

A Year of Empowering Youth

We promote the agency, success, and well-being of young people and their families through identity-affirming relationships, expanded learning opportunities, and resources to meet emerging needs.



Sponsorship Opportunities

Y.O.U.
YOUTH & OPPORTUNITY UNITED

"As a retired educator involved with YOU's caring staff, I am grateful for their dedication to each and every student." —Barb Hiller



Why Be a Y.O.U. Sponsor?

- **Invest in the next generation** of young people who will help shape the future of our community.
- **Help create meaningful opportunities for young people to discover new interests**, express their creativity, build lasting relationships, and experience a sense of belonging and joy beyond the school day.
- **Expand your organization's visibility** by connecting your brand with Y.O.U.'s digital community of **9,100+ social media followers**, generating **130,000+ Facebook and Instagram views** and **27,000+ LinkedIn impressions** last year.
- **Reach an engaged email audience** through a communications network that sends **nearly 75,000 emails annually**.
- **Build meaningful connections within the Evanston community** through opportunities to engage with Y.O.U. leadership, board members, donors, community leaders, and fellow partners.
- **Experience Y.O.U.'s impact firsthand** through sponsor opportunities such as Y.O.U. tours, leadership connections, and invitations to select events and gatherings.

**dependent on sponsorship level*

Why Y.O.U. Matters

- Y.O.U. extends learning beyond the school day, providing young people with additional time and support to **strengthen academic skills, complete homework, and build confidence as learners.**
- Through **up to 500+ hours of Afterschool and Summer Programming each year**, youth can access hands-on STEM learning, creative activities, recreation and wellness, field trips, leadership opportunities, and relationships with caring adults.
- **76% of Y.O.U. youth qualified for free or reduced-price lunch**, reinforcing the need for affordable access to learning and enrichment opportunities.
- **47% of District 65 students did not meet grade-level math proficiency standards during the 2024-25 school year**, reinforcing the need for additional opportunities to strengthen academic skills.
- **17% of District 65 students are English Learners**, reinforcing the importance of a diverse staff that can connect with the youth and families we serve.

Youth, caregivers, and teachers see the difference Y.O.U. makes in the classroom, at home, and in how young people navigate challenges.

- **88% of Y.O.U. youth say** Y.O.U. helps them complete and turn in their homework on time.
- **75% of Y.O.U. youth say** they do better in their schoolwork because of Y.O.U.
- **Nearly 3 in 5 teachers report** increased classroom participation among students who attend Y.O.U.
- **More than half of teachers surveyed** report improvement in students' ability to adapt to new or challenging situations.
- **93% of caregivers say** Y.O.U. helps them feel more involved in their child's learning.
- **92% of caregivers recommend** Y.O.U. to other families.

Sponsorship Levels

\$15,000 – EMPOWERMENT

- Logo Placement: Summer Program T-shirts, website homepage feature + sponsor page, quarterly newsletter, event invitations, special recognition at Diverse Communities United (DCU)*
- High School Entrepreneur Experience*
- Private tour of Y.O.U. with CEO Craig Lynch
- Opportunity for a conversation with a Y.O.U. Board member about our mission and community impact
- Newsletter Feature Article
- 8 social media posts (Facebook/Instagram/LinkedIn)
- Invitation to Don Baker Circle for Youth Reception
- Acknowledgment in our annual report

\$10,000 – CONNECTION

- Logo Placement: Summer Program T-shirts, website homepage feature + website sponsor page, quarterly newsletter, event invitations, special recognition at Diverse Communities United (DCU)*
- Private tour of Y.O.U. with CEO Craig Lynch
- Opportunity for a conversation with a Y.O.U. Board member about our mission and community impact
- Newsletter Feature Article
- 6 social media posts (Facebook/Instagram/LinkedIn)
- Invitation to Don Baker Circle for Youth Reception
- Acknowledgment in our annual report

Sponsorship Levels

\$5,000 – OPPORTUNITY

- Logo Placement: Summer Program T-shirts, website sponsor page, quarterly newsletter, event invitations, special recognition at Diverse Communities United (DCU)*
- Private tour of Y.O.U. with CEO Craig Lynch
- 4 social media posts across all platforms (Facebook/Instagram/LinkedIn)
- Invitation to Don Baker Circle for Youth Reception
- Acknowledgement in our annual report

\$1,000 – DON BAKER CIRCLE FOR YOUTH

- Logo Placement: Summer Program T-shirts, website sponsor page, special recognition at Diverse Communities United (DCU)*
- 2 social media posts across all platforms (Facebook/Instagram/LinkedIn)
- Invitation to Don Baker Circle for Youth Reception
- Acknowledgement in our annual report

(DCU) is Y.O.U.'s annual youth-led MLK celebration.*

High School Entrepreneur Experience: An opportunity for sponsors to engage with Y.O.U.'s high school youth through hands-on entrepreneurship.*

Your partnership with Y.O.U. starts here



1. Choose Your Sponsorship Level

Explore the available opportunities and select the level that best aligns with your organization's goals.



2. Connect With Our Team

Reach out to discuss your sponsorship, ask questions, and confirm your participation.



3. Make Your Partnership Official

Finalize your commitment and work with Y.O.U. to coordinate your sponsorship benefits.

Sponsorship Duration

Benefits remain active from Jan 01, 2027, to Dec 31, 2027

Scan Here to Get Started



Craig Lynch, CEO

Board of Directors

David Hill
Chairperson

Alvin Bisarya
Vice Chairperson

Neda Nozari
Secretary

Andy Baker
Treasurer

Jonathan Basofin

Abigail Butkus

Walter Cade

Dori Franck

Paula Jacobi

Lauren Keenan-Devlin

Cory King

Roland Martel

Paul Patt

Karin Ruetzel

Dawn Samaris

Barbara Shwom

Diana Leza Sheehan

Kelly Spence



"I like coming here to **Y.O.U.** because you can do a lot of stuff like express your **creativity**. Being here is a way to get myself **out into the world.**"

Arvin | Y.O.U. ETHS Senior

Be a Life Changer

Your support helps close the opportunity gap, giving young people in Evanston a stronger foundation for success in the classroom and throughout life.



Contact Youth & Opportunity United
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