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REFERENCES:

Watson Wyatt, 2008/2009 WorkUSA Report

Center for Corporate Citizenship at Boston College and
Business Civic Leadership Center, 2005

Deloitte & Touche USA, Volunteer IMPACT Survey 2007

YOUTH SCHOLARSHIP PACKAGE

BUILDING COMMUNITIES & LEADERS THROUGH GLOBAL YOUTH DEVELOPMENT





WHAT WE DO AND HOW YOU CAN GET INVOLVED

YOUTH CHALLENGE INTERNATIONAL (YCI) IS A LEADING GLOBAL YOUTH DEVELOPMENT ORGANIZATION THAT PROMOTES YOUTH INNOVATION TO DRIVE POSITIVE CHANGE. OUR PROGRAMS ARE DESIGNED TO MEET THE NEEDS OF YOUTH AFFECTED BY POVERTY THROUGH THREE INTEGRATED SECTORS: YOUTH HEALTH, YOUTH LIVELIHOODS AND YOUTH LEADERSHIP.

Since 1989, YCI has accomplished these objectives by engaging youth ages 18 to 30 in overseas volunteer projects. We provide youth with the opportunity to work on community-based projects in Costa Rica, Guyana, Guatemala, Ghana, Tanzania, Uganda and Kenya. Our volunteers work closely with community members, partner organizations and local youth to implement programs related to sexual reproductive health, HIV/AIDS, literacy, vocational training and gender equity, among others. In 2009 alone, more than 24,000 African youth attended YCI workshops and events.

development projects. Sponsors may choose to support an exceptional young person from their community, provide a professional development opportunity to an employee, or to support a group of volunteers. In this sponsorship kit, you will find more information about YCI's volunteers, demographics, programs and sponsorship options.

YCI successfully empowers young people and contributes to the development of communities. We hope that you will consider recognizing an outstanding young person, who will not only make a significant contribution to our global community, but who will also return home empowered to transform personal experience into positive civic action.

GET INVOLVED

The work we are able to complete is not possible without the energy and commitment of our volunteers. However, the average cost of participation can range from \$5000 to \$8000—volunteers are responsible for fundraising for YCI's development programs, as well as travel costs, vaccinations, visas and other project-related expenses. Often, these costs are prohibitive for young people who may have post-secondary debt or are just starting their careers.

In order to support these exceptional young people, YCI is seeking community and business partners who are interested in sponsoring volunteers to participate in YCI's global youth

Sincerely,

Bryan Cox
Executive Director

YCI Volunteers
Nicholas Chang,
Leanna Medina,
Fawaz Suleiman and
Jane Schlosser pose
with local youth in
Tanzania during their
eight-week project in
June 2010

20 YEARS OF GLOBAL YOUTH DEVELOPMENT

YCI's programs are designed to meet the needs of youth affected by poverty through three integrated sectors: Youth Leadership, Youth Health and Youth Livelihoods. In the last 20 years, YCI has:

- Provided more than 3000 volunteers with the opportunity to develop leadership skills and effect positive change in their local and global communities.
- Worked in 15 countries alongside dozens of local partner organizations.
- Reached tens of thousands of beneficiary youth through leadership, livelihoods and health programs.
- Engaged hundreds of young people across Canada on team-based action projects that encourage global citizenship.

OUR PROMISE TO YOU

YCI keeps our administration costs low so that 88 cents of every dollar you donate goes directly to projects and programs. To ensure that your donations are used to support the development programs that YCI participates in, we promise to stretch every dollar as far as it can go.

YCI follows the Ethical Fundraising and Financial Accountability Code of the Canadian Centre for Philanthropy. Our audited financial statements and our annual report are available for download on our website.

All Canadian donations to YCI are eligible for a charitable tax receipt.

WHY YOUR BUSINESS SHOULD GET INVOLVED

As a sponsor, your business can play an essential role in supporting young people's development worldwide. Your sponsorship will not only make a significant contribution to YCI's global programs—it will also support a young person in their personal and professional skill development.

BUILD A PARTNERSHIP

Work collaboratively with YCI to establish scholarship criteria and ensure a mutually beneficial relationship. Sponsors may choose to support an exceptional young person from their community, provide a professional development opportunity to an employee, or to support a group of volunteers.

ENGAGE YOUR STAKEHOLDERS

Strengthen loyalty and trust amongst customers, staff and members of your community by demonstrating commitment to global issues and youth initiatives. Motivate your team and encourage teamwork by engaging your employees in local and international social issues. Build brand awareness, enhance your corporate image and retain customers and employees.

