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INTRODUCTION



GOAL:

TO PROMOTE THE CULTURAL AND NUTRITIONAL VALUE OF DATES IN THE UAE.



TARGET AUDIENCE:

NEEDY FAMILIES AND EMIRATES FOUNDATION EMPLOYEES.



DISTRIBUTION:

50-70 BRANDED BOXES.





**WHAT'S IN
THE TAMRA
BOX?**





DATE STUFFED BREAD

ONE SECTION OF THE BOX WILL FEATURE FRESHLY
BAKED TRADITIONAL BREAD WITH **PREMIUM DATES**





DATE CAKE

A SMALL, RICH DATE-INFUSED CAKE, INDIVIDUALLY WRAPPED, PLACED IN ANOTHER SECTION OF THE BOX FOR A SWEET INDULGENCE.





K H A B E E S A

CLASSIC EMIRATI DESSERT MADE WITH DATES.





JEWELRY MADE FROM DATE PITS

UNIQUE ITEM—HANDCRAFTED JEWELRY MADE
FROM POLISHED DATE PITS—ADDING A CREATIVE
AND SUSTAINABLE TWIST TO THE BOX.





DATE COFFEE

A SACHET OF AROMATIC EMIRATI COFFEE MADE FROM DATE SEEDS, PAIRED WITH DATES FOR A CLASSIC, CULTURAL PAIRING. EACH SACHET IS WRAPPED WITH "TAMRA" BRANDING.





DATES STUFFED WITH NUTS

A SELECTION OF PREMIUM DATES FILLED WITH A VARIETY OF NUTS, SUCH AS ALMONDS, PISTACHIOS, OR WALNUTS, OFFERING A DELIGHTFUL COMBINATION OF SWEETNESS AND CRUNCH.





SEEDS PLANTING

PLANTING THE SEEDS IN POTS AND TRANSPORTING THEM TO A FARM FOR FINAL PLANTING.



