

**BUNCHFUL PRESENTS**

# **The BE Bunchful Annual Awards 2021**

**[bebunchful.com](http://bebunchful.com)**

Presented by Raquel Miller, Founder /CEO



# Presentation Outline

## DISCUSSION TOPICS

---

Why Bunchful

Our Vision

Our Strategy

Our Mission

Program Format

Panel Topics

Awards Categories

Agenda <sup>2</sup>

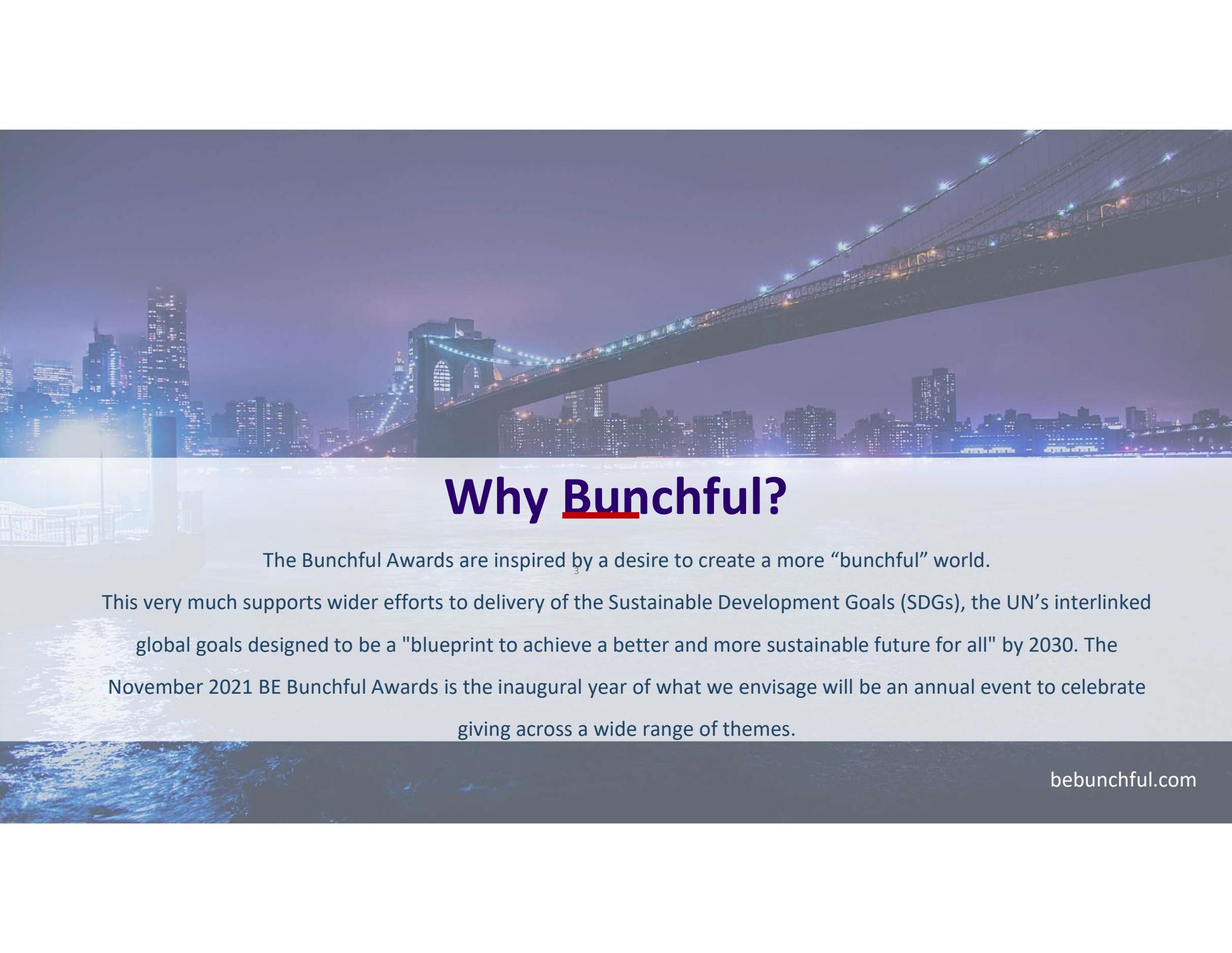
Nomination Committee and Panel of Judges

Web and Mobile App Platform

Marketing and Communications Strategy

Sponsorship Categories

Meet the Team

A nighttime photograph of the Manhattan skyline, featuring the Manhattan Bridge illuminated with lights. The bridge spans across the water, and the city lights are visible in the background.

