

Kentucky YMCA Youth Association

**2020 Virtual  
Kentucky Youth Assembly**  
Community Roadmap Partners



# Advocacy isn't canceled. Service isn't canceled. Changemakers aren't canceled.

Since 1890, the Kentucky YMCA Youth Association has welcomed tens of thousands of Kentucky youth to gather, debate and solve the most pressing issues facing our Commonwealth. COVID has turned school schedules upside down, but service and advocacy aren't canceled. The KY YMCA isn't a place, it's the young changemakers writing and debating bills, serving their communities and building friendships across political, rural/urban, and cultural divides. **We can't think of a more important time for today's youth to be involved, committed and inspired to better their communities. We can't think of a more critical time to keep youth *connected* to their communities.** We're not canceling KYA this year and we're fired up about the opportunities a virtual conference will offer our amazing students, teachers and schools. Additionally, we're thrilled to offer an enhanced remote-learning curriculum with Student Y.

## Leader in Youth Development

The Kentucky YMCA Youth Association annually serves over **10,500 KY youth from over 111 counties, and we anticipate thousands of Kentucky youth and teachers through our adapted virtual KYA conferences and Student Y programs.** When the world shut down this past March, we didn't miss a beat. As a leader in youth development programming, we offered over 25 individual virtual programs to over 220 youth between March and July 2020. We're taking this expertise with us as we launch our biggest virtual programs yet: KYA and Student Y. With your support, the KY YMCA can eliminate the barriers that prevent students and schools from accessing extra-curricular educational activities and keep them connected, motivated and serving in their communities.

## Connect with our Community

The KY YMCA community includes thousands of teachers and students from across the entire Commonwealth. **As a partner of the Y, you will have the opportunity to directly connect with this state-wide network.** We are committed to providing partners meaningful access to the participants and volunteers of our seven virtual KYA conferences and the hundreds of schools that have a participating Student Y Chapter. This is exclusive to Roadmap Partners, and will offer access through the entire school year.

### Virtual Y-Program Participants Say...

"(The KY YMCA) helped to give me a space during tough times to turn to where I knew I could have both fun and educational ties regardless of how the rest of my week was going. It helped to boost my mood and keep me motivated and I hope to carry these feelings into the future"

"I was able to learn a lot about myself, my mentality, and that of others, and I feel prepared enough civically that I could make a real difference in my community."

"Being able to make new friends from my computer screen completely lit up my quarantine life!"

As a 2020 partner,  
your company  
will gain recognition in  
our KY community of:

**10,500+ Teens**  
**500+ Teachers**  
**Over 300 Schools**  
**111 Counties**

# Partnership Options

	KYA	KYA + Student Y	KYA + Student Y + GFI
	\$200	\$400	\$500
Logo visible on-screen during KYA sessions and GA. Recognized in remarks to students as a partner of KYA	✓	✓	✓
Link to partner resources and contact information included in Logistic Packet emailed to all KYA teachers, students and parents.	✓	✓	✓
Link to partner resources and contact information included on the Student Y online portal. Organizational information also sent to teachers and Student Y chapters through monthly newsletters emailed during school year. (Can include links to virtual college visits and/or partner ambassador)		✓	✓
Feature on the Y's Instagram account during the 2020-2021 school year. May include: Live Q&A on Student Y Instagram, featured posts, tagged stories and posts, etc. Will work with partner to develop personalized content		✓	✓
Opportunity to speak to Go For It virtual attendees about organization. (smaller group at youth leadership development conference)			✓