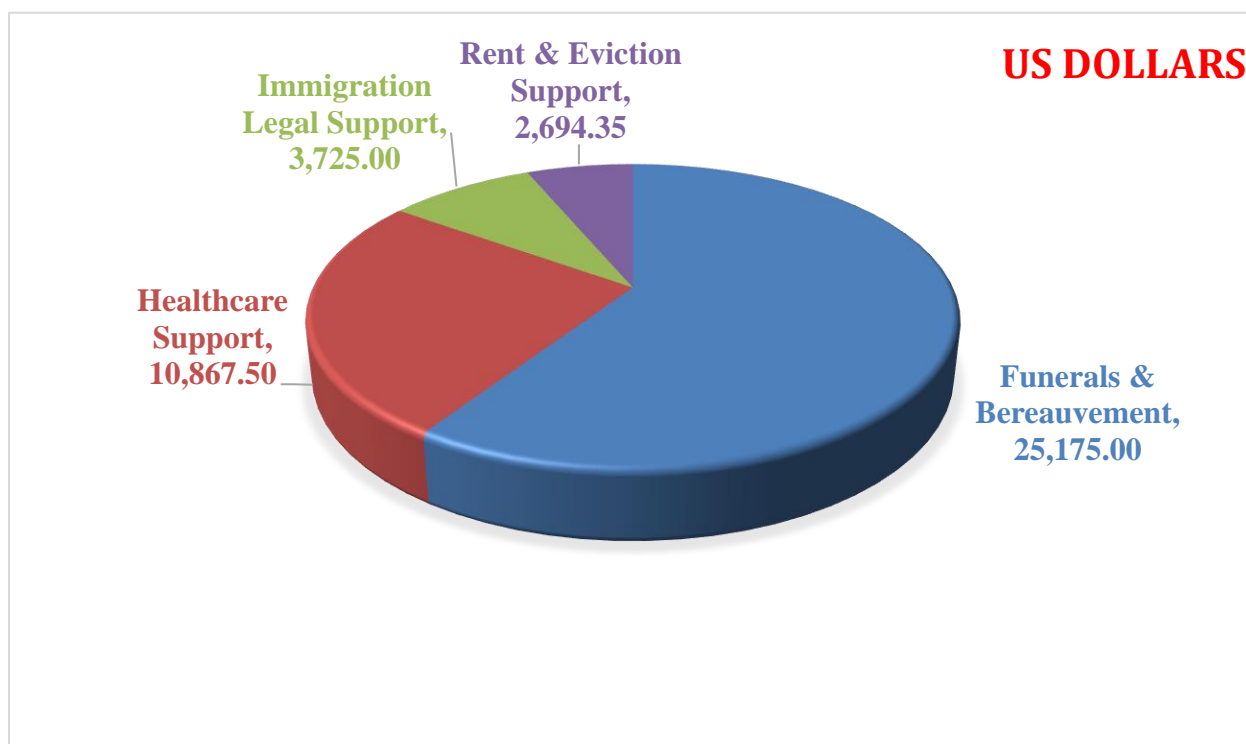
*"Our loved one passed away a few months ago, and during our grieving process, NASUA provided us with support and comfort. They also offered us US\$5,000 in charitable assistance to help with the funeral expenses of our beloved family member."*