# Why Bunchful?

The Bunchful Awards are inspired by a desire to create a more “bunchful” world.

This very much supports wider efforts to delivery of the Sustainable Development Goals (SDGs), the UN’s interlinked global goals designed to be a "blueprint to achieve a better and more sustainable future for all" by 2030. The November 2021 BE Bunchful Awards is the inaugural year of what we envisage will be an annual event to celebrate giving across a wide range of themes.

# Our Vision

## SHINING THE SPOTLIGHT ON GIVING

---

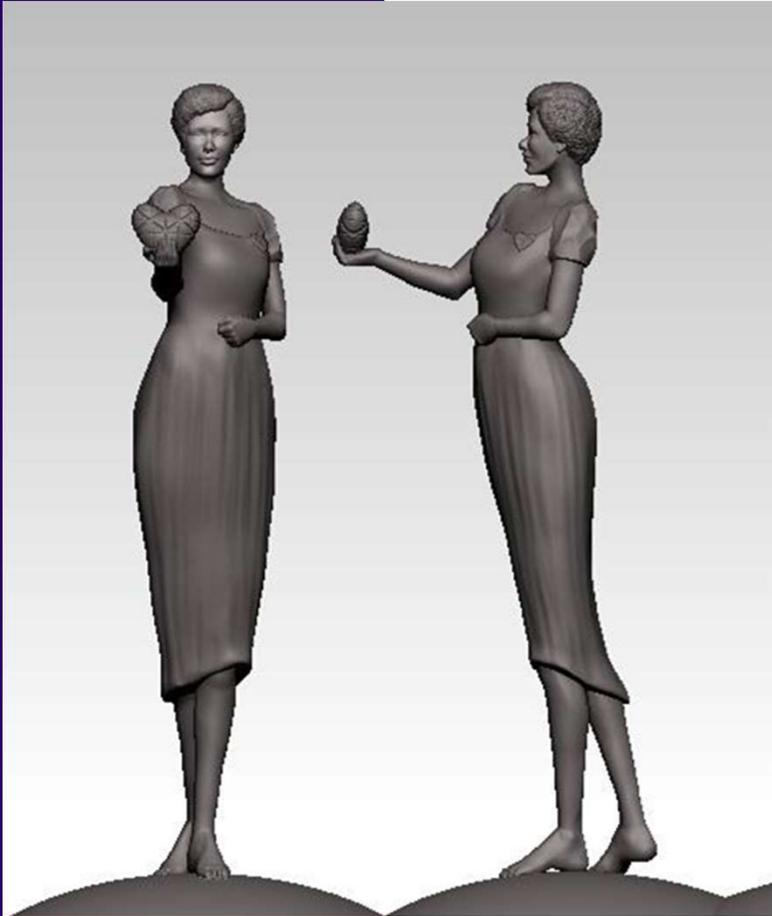
- We will honor the very generous contributions made by so many to help those most affected by the coronavirus pandemic.
- We wish to inspire the growth of philanthropy as a global way of living.
- We aim to enhance the work of the giving community by highlighting successes large and small and promoting partnerships.
- We will demonstrate the potential of giving to transform the lives of individuals and communities toward a better world for all.



**"Before giving,  
the mind of the giver is  
happy; while giving,  
the mind of the giver is  
made peaceful; and  
having given,  
the mind of the giver is  
uplifted."**

**BUDDHA**





## Our Strategy

BE Bunchful will host its first annual event virtually on November 16 – 17, 2021. This will be an opportunity to bring together a larger group of international participants.

The event format will capitalize on the opportunity to showcase generosity and giving at all levels within local communities, and on a national and global scale..

Through the open call for the sharing of stories and impacts, we seek to recognise the efforts of outstanding nominees by awarding The Bunchful Award for their acts of generosity.



