



Diversity, Equity and Inclusion Advisory Committee
Co-Sponsorship Request Application

The Diversity, Equity and Inclusion Advisory Committee was established by City Council to monitor and provide advice to City Council on the Cultural Diversity and Race Relations Policy. The Committee also has a mandate to provide education and awareness programs on diversity, equity and inclusion of all citizens in the City of Saskatoon.

The Committee provides education and awareness by undertaking some of its own initiatives and by supporting organizations in the community on initiatives that support one or more of the following four community outcomes of the Cultural Diversity and Race Relations Policy:

- The workforce will be representative of the population of Saskatoon;
- There will be zero tolerance for racism and discrimination in Saskatoon;
- Community decision-making bodies will be representative of the whole community of Saskatoon; and
- There will be awareness and understanding in the community regarding the issues, and acceptance of the various cultures that make up Saskatoon.

Please indicate which of the above community outcome(s) your project is addressing.

Note: The Committee's intent is to provide education throughout the year, not just in the month of March. This will be part of the Committee's consideration of your co-sponsorship request. The event or project must take place in Saskatoon and all eligible expenditures must be directly related to the event being sponsored.
Ineligible expenses include: cash prizes, administrative/overhead expenses, third party funding, fundraising and alcohol.

Events to be considered for co-sponsorship will be open and available to the public for anyone who may be interested in attending or participating.

Application Deadlines:	March 15 (for projects taking place from July to December) September 30 (for projects taking place from January to June)
Organization Name	Saskatoon Open Door Society
Address: 100-129 3rd Ave. N.	
Postal Code: S7K 2H4	Email Address: [REDACTED]
Contact Name: Dave Keegan	
Phone Number: 306.653.4464 [REDACTED]	Fax Number: 306.653.7159
Web Address: www.sods.sk.ca	

Project Name: Annual Diversity Awards Gala (ADAG 2025)

Project Date and Location: Feb. 20th, 2025 @ Prairieland Park

Project Description (maximum 250 words)

The 9th Annual Diversity Awards Gala (ADAG) in Saskatoon, organized by the Saskatoon Open Door Society (SODS), is set to take place on February 20th, 2025, at Prairieland Park from 5:30-9:30 p.m. This Gala stands as a cornerstone event dedicated to celebrating and advocating for workforce diversity within the community. It serves not only as a recognition platform but also as a catalyst for fostering inclusive workplaces that honour diversity and promote equality.

At its core, ADAG is designed to honour and acknowledge exceptional leadership in workplace diversity. Through various award categories, it highlights the achievements of companies, organizations, and individuals who have demonstrated a commitment to integrating diversity and inclusivity into their corporate ethos. These awards range from recognizing employers who have partnered effectively with SODS to honouring newcomer entrepreneurs.

Beyond the awards ceremony, the Gala offers an enriching experience of multicultural entertainment and networking opportunities. Attendees, including professionals, community leaders, and newcomers from diverse cultural backgrounds, come together to celebrate cultural diversity and forge meaningful connections. This aspect of the Gala not only celebrates the richness of Saskatoon's cultural fabric but also serves as a platform for cultural exchange and mutual understanding.

Central to the event is the Immigrant Woman Resilience Award, which spotlights the significant contributions of immigrant women. This award celebrates their achievements as professionals, mentors, and volunteers, underscoring their resilience and inspiring others within the community.

Moreover, the ADAG Gala plays a pivotal role as an educational initiative. By showcasing businesses and individuals who have embraced diversity and inclusion, the Gala sets a standard for others to follow. It demonstrates how diverse teams can drive innovation, foster creativity, and enhance community relations within Saskatoon. Through these showcases, the Gala aims to educate and influence businesses and organizations to prioritize diversity as a strategic advantage.

Looking forward, the impact of the ADAG Gala extends beyond a single evening of celebration. It aims to shape the mindset of businesses and organizations, encouraging continuous improvement in creating inclusive workplaces. By recognizing trailblazers in diversity and inclusivity, the Gala inspires others to emulate their success, thereby fostering a more harmonious and equitable community for all residents of Saskatoon.

What opportunities are there for a Diversity, Equity and Inclusion Advisory Committee Member(s) to be on the organizing committee (if you have one) for the event and what other participation opportunities are there for the Committee?

