Celebration of Youth Virtual Luncheon
Friday, March 26, 2021
OVERVIEW

A partnership with Friends of Youth demonstrates your commitment to fostering the success of youth and families in East and North King County.

A pledge to work together demonstrates your support of the health of our youth, families and community.

FRIENDS OF YOUTH

Driven by a belief that all youth should have every opportunity to succeed, Friends of Youth delivers a comprehensive range of therapeutic services for youth, young adults, and families. With 70 years of experience, 24 program sites and national accreditation, the agency provides safe places and emotional support for youth in challenging circumstances.

Now celebrating our 70th Anniversary, Friends of Youth continues to fulfill its mission with programs in three focus areas:

- **Homeless Youth Services** - a continuum of care for youth and young adults facing homelessness.
- **Youth and Family Services** - mental health and substance use disorder counseling and prevention for youth and their families.
- **Residential Youth Services** - therapeutic foster care, residential treatment, and emergency shelter for youth, plus extended foster care for ages 17-21.

THE COMMUNITY’S ROLE

Last year with support from corporate, foundation and individual donors, over 3,200 children and families found a home, support, and safety through Friends of Youth.

Community partnerships—donations, sponsorships, in-kind and volunteer support—made it possible for us to actively respond, 24 hours a day, when each one of these children and youth found themselves facing crisis, loss, neglect, or a night on the streets.

_Technically, they have been a part of my life forever._

_They helped me get on a waiting list to find a place to live ... I went to college, I found a job, I got off the welfare system, I’m now a working, contributing member of society, and I have them to thank for it._

_Friends of Youth Client_
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Celebration of Youth is Friends of Youth’s largest annual fundraising event, bringing together community, civic, and business leaders and donors for an afternoon of inspiration.

This year, our event is virtual, but the excitement and engagement will continue.

Guests will have opportunities to:
- Enjoy Q&A sessions with program staff
- Hear stories of inspiration and transformation from former clients.
- Celebrate 70 years of uplifting lives with the family of one of our Friends of Youth founders - Iva Matsen.
- Learn how their support helps youth develop the relationships resources, and skills youth need to attain personal growth and success.

Expanded Exposure for Sponsors
In addition to our print ads in the Puget Sound Business Journal’s Corporate Philanthropy section and 425 Magazine, Friends of Youth will celebrate it’s partners with an aggressive marketing campaign.

- Sound Publishing
  Digital publications covering South, East and North King County
- Targeted Google Ads
- Facebook, Instagram & Twitter
- Monthly Enewsletter
- Targeted Celebration of Youth Email messages to past COY attendees, donors and friends

PLUS, a Celebration of Youth Microsite
New this year, an event site just for Celebration of Youth. Every visitor will see the leadership role you play in supporting our youth and our community.
THE POWER OF YOUR PARTNERSHIP

Your partnership provides opportunities for young people to find stable housing, receive counseling, and access the food, supplies, and resources they need to succeed.

Jennifer

"The Friends of Youth program pointed me in the right direction."

At eight months pregnant Jennifer found herself alone and on the verge of homelessness. She contacted New Ground Bothell, where she was welcomed with open arms. After the birth of her baby, she was able to find a stable home, a good job, and today is happily married with two children and a job she loves.

Homeless Youth Services

When youth are in crisis, when they have nowhere to turn, and when they have nowhere to sleep, they can rely on Friends of Youth.

Through our Homeless Youth Services we offer:

- Outreach
- Safe Place
- Emergency Shelters
- Transitional Living
- Supportive Housing
- 48,948 nights of life saving shelter for youth experiencing homelessness

Friends of Youth operates the ONLY emergency overnight shelters for youth and young adults in King County.

Residential Services

Friends of Youth believes all youth should have every opportunity to succeed.

Our residential homes, offer therapeutic treatment programs for youth struggling with mental health, substance abuse, and behavioral issues.

Youth and Family Services

Anxiety, depression, substance abuse are on the rise across Eastside. Friends of Youth provides critical services to area school districts.

- Substance Use Disorder Resources
- Healthy Start
- Parenting Resources

Foster Care

The number of foster homes in Washington has not kept pace with the number of children in need of care. Friends of Youth recruits and licenses foster parents, individuals, and families willing to share their hearts and homes with children in need. Friends of Youth has:

- Served nearly 300 youth in foster care between 2017-2020.
- Provided foster care for refugees ages 17-21 and support with education, housing, employment.
- Increased the number of foster homes and foster parents in Washington State
We partner with you to create a package that meets your marketing and philanthropic needs.

**$30,000 Presenting**

**ADVANCE & ONGOING RECOGNITION**
- Signature Sponsor Recognition
- Feature Article in Friends of Youth Newsletter
- Coordinated social media marketing with your communications department.
- Interview with company representative hosted on event site and social media.

**EVENT RECOGNITION**
- Recognition as Signature Sponsor in pre and post-event presentations.
- Option to screen company sponsorship video.
- Opportunity to host ‘Q&A’ in virtual environment.
- Complimentary Experience Boxes for 20

**$15,000 Signature**

**ADVANCE & ONGOING RECOGNITION**
- Opportunity to be named sponsor of Experience Boxes or Virtual Environment.

**EVENT RECOGNITION**
- Opportunity to screen sponsor video during pre or post program presentation.

**$10,000 Champion**

**ADVANCE & ONGOING RECOGNITION**
- Company name and logo in PSBJ & 425 Print/Digital advertising.
- Company name and logo on print and digital Save the Date, Invitations and promotional materials.

**EVENT RECOGNITION**
- Verbal recognition from hosts.
- Opportunity to include items in Experience Boxes.

**$5,000 Lead**

**ADVANCE & ONGOING RECOGNITION**
- Company recognition on 425 Print/Web advertisement.
- Company hyperlink on Celebration of Youth event website.
- Multiple mentions on Social Media.
- Company name on print and digital Save the Date and Invitations.

**EVENT RECOGNITION**
- Video Screen Recognition during pre and post event presentations.
- Scrolling recognition during the event.
- Admission to any exclusive pre-or post event activities.
- Opportunity to host a sponsor booth in the event’s ‘virtual’ environment.

**$2,000 Table**

**ADVANCE & ONGOING RECOGNITION**
- Company name on Celebration of Youth Event Site.
- Company name in Enews.
- Company Recognition in targeted messages to donors and friends.
- Company recognition on Social Media.

**EVENT RECOGNITION**
- Video Screen Recognition during pre and post event presentations.
- Scrolling recognition during the event.
- Complimentary Experience Boxes for 10

For more information, please contact Lynn Juniel, lynn@friendsofyouth.org 425.869.6490 x 308

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