**Our Mission**

**INFORM | RECOGNIZE | CELEBRATE**

[bebunchful.com](http://bebunchful.com)



## Program Format

---

**The BE Bunchful Annual Awards 2021 program will  
comprise of two exciting days.**

**Day 1 will be packed with inspirational talks and  
case studies by notable individuals and  
organizations.**

**Day 2 will feature the nominees in each of the  
categories in a fun, entertaining awards ceremony,  
including surprise celebrity guest performances.**  
[bebunchful.com](http://bebunchful.com)



# Day 1: Seminar and Panel Discussion

## **PANEL 1: How has the Covid-19 pandemic galvanised global giving? (45 minutes)**

This panel discussion will consider how pandemic giving has galvanised new kinds of giving and campaigning to deliver widescale outcomes at the national and global scale. What lessons can we learn for how individuals, organisations and governments have driven given to deliver important progress and change? Whether via donations to vaccine research, campaigns to change government policy or effort to ensure that international community makes vaccines available to poorer ones.

**Awards themes covered: Sustenance, Vitality**

## **PANEL 2: Covid and Community (45 minutes)**

How is generosity making a difference at the local community level? Showcase leading examples of individual and smaller organisations who have been making a difference in their communities. Demonstrate the importance of working through communities to ensure giving filters down to those who need it most.

**Award themes covered: Wisdom, Shared Abundance, ZHAG Award (Zayed Hakim Award for Generosity)**

## **PANEL 3: The future of Philanthropy (45 mins)**

What are the challenges for philanthropy in the post-Covid world? How can technology be an enabler? How can we work with younger people and inspire next generation change-makers whilst taking their concerns into account. What can we learn from those who are leading the change in this space and our rising stars?

**Award themes covered: Inclusivity, Innovation, Our World, Rising Star**

[bebunchful.com](http://bebunchful.com)



## Day 2: Awards Ceremony

A panel of judges will select winners in the following categories.

- The Bunchful “Sustenance” Award
- The Bunchful “Vitality” Award
- The Bunchful “Wisdom” Award
- The Bunchful “Inclusivity” Award
- The Bunchful “Shared Abundance” Award
- The Bunchful “Innovation” Award
- The Bunchful “Our World” Award
- The Bunchful “A-Rising Star” Award
- The Bunchful “ZHAG” Award, Zayed Hakim Award for Generosity

Throughout the ceremony, several live performances will entertain event attendees virtually.

[bebunchful.com](http://bebunchful.com)

# Awards Categories



## THE BUNCHFUL “SUSTENANCE” AWARD

This award will recognise efforts to address food poverty, in particular, where this has been worsened by the impact of the pandemic. Recipients could include campaigners, food banks, supermarkets and other local sustainable food initiatives. It supports the UN Sustainable Development Goal of **Zero Hunger** and is other excellent work in this area, including the UN World Food Programme’s work to combat pandemic-related hunger, with these efforts recognized in the 2020 Nobel Peace Prize.



## THE BUNCHFUL “WISDOM” AWARD

The award will recognize the efforts of educators and teachers during the pandemic, with particular challenges related to continuing to teach remotely and efforts to minimise disruption in learning despite schools, universities and other educational institutions facing major barriers. It could also recognize efforts to provide IT hardware and internet access for those without it to be able to continue learning. This award is linked to the UN Sustainable Development Goal of **Quality Education**.



## THE BUNCHFUL “VITALITY” AWARD

This award will recognise initiatives in support of promoting both physical and mental health wellbeing during the Covid-19 pandemic. It could include researchers and practitioners across a wide range of fields who have had a significant impact on any aspect of wellness. It supports the UN Sustainable Development Goal of **Good Health and Well-Being**



## THE BUNCHFUL “INCLUSIVITY” AWARD

This award will recognise that the pandemic has coincided with a greater focus on diversity issues, including the Black Lives Matters movement coming to the fore. As data indicates different pandemic outcomes for minority ethnic communities, it could consider work to support equality of access to healthcare and vaccinations, as well as to highlight issues relating specific groups who have been disproportionately impacted by social distancing measures (e.g. women facing domestic violence, multi-generational households and others). It supports UN Sustainable Development Goals supporting **Gender Equality and Reduced Inequalities**.

# Awards Categories



## THE BUNCHFUL “SHARED ABUNDANCE” AWARD

This award will recognize the disproportionate impact of the pandemic on the poorest members of society, as the stark economic impacts of the crisis have been felt with unemployment and job losses. It is linked to UN Sustainable Development Goals supporting **Decent Work & Economic Growth** and wider work to end poverty.



## THE BUNCHFUL “INNOVATION” AWARD

This award will recognize inspirational innovation towards solving pandemic-related challenges across a wide range of sphere from technology to new systems. It is linked to UN Sustainable Development Goals in support of **Infrastructure, Industry and Innovation** and also **Sustainable Cities and Communities**.