ADAG is internally organized by the Employment Services Unit (ESU) within the Saskatoon Open Door Society. As such, there is not an opportunity for a DEI Advisory Committee Member(s) to be part of the organizing committee. With this being said, we would be happy to discuss the potential for a City of Saskatoon representative to be part of the adjudication process for ADAG 2026. This panel of independent judges span a wide range of industries and is made up of business leaders from our community. It is the responsibility of these judges to determine the winners of the award categories after our internal ADAG Team has narrowed down the nominations to present to the judging panel.

What community impact are you hoping to achieve through this event?

A genuine collaborative approach to the challenges that are faced by our newcomers, and an emphasis on DEI efforts to ripple through the community is imperative as it is apparent that the mandates we share need to be at the forefront of our efforts to have a diverse, and thriving community. ADAG is an event that brings people and organizations together, to spotlight the leaders of meaningful, positive change to make Saskatoon a better place to live for all. The Diversity Awards Gala serves as more than a glamorous event; it's a platform for driving meaningful change. By acknowledging and celebrating those who champion diversity and inclusivity, we hope to inspire a ripple effect that permeates workplaces across the region. Our goal is to create an environment where every individual, regardless of their background, feels valued, supported, and empowered to reach their fullest potential.

Who is your target audience?

Our target audience includes the various employers making up the Saskatoon business community, while also targeting the newcomers, indigenous communities, visible minorities and those change-makers who are in positions of influence in government and support the

What are the themes and focuses for the event?

As mentioned, ADAG is all about recognizing and celebrating those people who inspire change in our community with relation to Diversity, Equity and Inclusion. With ADAG 2025 occurring during Black History Month, we will also theme this year's awards around this special occasion. We have a tremendous show planned with entertainment, and an African theme to celebrate Black History Month.

How many people do you anticipate will participate in your event?

Last year, ADAG saw over 425 attendees and this year we expect another sell-out event as we are officially one table away from selling out with just over 3 weeks to go.

How are you promoting the event to the broader community?

Our communications Team is regularly posting on all of our social media outlets (Facebook, Instagram, LinkedIn) with a combined outreach of nearly 20K followers. Promotion has been fierce since a call for nominations was made at the start of Fall, 2024. Since November, we have been updating our following to unveil the finalists for awards, and announce the sponsors for the event. Traditional media has also been utilized by placing targeted ads in local publications (Chamber, NSBA) while also having billboard advertisements to further promote the ADAG brand.

Budget Information:

Total Cost of the Project	\$95,000
Co-Sponsorship Request	\$2000
How will Co-Sponsorship be used?	As a Community Partner for ADAG 2025, your generous contribution will be used to offset the costs that are associated with putting on the Annual Diversity Awards Gala, such as venue rental, decor, AV production, food and entertainment.
Other Potential Sources of Revenue	Ticket sales and sponsorships.

What other groups or partners will your project involve and how will they be involved?

ADAG involves numerous entities that play a collaborative role in shaping our community. A tremendous amount of businesses across multiple industries, officials in government, and employment partners are involved in ADAG as it requires a great deal of organization across multiple facets that all have a vested interest in DEI efforts. Other settlement agencies, non-profit organizations, and industry partners are all involved to ensure this event is representative of the needs of the community.

How will you acknowledge the City of Saskatoon Diversity, Equity and Inclusion Advisory Committee as a co-sponsor of your event?

We will ensure that a dedicated post on our social media channels is reserved for the City of Saskatoon Diversity, Equity and Inclusion Advisory Committee to acknowledge your contributions towards ADAG 2025.

Other comments

Through our shared vision of a more inclusive Saskatoon, we see tremendous value in leveraging our existing partnership to jointly celebrate the achievements of those fostering change in the workforce and in our community as a whole. The City of Saskatoon is a vital partner of ours and we would be so appreciative to have you as a Community Partner Sponsor at ADAG 2025. Recognizing the quick turnaround on this request, please let us know if you are able to participate in ADAG 2025 at your earliest convenience and thank you for your review of this request.



Digitally signed by dave
Date: 2025.01.24 09:41:35 -06'00'

Jan 24, 2025

Signature of Applicant

Date

David Keegan

Employer Relations

Name (Printed)

Position

Please submit this form to: e-mail City.Clerks@saskatoon.ca

**Diversity, Equity and Inclusion Advisory Committee
c/o City Clerk's Office, City Hall
222 3rd Avenue North
Saskatoon, SK S7K 0J5**

If you have any questions, please contact Heather Janzen, Committee Assistant at 306-975-3240.