

eliminating racism
empowering women
ywca

MISSION FORWARD: EMPOWERING Movement Leaders

LEADERSHIP & CAPACITY BUILDING INSTITUTE

YWCA IS ON A MISSION
JUNE 12-15, 2024 | ATLANTA, GA

The Westin Peachtree Plaza
210 Peachtree St NW, Atlanta 30303

A LETTER FROM OUR CEO

On behalf of YWCA USA, I'd like to express my excitement at the notion of your involvement in our Leadership & Capacity Building Institute (LCBI), taking place June 12-15, 2024, in Atlanta. This is truly a unique opportunity for you to align your brand with YWCA USA. For more than 160 years, we have been on a mission to eliminate racism, empower women, and promote peace, justice, freedom, and dignity for all.

The LCBI convening provides YWCA USA Local Associations with an opportunity to come together in solidarity and focus on our work; and gain resources needed to build and grow capacity so that YWCAs can continue to deliver critical programs and services in communities across the country. But we can't accomplish this without the involvement of sponsors like you! To tackle gender equity and social justice, we must build the capacity for young women to lead the way — and our LCBI event is our chance to empower our movement forward.

With our theme **Mission Forward: Empowering Movement Leaders**, I encourage you to join the power of the **largest network of female executives in the world to generate leadership from our youth**. We want to go beyond your names and logos and have you join us to dive headfirst into having a **real, tangible impact**.

With your support, not only will you help drive change, aid families in need, and stand up for social and racial justice — you will play an active part. Our sponsorship opportunities enable funders to invest in a YWCA USA value that resonates most with them AND commits to building new friends and sisters of YWCA USA.

Be a sponsor of justice, equity, peace, freedom, dignity, or collaboration. Join the **YWCA Society of Giving** or simply become a **Friend of YWCA's** Leadership and Capacity Building Institute.

Advance justice for women who have been denied the human right of health care. Support equity for girls who aren't given the same chances. Promote peace for those harmed by police and domestic violence. Encourage dignity for women and girls everywhere. Invest in collaboration for the power of joining hands and minds and hearts at this year's event.

Invest in YWCA USA. Design a workshop, booth, activity, or donate material goods for YWCA USA to show how your brand epitomizes these values.

Participate in the conversation and help us craft a narrative for 2024 that empowers young women to become leaders today.

Don't just invest in YWCA USA's future — **help us build it**.

Thank you for your consideration. I can't wait to see you in Atlanta.

With gratitude,

Margaret Mitchell

CEO, YWCA USA





**WE WANT YOUR IDEAS.
WE WANT YOUR PROGRAMS.
WE WANT YOUR STORIES.**

This year's YWCA USA Leadership & Capacity Building Institute presents a unique opportunity for our sponsors. We're doing something new, something bold for top sponsorship levels: we're inviting you to be part of the conference itself.

We want our sponsors to not only have an impact at our Leadership & Capacity Building Institute, but at our nearly 200 local associations too. Help us create programs and experiences that align with your value-driven missions. Create, develop, and run a program at the conference that our network of women leaders can take with them back to their hometowns, where they can share them with their colleagues and members.

Be a part of our Leadership & Capacity Building Institute — don't be apart from it. Help us build something that will live beyond our meeting. Help us build something that will last.



YWCA USA Conference: Empowering Movement Leaders

Leadership & Capacity Building Institute



WHO WE ARE

YWCA USA is on a mission to eliminate racism, empower women, stand up for social justice, help families, and strengthen communities. We are one of the oldest and largest women's organizations in the nation, serving approximately two million women, girls, and their families.

YWCA USA has been at the forefront of the most pressing social movements for more than 165 years — from voting rights to civil rights, from affordable housing to pay equity, from violence prevention to health care reform. Today, we combine programming and advocacy in order to generate institutional change in three key areas: racial justice and civil rights, empowerment and economic advancement of women and girls, and health and safety of women and girls.

