



**BRINGING
PEOPLE
TOGETHER**

A GLIMPSE OF AFRICA (AGOA) WHO ARE WE?

**AGOA BRINGS PEOPLE TOGETHER TO SHOWCASE, EDUCATE, CELEBRATE
AND SHARE THE DIVERSE AFRICAN CULTURES WHILE FOSTERING
COMMUNITY PROGRAMS THAT VOICE, ADVOCATE FOR AND ADDRESS
AFRICAN REFUGEES AND IMMIGRANTS NEEDS AND DISPARITIES.**

**A GLIMPSE OF AFRICA MISSION IS TO ENSURE THE AFRICAN IMMIGRANTS
AND REFUGEES ARE STABLE & VISIBLE, THROUGH ADVOCACY, CREATING
A SENSE OF BELONGING, BREAKING LANGUAGE, CULTURAL AND
SYSTEMIC BARRIERS**

**FOR A NEW AMERICAN THESE ESSENTIAL NEEDS, RESOURCES AND
OPPORTUNITIES ARE THE DIFFERENCE BETWEEN LOSING HOPE AND
HAVING A THRIVING LIFE IN THEIR NEW AMERICAN HOME.**



OUR OBJECTIVES



To bring people together for a stronger, united community with shared interests, and goals to advocate for positive system changes



To showcase Africa and her people in a brighter positive light to educate and change the negative media narratives projected about refugees and immigrants



To put the African immigrants and Refugees on the map to ensure their visibility in West Michigan through promoting their culture, businesses, and talents



OUR OBJECTIVES



Building belonging through providing a safe space where the refugees and immigrants can connect, engage with each other and the local community, to ease their integration as they set roots in their new home in America



Voice and address disparities in the African immigrant and refugee' communities associated to racial discrimination, culture, language and system barriers

Reducing these barriers to provide equitable access to healthcare, education, civic education and other social economic determinants of health



To create a cultural awareness through educational activities and engagements to ensure a more welcoming , culturally diverse and equitable environment for the immigrants and refugees as they set roots in our city/ in America



Sponsorship Opportunities

Community MH & Wellness Fair

**Hosted annually on the third
week of May
ADMISSION: Free**

A Glimpse of Africa Festival

**Hosted annually on the
second week of August
ADMISSION: Free**

A Glimpse of Africa Fundraiser Gala

**Hosted annually in October
Ticket price varies**

OUR PROGRAMS

- Our programs and events are specifically designed with the new Americans, with a special focus on the African immigrant and refugee community needs and interests in mind. We create programs alongside community members through tailored conversations and surveys to ensure we address the language, cultural, system barriers and challenges. AGOA programs help to build belonging, visibility, and equitable access to address, mental health and wellness disparities associated to social, economic, issues. We ensure New Americans have a smooth, long-term successful integration, and a healthier thriving life as they set roots in their home!



BRINGING PEOPLE TOGETHER

Sponsorship Opportunities

Sponsorship Levels	Healthcare Champion	Beacon of Hope	Trailblazer	Mindful Care	Resilient
Resource table at the event	✓	✓	✓	✓	
Social Media Mentions	2	2	2	2	2
Banner at the event	✓	✓			
Opportunity to speak at the fair	✓	✓	✓		
Corporate Logo on Flyers/Event Program	✓	✓	✓	✓	✓
Verbal Stage Recognition	✓	✓	✓		
Sponsorship Amounts	\$7,500	\$5,000	\$3,500	\$2,500	\$1,500



**Mental Health & Wellness Sponsorship
Levels & Benefits**

Sponsorship Levels	Platinum	Gold	Silver	Bronze
Social Media Mentions	1	1	1	1
Company Logo listed on the Website	✓	✓	✓	
Corporate Logo on Flyers/Event Program	✓	✓	✓	✓
Vendor Table	✓	✓	✓	✓
Verbal Stage Recognition	✓	✓		
Logo on the Volunteer T-shirt	✓			
Sponsorship Amounts	\$10,000	\$7,500	\$5,000	\$2,500