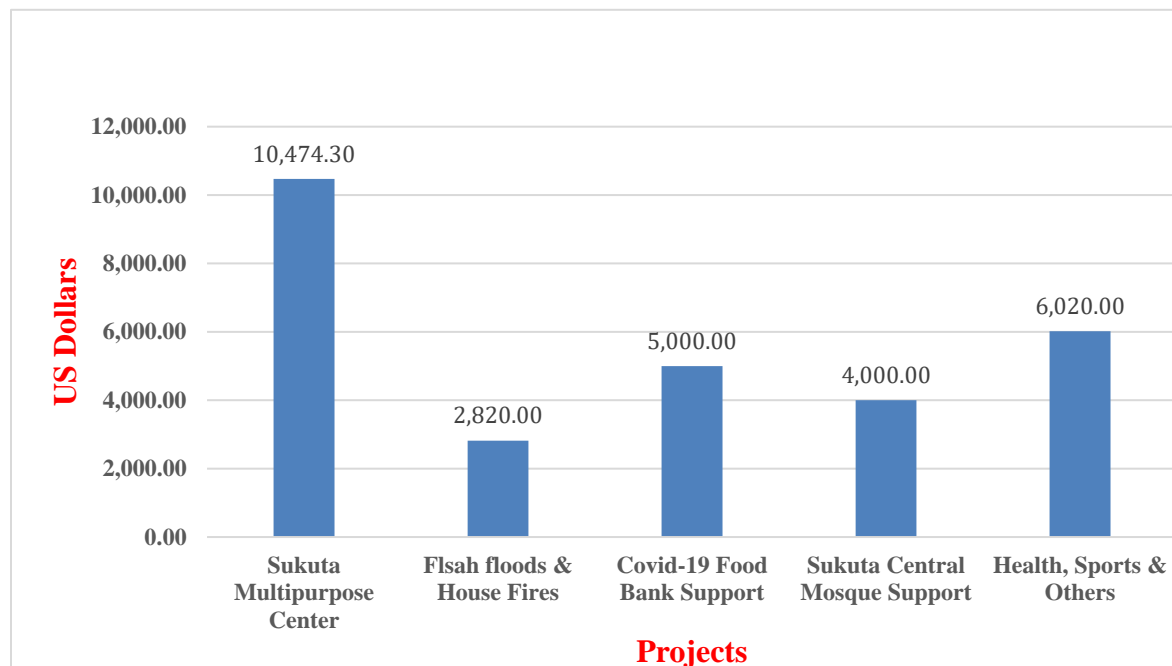
*"The Covid-19 pandemic has caused significant economic hardship in our community. As vegetable gardeners, we could not work and support our families due to the pandemic. NASUA's food bank initiative provided hope to our families who would have otherwise gone hungry."*

We made a significant impact over the years, thanks to the support of our community. Your donations help us continue our mission and support our community. Every dollar counts and will make a difference in the lives of those we serve. The charts below summarize the charities we have provided, illustrating our accomplishments and the positive change we have brought.

## Charitable Support to U.S. Communities



## Charitable Support to Sukuta Community in The Gambia



## What Comes Next—And How YOU Can Help!

### Our Ongoing & Planned Projects

Sukuta is a town in Kombo, a bustling metropolis in The Gambia. The town had a population of 45,048 in 2013, according to The Gambia Bureau of Statistics [GBoS]. However, the youth make up about 50 percent of the population and lack gainful skills, employment opportunities, and social amenities for leisure and work. This has led to a sense of hopelessness among the youth, which has pushed many to substance abuse or risk their lives by engaging in perilous illegal migration to Europe. To address this issue, the community of Sukuta has partnered with its



diaspora organizations to roll out development projects that aim to transform the youth into productive members of society.

### **Sukuta Multi-Purpose Center Project**



The project aims to create a central hub for administrative functions, provide youth opportunities to acquire new skills and generate income through commercial leasing to support future development projects. The project is currently active and relies on donations from our well-wishers. It is executed voluntarily by community members who share their skills and vital resources to deliver.

## Sukuta Health Center Expansion & Medical Supplies



The current health center was built in 1987 to cater to the maternity needs of women and infants primarily. However, with the population increase and the community's changing health service needs, the facility must be updated and improved. The health center urgently requires medical resources such as medication, equipment, technology, furniture, and skills transfer to address the critical outpatient needs of the community. In the long term, the community envisions major expansion works to upgrade the facility into a standard hospital capable of administering various curative and treatment needs of the populace, ensuring quality health delivery for the people of Sukuta.

## **Schools & Education Resources**

The education sector constantly changes and requires collaboration with key stakeholders to provide educational facilities, instructional support, and resource mobilization. The people of Sukuta complement the government's efforts through their "Tesito" philosophy, which emphasizes self-reliance, as demonstrated in the construction of classroom blocks and similar facilities at Sukuta Lower and Upper Basic Schools. The schools require various educational and learning resources such as furniture, laptop computers, textbooks, and stationery supplies. In the long term, the community envisions significant renovation work on several classroom blocks and landscaping for a practical and conducive learning experience.



### **Sukuta Football Pitch Upgrade Project**

Football, or soccer, is the most popular sport in The Gambia. The Sukuta Football pitch has been the main sporting arena for the community for several decades.

