

Donor Package



Our Mission

Vinequity is founded to ensure that people who identify as Black, Indigenous or People of Colour (including BIPOC people who identify as LGBTQ+ or are living with a disability) that work in all aspects of the wine industry are given equitable treatment and opportunities to access, grow and thrive as visible leaders in the Canadian Wine Industry.

Reasons to Donate

Dear Donors,

At Vinequity, we believe in the power of education to help wine professionals realize their potential, maximize their success and strengthen their visibility within the industry.

The Vinequity Scholarship Fund is uniquely positioned to offer a full breadth of internationally recognized wine education programs, while centering BIPOC voices throughout the application and scholarship awards process.

Your contribution will make a direct impact on diversifying our Canadian wine community.

Sincerely,
The Vinequity Team

Vinequity Scholarship Fund

THE TIMELINE

The Vinequity Scholarship Fund offers three awards cycles per year.

	FALL/ WINTER	SPRING	SUMMER
Applications Open	Dec 1	Mar 15	Jul 15
Grants Disbursed	Jan 30	Apr 30	Aug 30

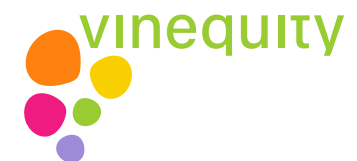
** Dates subject to change based on available funding and the effect of COVID-19 on educational programming.*

THE PROCESS

Our scholarship assesses applicants on the following criteria:

Evidence of Need	30%
Merit	30%
Capacity	30%
Personal Statement	10%
Final Phone Interview	

The scholarship review committee is comprised of industry experts in wine, diversity & inclusion, and hospitality. The committee will be led by a majority of individuals who identify as BIPOC.



Tiers & Benefits

	VILLAGE	PREMIER CRU	GRAND CRU
Company Link and Logo on Vinequity's Donors Page	Small Logo	Medium Logo	Large Logo
Recognition on Vinequity's Homepage	/	/	Yes
Customized Post(s) on Social Media	1 post	2 posts	4 posts
Named Scholarships	/	/	Yes
Framed Letter of Recognition from Vinequity	/	Yes	Yes
Promotional Email Shared with Vinequity Database	1	2	4
Right to Showcase Recipients in Donors' Promotional Materials	/	/	Yes
FINANCIAL COMMITMENT	\$5,000 or less	\$5,000 to \$9,999	\$10,000 or more

THREE WAYS TO DONATE

- 1) Interac: info@vinequity.ca
- 2) Cheque: **Please contact us to inquire**
- 3) Credit Card: Coming Soon

BECOME A DONOR

If you'd like to know more or wish to discuss your options to donate, please email info@vinequity.ca and one of our founding members will connect with you to discuss our current activities and how your contributions will make a positive impact.

Current working budget available upon request.