NATIONAL IMPACT

2 million individuals come to YWCA for support, to strengthen their communities, and to stay healthy

500,000+ stay safe through sexual assault, trafficking, domestic violence, and gender violence prevention programs

300,000+ receive important information, screening services, and specialized exercise and physical skill building instruction through YWCA health programs

200,000+ women and girls are empowered, advancing economically, and becoming leaders through YWCA programs

100,000+ children, youth, teens, and families build strong futures at YWCAs

100,000+ community members engage in YWCA racial justice and civil rights initiatives

186 Local Associations participated in the 2023 Racial Justice Challenge



BUILDING CAPACITY FOR YOUNG WOMEN TO LEAD THE WAY

In affiliation with World YWCA, we are part of a global movement dedicated to women’s rights and championing social change. It is our collective goal that by 2035, 100 million young women and girls will transform power structures to create justice, gender equality, and a world without violence and war; leading a sustainable YWCA movement, inclusive of all women.

We are on the verge of the largest transfer of leadership in living memory. Gen Z — a diverse, passionate generation focused on mental health, wellness, equity, and justice — is poised to take over in the next five years. Through innovative programming across our network of nearly 200 YWCA associations, we are shepherding the way by investing in the next generation of leaders.

We serve more than 200,000 women annually with economic empowerment programs such as job training, financial literacy, salary negotiation, and leadership development; and nearly 20,000 girls with resources including digital literacy and STEAM programming. At YWCA, we are positioned to create a continuum of programming for girls and women of color. For young girls learning basic digital literacy skills at the age of nine and women breaking barriers and launching their own businesses, YWCA provides the resources needed every step of the way.



Wherever there is injustice on the basis of race, whether in the community, the nation, or the world, our protest must be clear and our labor for its removal, vigorous, and steady.

— FROM YWCA’S INTERRACIAL CHARTER ADOPTED IN 1946



INCREASING ECONOMIC OPPORTUNITY FOR WOMEN AND GIRLS OF COLOR

YWCA supports the empowerment of women and their economic advancement with a particular focus on how race impacts opportunity. We serve more than 200,000 women annually through our economic empowerment programs, including job training, financial literacy, salary negotiation, and leadership development. In addition, our housing and childcare programs are strong foundations on which women and families can build their financial futures.

Our policy priorities include improving women’s economic security by expanding access to sick, safe, and family leave; and removing childcare and housing barriers to women’s participation in the workplace.

CURRENT PARTNERS



Lilly Endowment Inc.
A Private Philanthropic Foundation

JUSTICE SPONSOR

SPONSOR LEVELS

\$100,000

- Visual display of logos on all conference website pages
- Logo placement during all conference webinars (Host Placement)
- Complimentary registration to conference (up to four attendees)
- Hotel accommodations (up to four rooms)
- Verbal sponsorship acknowledgement on each day of programming
- Banner Ad and logo placement in conference app
- Opportunity to record video message to be shared as part of conference programming highlighting your organization's impact on racial and gender equity (1-minute video shown during opening and closing plenary)
- Opportunity to share additional promotional video during conference (shown during opening and closing plenary)
- Opportunity to join a panel of YWCA leaders as a speaker (one representative)
- Opportunity to sponsor networking reception with YWCA leaders in respective footprint (Host Placement)
- Ceremonial "host" role, with opportunity to make opening or closing remarks during one day of conference programming
- Announcement of sponsorship on social media
- Acknowledgement in Annual Report



EQUITY SPONSOR

\$75,000

- Recognition on invitations and materials for all conference events
- Visual display of logos on all conference website pages
- Logo placement during all conference webinars (Priority Placement)
- Complimentary registration to conference (up to four attendees)
- Hotel accommodations (up to four rooms)
- Verbal sponsorship acknowledgement on each day of programming
- Banner ad and logo placement in conference app
- Opportunity to record video message to be shared as part of conference programming highlighting your organization's impact on racial and gender equity (30 seconds)
- Opportunity to sponsor networking reception with YWCA leaders in respective footprint
- Announcement of sponsorship on social media
- Acknowledgement in Annual report