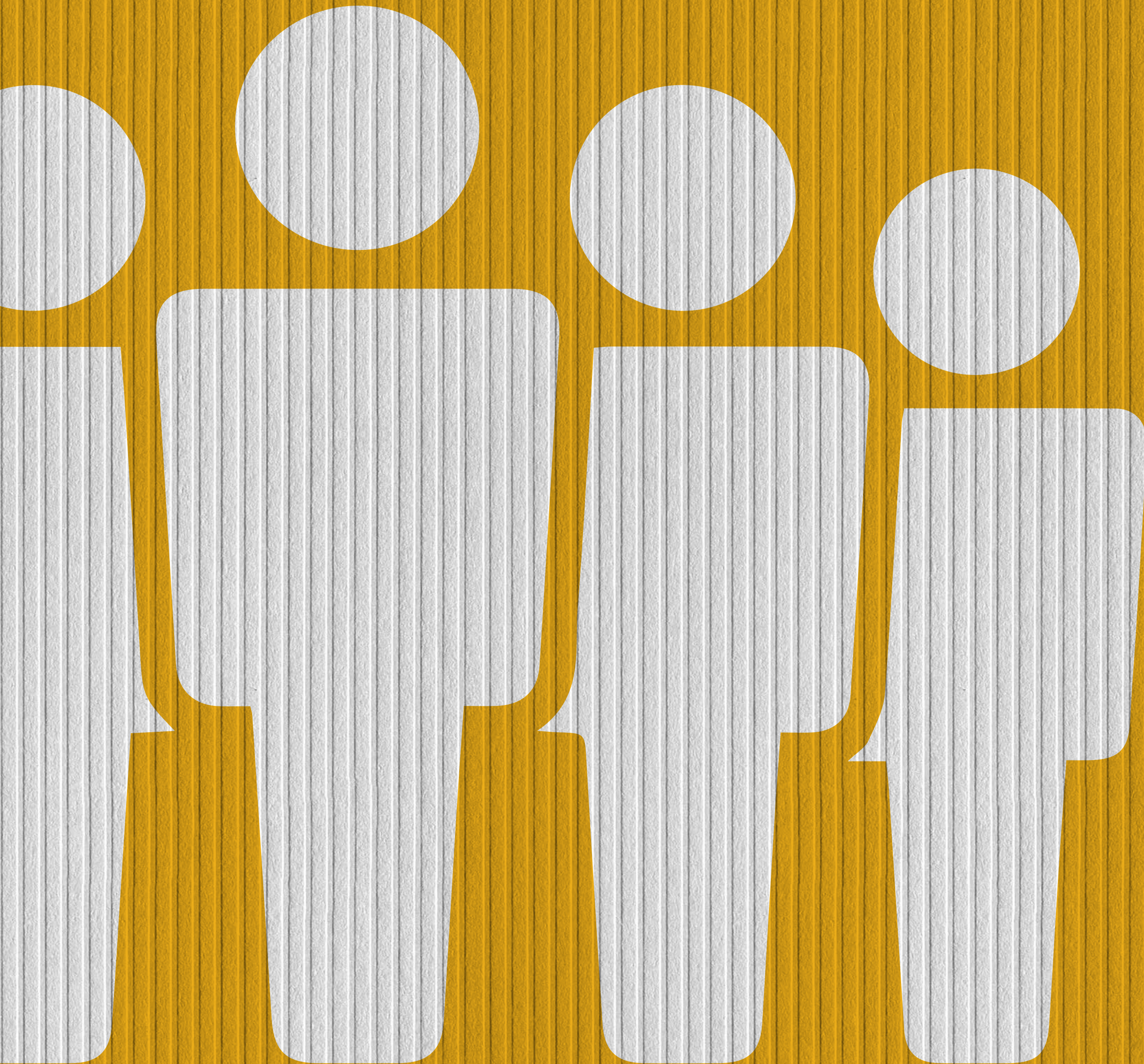


PROJECT REQUIREMENTS



**JEWELRY SUPPLIES,
COOKING INGREDIENTS,
PLANTING TOOLS,
KITCHEN FACILITY, AND
DELIVERY SERVICE**





**TOTAL
VOLUNTEERS
NEEDED:**

40

WITH THE POSSIBILITY
OF ADDING 10 MORE.





VOLUNTEER BREAKDOWN

10 FOR JEWELRY: CREATING THE DATE PIT JEWELRY.

10 FOR KITCHEN COOKING: PREPARING BREAD, DATE CAKE, KHABEESA, ETC.

10 FOR PACKING: ASSEMBLING AND BRANDING THE BOXES.

10 FOR DELIVERY: DELIVERING THE BOXES TO FAMILIES AND EMPLOYEES.

ROLES

 **CATALYST**
— events —



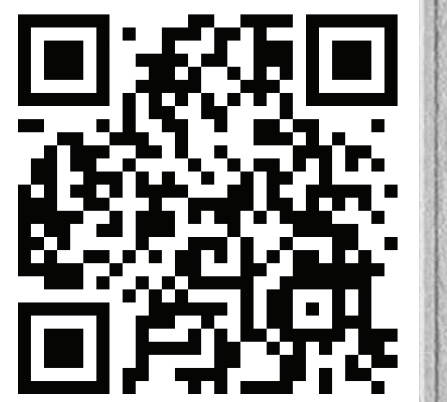


DISTRIBUTION STRATEGY



NEEDY FAMILIES: HALF OF THE BOXES WILL GO TO FAMILIES IN NEED.

EMIRATES FOUNDATION EMPLOYEES: BOXES WILL ALSO BE GIVEN TO EMPLOYEES TO SHOWCASE THE TAMRA PROJECT.





PROJECT TIMELINE (ONE DAY):

TIME	ACTIVITY	TEAMS INVOLVED
MORNING (8:00 AM -12:00 PM)	ALL TEAMS START SIMULTANEOUSLY:	
	JEWELRY TEAM: BEGIN CRAFTING THE DATE PIT JEWELRY.	JEWELRY TEAM
	KITCHEN TEAM: PREPARE BREAD, DATE CAKE, KHABEESA, AND OTHER ITEMS.	KITCHEN TEAM
	PACKING TEAM: PREPARE BOXES AND MATERIALS FOR PACKING.	PACKING TEAM
	DELIVERY TEAM: ORGANIZE ROUTES AND PREPARE FOR DISTRIBUTION.	DELIVERY TEAM
AFTER NOON (12:00 PM 4:00 PM)	PACKING AND DISTRIBUTION:	
	PACKING TEAM: ASSEMBLE ALL FINISHED ITEMS (BREAD, CAKE, KHABEESA, JEWELRY, COFFEE, DATES) INTO THE BOXES.	PACKING TEAM
	DELIVERY TEAM: BEGIN DISTRIBUTING THE BOXES TO NEEDY FAMILIES AND EMIRATES FOUNDATION EMPLOYEES.	DELIVERY TEAM



CONCLUSION

IMPACT: THE TAMRA PROJECT AIMS TO CELEBRATE EMIRATI CULTURE, SUPPORT LOCAL COMMUNITIES, AND SHOWCASE THE VERSATILITY OF DATES THROUGH A THOUGHTFUL AND CULTURALLY RICH INITIATIVE.