62%

Gen-Y employees prefer to work for companies that support non-profits

26%

Higher productivity from engaged employees

64%

Companies report active corporate citizenship benefits their bottom-line

“ ”

I can confidently say that my project equipped me with skills that I used on a daily basis in a professional work environment, including project management and financial management skills.

—Alison McQueen
Kenya 2007 &
Ghana 2010 Alumna



“ ”

My experience developing and conducting workshops provided me with a valuable yet realistic experience in which to build a career in international development. YCI is an amazing organization to represent. The support and guidance we received played an integral role in our success.

—Ashley Ellerbeck,
Ghana 2009 Alumna

Ashley (centre), along with Nikki Owens (left), spent 10 weeks in Ghana facilitating sexual reproductive health workshops and piloting an environment health initiative. In 2009, they were named YCI's Volunteers of the Year.

COUNTRY PROFILE:
TANZANIA >
YOUTH LIVELIHOODS

A lack of job training opportunities and Information and Communication Technologies (ICT) skills has resulted in high rates of unemployment for young people in Tanzania. In 2008, local youth and YCI volunteers responded to this need by providing vocational training and ICT skills in both theory and practice. By the end of the year, over 160 participants had developed the computer skills necessary to search for jobs online and develop their resumes. The program also created linkages between young people and local employment, as well as small business opportunities, which allowed participants to apply their skills in a real-world setting.



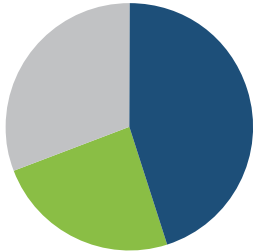
IN 2009 ALONE...

16,000

Youth in Tanzania and Kenya received HIV/AIDS education from YCI

10

Number of countries YCI works in



YCI volunteers are engaged and active social networkers: 45% of referrals are word-of-mouth while 31% learn about YCI online

770

YCI Twitter followers

780

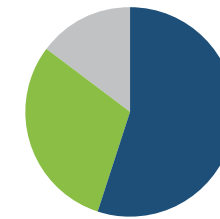
Youth learned their HIV status through YCI events and centres

2147

Youth participated in active citizenship and governance programming

40,000

Hours YCI volunteers contributed working locally and overseas on development projects



YCI volunteers come from a wide geographic reach: 53% from Ontario and Quebec, 29% from Western Canada and 14% from Maritime Provinces

2300

Canadians YCI engaged in youth-focused activities

2000

Youth received employability and vocational skills training

1400

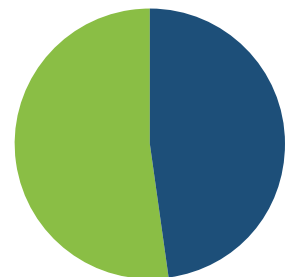
Facebook fans and 1200 Facebook group members

1000

Unique blog readers every month

159

YCI overseas volunteers



48% of YCI's volunteers are 18-22, the other 52% are all between 23-30

OUR VOLUNTEERS

In 2009, YCI harnessed the skills and abilities of 159 youth as overseas volunteers, as well as engaged more than 2,300 Canadians in youth-led and youth-focused activities designed to move people from awareness to informed action. In total, YCI volunteers contributed more than 40,000 hours working overseas and locally to support development programs.

By combining the energy and skills of youth volunteers with local youth and partners, we provide individuals and groups with the opportunity to contribute to innovative community-driven projects while developing personal and professional skills. Sponsors have the opportunity to support volunteers participating in two key programs:

YOUTH AMBASSADORS

Working directly with YCI staff, partners and peer educators, Youth Ambassadors implement health, leadership and livelihoods projects as part of a five to 10-week team placement. Volunteers experience international development at the grassroots level, develop intercultural communication skills and make a valuable contribution to their global community.

YOUTH LEADERSHIP TEAMS

Youth Leadership Teams are customized projects for pre-existing groups with specific skills and backgrounds related to health, leadership or livelihoods. Working in collaboration with our partners, groups contribute to community projects while developing personal and professional skills.

PUBLIC ENGAGEMENT

Upon their return, YCI's volunteers have the opportunity to link global issues to local initiatives through a range of re-engagement options. YCI also maintains an active network of young people who are involved in our programs worldwide, such as alumni and youth groups.