Festival Sponsorship Levels & Benefits

Sponsorship Benefits	Presenting Sponsor 10 Gala Tickets	Dinner Sponsor 10 Gala Tickets	Award sponsor 10 Gala Tickets	Impact sponsor 3 Gala Tickets	Resilient Sponsor 2 Gala tickets
Social Media mention					
Company Logo on the Website	✓	✓	✓	✓	
Logo on Event Program	✓	✓	✓	✓	
Company name on the Table	✓	✓	✓	✓	
Verbal Stage Recognition	✓	✓	✓		
Guest presents an award	✓	✓	✓	✓	
Vip Reception	✓				
Logo listed on the slides/Banner	✓	✓	✓	✓	✓
Sponsorship Amounts	\$7,500	\$5,000	\$3,500	\$2,500	\$500



Gala Sponsorship Levels & Benefits



MH & Wellness Fair: A two-day event designed to address mental health disparities and all social economic determinants of health impacting New Americans, especially the African community. The event fosters lasting connections, to peers and experts, and access to essential resources for overall well being



Listening Sessions: Monthly Listening sessions, are customized to create awareness and access to resources in a safe comfortable space. The sessions are facilitated by African immigrant/refugee therapists and AGOA enlisted experts to reduce cultural, language barriers while increasing trust in the mental health space.



Data collection and CHNA: A Glimpse of Africa has taken lead on gathering data and conducting health needs assessments to highlight disparities in the African immigrant and refugee communities.



Covid-19 & post Covid-19 support & education: AGOA is the only organization that has hosted Covid19 vaccines and education that specifically aims to address the challenges impacting the African Refugees and immigrants during the pandemic

MENTAL HEALTH AND WELLNESS PROGRAM



ADDITIONAL WELLNESS SUPPORT

1. Community Health Navigators
2. Addressing SDOH such as housing, immigration issues by having conversation and providing connections to resources. These issues are addressed mostly as part of the monthly sessions, by addressing these issues earlier on we are prevent long term stress that could lead into distress and depression.
3. Holiday food distribution

Housing Resources Part 2



Tomas Frezghi



Event Venue
1401 60th St SE, 49508
Greenridge realty



For more info

ART CULTURE CELEBRATION -FESTIVAL

African Art and culture celebration and education.

A Glimpse of Africa hosts the largest African cultural festival annually, a platform that centers and places the African community on the map through showcasing their culture, promoting and supporting their business and talents. The festival has birthed and elevated many talents and business especially food startups who have thrived beyond the festival. The festival brings vibrancy to the city and county at large while creating cultural awareness, a sense of belonging and building a welcoming community for new Americans



ECONOMIC EMPOWERMENT

Entrepreneur training and scholarship:

AGOA is taking the Entrepreneur support beyond just the Festival platform into a formal/incubator style support. In collaboration with partners like Kzoo Kitchen, GROW and GRCCT. AGOA is leading language and culturally appropriate training to support African community members in search of startup resources. In 2023 11 community members completed the training and gained the confidence and certifications to sell at the festival and beyond.





Why Partner With Us?

Brand Awareness:

Become visible to a global audience at events and social media mentions for increased exposure.

Talent Opportunity:

Spend less time hunting for diverse, qualified leaders, and talents by accessing our audience and community members.

Community Goodwill:

Strengthen and set your business aside by spreading positive messages. We trust investing in one of our worthy causes aligns with you and your customers values to increase brand loyalty and lasting support.

Business & Community Relations:

Create a diverse, equitable and inclusive business relationships through connecting with our community.





Outreach & Marketing

Social Media

Facebook
Instagram
YouTube
Twitter (X)
LinkedIn

Our Neighbors

Local Business, Places of Worship, Neighborhoods
Events, Door to Door
Visiting venues where African community
members do shopping, churches, mosques and at local
markets and events.

Online, TV and Radio

We use local TV & Station, online platforms to reach a
larger audience

Local Schools and Colleges

We work closely with local colleges' African Student
Associations (ASA), DEI departments, leaders and
students to access the members and other social groups

West Michigan & Beyond

We use our community partners, friends, family,
liaisons, and Social media platforms to reach the
West Michigan, statewide and nationwide
audience

**Connecting
with A
Glimpse of
Africa**

@aglimpseofafricagr



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