However, the facility currently needs more amenities to attract sponsors and fans. In the short term, the focus is on upgrading the ground's quality and feel by installing artificial turf or natural grass to meet necessary safety requirements and reduce injuries. In the medium term, the plan is to enhance the pitch environment with general landscaping, a weather-resistant eco-friendly lighting system, comfortable seating, and improved accessibility. In the long term, the goal is to transform the pitch into a top-notch mini-stadium, making it a sought-after destination for major sporting events.





## **NASUA Annual General Meeting (AGM) & Sukuta Family Reunion**

Have you thought about sponsoring an event? It could be an excellent opportunity to gain exposure and promote your brand. Every July, Sukutarians from across the United States, Canada, and beyond come together in the United States for three days of business and fun. The gathering provides opportunities for presenting reports, strategic planning, and networking. Our sponsors can directly market and sell their products and services through effective operational and tactical deliverables. Our esteemed Gold and Platinum Sponsors will be privileged to promote and sell their products and services, ensuring optimal value for their investment.









## Why Be a Donor or Sponsor?

### **Brand Visibility**

The business landscape has changed significantly over the years due to unpredictable environments. Partnering with NASUA can help increase brand awareness and generate high-quality leads from its **15,000+** social media and web-based followers.



## **Community Involvement**

Today's businesses face fierce competition. Sponsoring our programs/projects builds connections, creates brand advocates, and maximizes value for your business.

## **Lead Generation**

Our partnership arrangements can help you generate qualified leads and increase your conversion rate through follow-up.

## **Engagement Opportunities**

An opportunity to expand your network, acquire high-quality leads, and promote your business by participating in our events, engaging with our members, and showcasing your products.

## **Tax Deductible Donations:**

Your donations or sponsorship dollars are tax deductible, which may lower your taxable income based on the prevailing IRS guidelines.



## Sponsorship Levels & Benefits

Here are the different sponsorship levels and benefits packages available. Donations or sponsorships below the thresholds will receive honorary mention during our events. In addition to accepting cash donations, we also welcome non-cash donations that are valued at the Kelley Blue Book value or a reasonable sales price at the time of donation. If you have any items that you no longer need or use, consider donating them to us.

### Bronze

#### \$150 - \$299

- ★ **Benefit #1:** Two months quarter-page advert on the NASUA website.
- ★ **Benefit #2:** Invitation to attend NASUA AGM during the sponsorship year (U.S residents only).
- ★ **Benefit #3:** Tax deductible donations.
- ★ **Benefit #4:** Donor or sponsor appreciation recognition certificate or letter award.

### Silver

#### \$300 - \$499

- ★ **Benefit #1:** Two months quarter-page advert on the NASUA website.
- ★ **Benefit #2:** Invitation to attend NASUA AGM during the sponsorship year (U.S residents only).
- ★ **Benefit #3:** Sponsor-funded NASUA AGM t-shirt printing (Front: NASUA logo; back side: Business logo).
- ★ **Benefit #4:** Tax deductible donations.
- ★ **Benefit #5:** Donor or sponsor appreciation/recognition certificate or pristine mahogany plaque award.



## Gold

### \$500 - \$999

- ★ **Benefit #1:** Two months quarter-page advert on the NASUA website.
- ★ **Benefit #2:** Invitation to attend NASUA AGM during the sponsorship year (U.S residents only).
- ★ **Benefit #3:** Sponsor-funded NASUA AGM t-shirt printing (Front: NASUA logo; back side: Business logo).
- ★ **Benefit #4:** Slot/Table in the AGM/Family Reunion program to sell your business products/services.
- ★ **Benefit #5:** Tax deductible donations.
- ★ **Benefit #6:** Pristine mahogany plaque award recognition for the donor or business.

## Platinum

### \$1,000 and above

- ★ **Benefit #1:** Four months quarter-page advert on the NASUA website.
- ★ **Benefit #2:** Invitation to attend NASUA AGM during the sponsorship year (U.S residents only).
- ★ **Benefit #3:** Sponsor-funded NASUA AGM t-shirt printing (Front: NASUA logo; back side: Business logo).
- ★ **Benefit #4:** Slot/Table in the AGM/Family Reunion program to sell your business products and services.
- ★ **Benefit #5:** Tax deductible donations.
- ★ **Benefit #6:** Pristine glass trophy award recognition for the donor or business.