GRATITUDE: THANK YOU TO ALL VOLUNTEERS, SUPPORTERS, AND PARTNERS FOR YOUR DEDICATION AND EFFORT IN MAKING THIS PROJECT A SUCCESS.

 CATALYST
— events —



TAMRAS

VOLUNTEER COORDINATION: ENSURE ALL VOLUNTEERS ARE BRIEFED ON THEIR ROLES AND RESPONSIBILITIES.

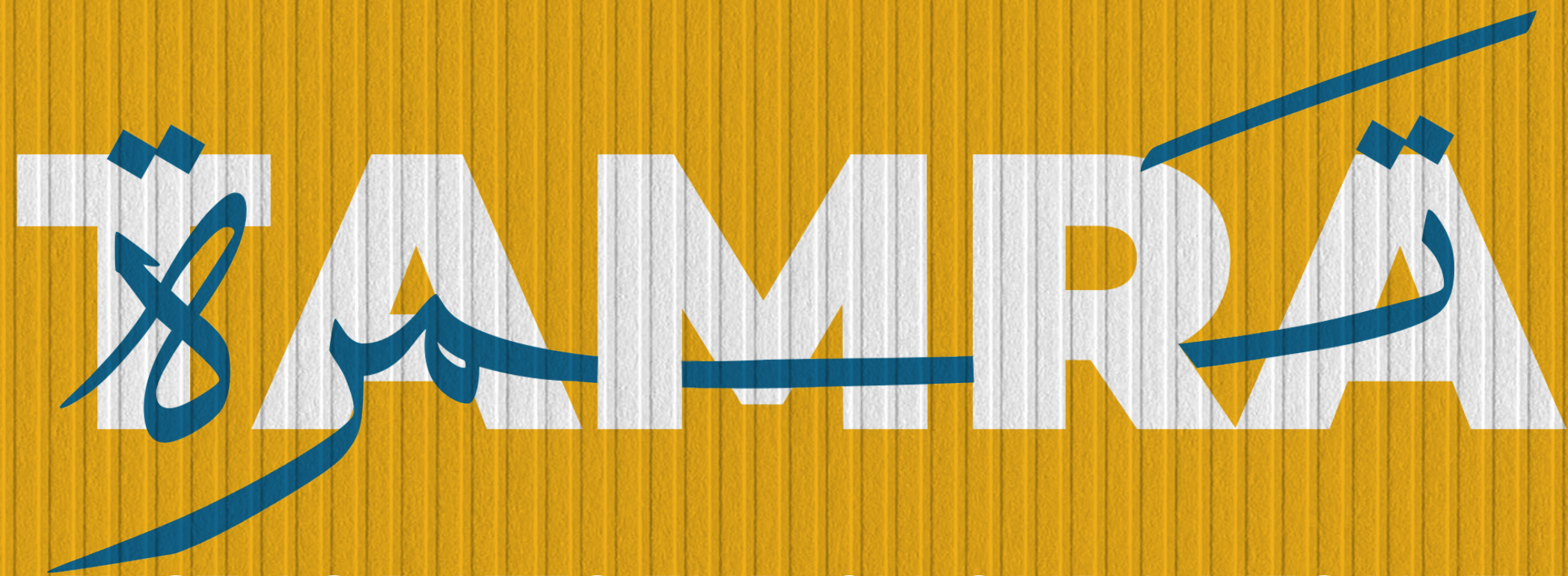
PREPARATION: GATHER AND PREPARE ALL INGREDIENTS, MATERIALS, AND EQUIPMENT NEEDED FOR THE PROJECT.

EXECUTION: FOLLOW THE OUTLINED TIMELINE TO ENSURE SMOOTH OPERATION THROUGHOUT THE DAY.

DISTRIBUTION: EFFECTIVELY DISTRIBUTE THE TAMRA BOXES TO THE TARGETED RECIPIENTS.

FEEDBACK: COLLECT FEEDBACK FROM RECIPIENTS AND VOLUNTEERS TO EVALUATE THE PROJECT'S IMPACT AND AREAS FOR IMPROVEMENT.





JUST AS DATES ENRICH OUR LIVES WITH
THEIR SWEETNESS, YOUR SUPPORT HAS
ENRICHED THIS PROJECT WITH ITS
SUCCESS.



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