



Executive Committee of Council
City Of Burnaby
4949 Canada Way
Burnaby, BC
V5G 1M2

February 21, 2025

Dear Sir/Madam,

Subject: Request for Funding Support for 'Raise Your Hands Against Racism' Event

Dear Members of the Executive Committee,

I am writing on behalf of our media organization, which owns and operates two radio stations based in Burnaby since 1987. We deeply appreciate the City of Burnaby's ongoing support for community initiatives and its commitment to fostering inclusivity.

In 2015, we launched a meaningful initiative called 'Raise Your Hands Against Racism.' Over the past 11 years, this project has not only gained significant traction but has also received strong recognition from the City of Burnaby. The city has declared an official day against racism and has participated in our various functions and presentations throughout the Lower Mainland, including those held at Burnaby Edmonds Centre in our first three years.

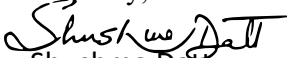
As part of this initiative, our radio stations annually provide a platform for individuals to share their experiences with racism, discrimination, and bullying, as well as highlight those who actively stand against such injustices. While our physical event this year will not take place in Burnaby, our media presence remains rooted in the city, and many Burnaby residents continue to benefit from our programming.

Each year, our initiative begins on January 15 and culminates on the day of Holi. In 2025, we will conclude our on-air campaign on March 29, followed by an event on March 30. The total cost of the campaign is typically around \$20,000, but this year, through sponsorships, we have managed to reduce expenses. However, we are seeking additional financial support to help cover costs, particularly for printing brochures.

We respectfully request the City of Burnaby to consider sponsoring our initiative with a contribution of \$1,500 to \$3,000, if possible. Your support would greatly assist in ensuring the continued success of this program and its positive impact on the community.

Thank you for your time and consideration. We look forward to your response and hope for the opportunity to continue collaborating with the City of Burnaby in fostering a more inclusive society.

Sincerely,


Shushma Datt