SPONSOR LEVELS



PEACE SPONSOR

\$50,000

- Recognition on invitations and materials for all conference events
- Visual display of logo on all conference website pages
- Logo placement during all conference webinars (Priority Placement)
- Complimentary registration to conference (up to four attendees)
- Verbal sponsorship acknowledgment on each day of programming
- Banner ad and logo placement in conference app
- Opportunity to record video message to be shared as part of conference programming highlighting your organization's impact on racial and gender equity (30 seconds)
- Coffee break or lunch sponsorship
- Announcement of sponsorship on social media
- Acknowledgment in Annual Report

FREEDOM SPONSOR

\$35,000

- Recognition on invitations and materials for all conference events
- Visual display of logo on all website pages
- Logo placement during all conference webinars
- Complimentary registration to the conference (up to three attendees)
- Verbal sponsorship acknowledgment on each day of programming
- Coffee break or lunch sponsor opportunity
- Announcement of sponsorship on social media
- Acknowledgment in Annual Report

SPONSOR LEVELS

DIGNITY SPONSOR

\$25,000

- Recognition on invitations and materials for all conference events
- Visual display of logo on all conference website pages
- Logo Placement during all conference webinars
- Complimentary registration to the conference (up to two attendees)
- Verbal sponsorship acknowledgement on each day of programming
- Announcement of sponsorship on social media
- Acknowledgment in Annual Report

COLLABORATION SPONSOR

\$10,000

- Recognition on invitation and materials for all conference events
- Visual display of logo on all conference website pages
- Logo placement during all conference webinars
- Complimentary registration for the conference (up to two attendees)
- Verbal sponsorship acknowledgement on each day of programming
- Acknowledgment in Annual Report



OPPORTUNITIES FOR INDIVIDUAL SPONSORSHIP:

Society Sponsor- \$1,000

- Registration for one attendee at the conference
- Acknowledgment in Annual Report

Friend of YWCA- \$250

- Acknowledgment in Annual Report

SPONSORSHIPS SUMMARY

	Justice Sponsor	Equity Sponsor	Peace Sponsor	Dignity Sponsor	Collaboration Sponsor
	\$100,000	\$75,000	\$50,000	\$25,000	\$10,000
Recognition on invitations and materials for all conference events	✓	✓	✓	✓	✓
Visual display of logo on all conference website pages	✓	✓	✓	✓	✓
Logo placement during all conference webinars	✓ Host Placement	✓ Priority Placement	✓ Priority Placement	✓	✓
Complimentary registration to conference	Up to 4	Up to 4	Up to 4	Up to 2	Up to 2
Hotel accommodations	✓	✓			
Verbal sponsorship acknowledgment on each day of programming	✓	✓	✓	✓	✓
Banner ad and logo placement in conference app	✓	✓	✓		
Opportunity to record video message to be shared as part of conference programming highlighting your organization's impact to racial and gender equity	✓ 1 minute	✓ 30 seconds	✓ 30 seconds		
Opportunity to share additional promotional video during conference	✓	✓	✓		
Opportunity to join a panel of YWCA leaders as a speaker (1 representative)	✓	✓	✓		
Registration for leadership Luncheon with keynote speaker & special guests (invitation only)	Up to 4	Up to 4	Up to 4		
Opportunity to sponsor networking reception with YWCA leaders in respective footprint	✓ Host Placement	✓			
Ceremonial "host" role, with opportunity to make opening or closing remarks during one day of conference programming	✓				
Coffee Break or Lunch Sponsorship			✓	✓	
Announcement of Sponsorship on Social Media	✓	✓	✓	✓	✓
Banner in Conference Main Stage	✓				
Acknowledgment in Annual Report	✓	✓	✓	✓	✓

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There are many ways you can support YWCA.
For more information, please contact:

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**YWCA IS ON
A MISSION**

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YWCA is a 501(c)(3) charity. Donations are tax deductible.

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