OUR PROGRAMS

Using youth-friendly methodologies, YCI's approach to programming includes education, awareness, service delivery and resource creation. Our explicit youth focus creates opportunities for young people to improve their skills and contribute to their communities.

YOUTH HEALTH

YCI's health programs are a comprehensive approach to preventative health education and awareness initiatives, with a focus on HIV/AIDS, sexual reproductive health, primary health and environmental health. We recognize that positive health outcomes are not only derived from access to services and information—but are also linked to social determinants such as livelihoods. Wherever possible, health programming is connected to other programming opportunities.

YOUTH LIVELIHOODS

The ability of young people to successfully transition into the private or public sector dictates not only their own well-being, but may affect their families as well. YCI's livelihoods programs are based on three pillars: access to finance, vocational training and enterprise development. Through our programs, young people are linked to employment opportunities, government ministries, and local and international actors.

YOUTH LEADERSHIP

Young people are often on the periphery of decision-making processes, which limits their impact on governance and policy. YCI's leadership programs focus on active citizenship, good governance and public engagement, and create opportunities for young people to address issues of importance to them and share their experiences with other young people.

SPONSORSHIP OPPORTUNITIES

YCI welcomes the opportunity to customize packages and collaborate for a mutually beneficial partnership. In-kind sponsors are also welcome.

	PLATINUM \$30,000	GOLD \$15,000	SILVER \$6000	BRONZE \$3000	COPPER \$1500
YCI welcomes the opportunity to customize packages and collaborate for a mutually beneficial partnership. In-kind sponsors are also welcome.	Sponsor a group of 5 volunteers, including participation, flights, vaccinations, visas and additional expenses.	Sponsor 5 volunteers' participation.	Sponsor 1 volunteer, including participation, flights, vaccinations, visas and additional expenses.	Support 1 volunteer's participation.	Provide a partial participation scholarship to one volunteer.
Media support for local radio	Included	Included			
Sponsor information distributed at post-secondary fairs and community outreach events	Included	Included			
Branded materials (provided by sponsor) included in volunteers' pre-departure packages	Included	Included	Included		
Title scholarship name	Included	Included	Included		
Logo inclusion in YCI's Operations Guide	Included	Included	Included		
Scholarship posters designed by YCI with your logo distributed to post-secondary campuses across your region	Included	Included	Included	Included	
Social media advertisements	3 Sources	2 Sources	1 Source		
Local media print support	Included	Included	Included	Included	
Inclusion in YCI's annual report	Included	Included	Included	Included	Included
Inclusion on YCI's website	Large logo	Medium logo	Small logo	Small logo	Org Name
Inclusion on YCI's social media sites including Twitter, Facebook and YCI's blog	Included	Included	Included	Included	Included
Annual scholarship program report advertisement	1 Page	½ Page	¼ Page	⅓ Page	Org Name

STATEMENT OF INTEREST

Ideally, what criteria would scholarship recipients need to meet in order to qualify for a scholarship? (e.g. demonstrated financial need, prior community involvement, academic excellence, professional expertise, age, gender, diaspora youth, etc.) Would you prefer to sponsor a member of your community, or an employee from your company?

Is there a key sector, program or country that you'd like a scholarship recipient to participate in?

YCI's volunteers are typically selected based on an application and interview process. Would your organization like to be involved in the selection process? If so, what additional steps would applicants need to take to qualify for a scholarship? (e.g. submit an essay, present to your company, etc.)

YCI welcomes the opportunity to customize packages for a variety of specific sponsorship partnerships. Are there any other areas of collaboration that you'd like to highlight or identify?

PREFERRED PACKAGE SELECTION:

- Platinum \$30,000
- Gold \$15,000
- Silver \$6,000
- Bronze \$3,000
- Copper \$1,500



Business Name:

Contact Person/Title:

Address:

Email:

Phone #:

Any other comments or questions?

PLEASE SUBMIT YOUR COMPLETED STATEMENT OF INTEREST TO:

YCI
PO Box 1205,
555 Richmond St. W.,
Toronto, ON, M5V 3B1
or e-mail it to:
generalinfo@yci.org
or fax it to:
416.504.3376

Upon receipt a YCI representative will be in touch shortly to discuss a collaborative approach to your scholarship support.



“ ”

I learned so much about myself and my capabilities.

Volunteer Simone Carter poses with Ghanaian schoolchildren in January 2010. Simone Carter, a PhD candidate studying Public Health, helped produce a sexual reproductive health manual that is now in use by Ghanaian schoolteachers.