## THE IT’S OUR WORLD” AWARD BY BUNCHFUL

This award will recognize positive outcomes for the planet related to this year’s Covid-19 theme. This could include local sustainability projects or reduced emissions and how that might lead to positive future **Climate Action** and support **Responsible Consumption & Production** in line with those UN Sustainable Development Goals.



## THE BUNCHFUL “ARISING STAR” AWARD

This award will take special note of Youth and Early Career efforts to contribute towards all of the above categories. This award will take note of any person at any age who contributes to all the above categories.



## THE BUNCHFUL ZHAG AWARD

The Zayed Hakim Award for Generosity is named in memory of a generous and beloved friend. This award will recognize outstanding acts of generosity during the Covid-19 pandemic.

## Day 1

### Seminar and Panel Discussions

#### Exhibition Opens

**PANEL 1:** How has the Covid-19 pandemic galvanised global giving?

#### Networking Break & Brand Interactions

**PANEL 2:** Covid and the Community

#### Networking Break & Brand Interactions

**PANEL 3:** The Future Of Philanthropy: What are the challenges for philanthropy in the post-Covid world? How can technology be an enabler?



13

## Day 2

### Awards Ceremony

#### Pre-Show

Introduce Awards and thank sponsors.

First half of nomination categories with highlights of nominees' work.

#### Entertainment Break and Sponsor Highlights

Second half of nomination categories with vision story from Bunchful Founder

#### Entertainment Break and Sponsor highlights

Post show Q&A with Judges & Winners



## **Nomination Committee**

### TRANSPARENCY AND EXCELLENCE

---

The nominating committee will help build the criteria for individuals nominated for a BE Bunchful Award, screen the nominees and conduct nominee outreach. This will ensure that awards and nominees align.

## **Panel of Judges**

### EXPERIENCE AND WISDOM

---

Judges will have independent authority and autonomy to cast their votes for nominees and be provided with the judging guidance and criteria from the Nomination Committee.

## **WEBSITE PLATFORM**

---

**Bunchful Panel and Awards platform is inclusive, and will feature insightful panels, an exhibition space and networking opportunities, encouraging engagement with panelists, sponsors and attendees.**

15

# Marketing & Communications Strategy



## MEDIA CAMPAIGN

- Digital campaign spend on LinkedIn, Twitter, Facebook promoted posts to target two target audience sectors:
  - Nominees for awards
  - Attendees of the two-day event



## COMMUNICATIONS CAMPAIGN

- Integrated media campaign in reputable publications.
- Press interviews with BE Bunchful founders and the Nominating Committee



## PODCASTING

- Engage with relevant podcasts to:
  - Promote the event for nominees and participants.
  - Shed spotlight on giving organizations, individuals.

16



## SOCIAL MEDIA

- Social media content calendar to support announcements, invite participation, and highlight notable philanthropic efforts globally.

# Sponsorship Categories

GET IN TOUCH WITH US FOR MORE DETAILS

## Together We Will - \$

Visibility, Access, Impressions

## Generosity Quest - \$\$

Visibility, Access, Impressions, Connections,  
Direct Response

## Shared Abundance - \$\$\$

Visibility, Access, Impressions, Connections,  
Direct Response, Extended Reach,  
Spokesperson, Media

17

## A Brighter Day - \$\$\$\$

Naming Rights, Visibility, Access, Impressions,  
Connections, Direct Response, Extended  
Reach, Spokesperson, Media

# Our Timeline

**DON'T MISS OUT!**



# The Bunchful Team

Get to Know Us!

---



**RAQUEL MILLER**

Founder - CEO | Chairwoman



**ZEENAT KHANCHE**

Strategy Adviser

19



**LEVAR JACKSON**

Chief Vendor Relations | VP Events

# The Bunchful Team

Get to Know Us!

---



**JORDAN WHITEWICK**

Director of IT & Infrastructure



**NERMEEN NEGM**

Adviser, Event Planning



**ELIJAH BLACKMON**

Communications Assistant



**WILLIAM GERLACH**

Production Assistant | Resource  
Management

## Get in Touch

CELEBRATE BUNCHFUL GIVING WITH US



STAY CONNECTED



@bebunchful



@bebunchful



@bebunchful

21

EMAIL US

[sponsorships@bunchful.com](mailto:sponsorships@bunchful.com)

CALL US

+1 917 244 0275

[bebunchful.com](http://bebunchful.com)