

Request to Council/Committee:

1. Official Recognition & Proclamation

Request the City of Brampton to officially proclaim July as Swahili Heritage Month through a formal declaration.

Include Swahili Heritage Month in Brampton's annual cultural calendar to ensure long-term recognition and celebration.

2. Venue & Logistical Support for Events

Request access to city-owned venues (e.g., community centers, parks, and performance spaces) for hosting indoor and outdoor activities during Swahili Heritage Month.

Waiver or subsidized rental fees for these spaces to encourage accessibility and inclusivity.

Permit assistance for outdoor events, parades, and cultural showcases.

3. Funding & Financial Support

Request financial support from the city's cultural and community grants program to help cover event costs (e.g., venue, permits, marketing, performers).

Encourage the city to provide sponsorship opportunities and assist in securing local corporate sponsors.

Ask the city to help in applying for provincial and federal grants related to multicultural events and cultural heritage.

4. Promotion & Marketing Support

Request the City of Brampton to promote Swahili Heritage Month through:

City website & social media platforms.

Digital billboards & transit advertising.

Inclusion in official city newsletters and cultural event listings.

Collaboration with city tourism & economic development teams to attract visitors and boost local businesses.

5. Community & Economic Engagement

Involve Brampton's business community by:

Encouraging local businesses to participate in the Swahili Market & cultural events.

Hosting networking events with Brampton's Economic Development Office.

Promoting African & Swahili-owned businesses.

Encourage Brampton schools to include Swahili heritage awareness programs during the month through cultural showcases, educational panels, and storytelling sessions.

6. Long-Term Partnership & Cultural Exchange

Request the establishment of a long-term partnership between YYWC and the City of Brampton to make Swahili Heritage Month an annual event.

Encourage cultural exchange programs between Brampton and Swahili-speaking communities in Canada and abroad.

Ask the city to consider a Swahili Heritage exhibit in libraries, museums, and cultural centers during the month.

7. Recognition of Swahili as an Official Heritage Language

Request the city to acknowledge Swahili as an important heritage language spoken in Brampton, reflecting the growing African, Asian, and Caribbean Swahili-speaking communities.

Encourage multilingual city services & signage inclusion in Swahili where applicable.