

A young boy with short brown hair, wearing a grey tank top and several bracelets, is high-fiving a man. The man is wearing a dark grey t-shirt and is smiling. They are standing in front of a green chain-link fence. The boy is holding a basketball in his left hand. The man is holding a rolled-up white document in his left hand. The background shows a basketball court and some trees.

**YOUTH
ASSISTING
YOUTH** YAY

MENTOR • GROW • SUCCEED

Partner Tool Kit 2019

Youth Assisting Youth

Youth Assisting Youth is dedicated to investing in the leaders of tomorrow and transforming the lives of at-risk and newcomer youth through the power of peer mentorship. For over 40 years, it has paired volunteer young adult mentors aged 16-29, with youth ages 6-15 to engage in activities aimed to develop mind, body, character, and leadership skills. Youth Assisting Youth connects volunteers to enriched mentorship experiences that profoundly impact the most vulnerable youth and their families in communities across the Greater Toronto and York Region.

Investing in Leaders of Tomorrow.

:: **WATCH VIDEO** Why Youth Assisting Youth Matters
With Celebrity Designers, Glen Peloso & Jamie Alexander
<http://bit.ly/yayvideo1>

:: **WATCH VIDEO** Why Youth Mentoring Works
Coming Soon

:: **POWERPOINT** Youth Assisting Youth Presentation
Coming Soon

Mentors Needed

400+

Active Mentors & Mentees

1200

Success Rate

98%

Founding Year

1976

Why We are Different



Peer mentoring leads to a more transformative experience than adult mentoring



We help children that other mentoring programs don't



We offer expertise to help kids with mental-health diagnoses



We conduct in-home assessments for every mentor and mentee



We offer extensive training for volunteers



We provide 24/7 emergency support



We run dedicated activities at free or low-cost



Our average mentoring match lasts for five years

Mentoring Programs

ONE-TO-ONE PEER MENTORING

Youth mentors age 16-29 act as positive role models to help at-risk and newcomer kids age 6-15 reach their full potential.

GIRLS EMPOWERMENT

Girls (mainly newcomer girls) receive mentoring over 10 weeks based on their needs, ranging from support for emotional wellbeing to self-defence.

CLICKS & STONES – CYBERBULLYING

An educator (and mother of a cyber-bullied child) goes to classrooms of grade 7 and 8's to educate and fight cyber bullying.

GROUP MENTORING

Ongoing, structured activities and events, to support our “mentor matches”, as well as the youth on the wait list.

YOUTH MENTAL HEALTH TRAINING

Mentors receive in-depth training on common youth mental health issues, designed to help them effectively mentor youth mentees coping with a diagnosis.

YOUTH LEARNING DISABILITIES TRAINING

Mentors receive in-depth training on youth learning disabilities; help them understand their mentee’s unique way of learning in order to better mentor them.



Why Youth Mentoring Works

Since 1976, Youth Assisting Youth is doing their part to address this major health issue by helping the kids who are often too challenging for many other community agencies.

We've seen first-hand how mentoring can be life changing and help youth overcome mental health and life challenges.

[READ OUR "Why Mentoring" stories](#)

[READ OUR "Mentor" stories](#)

[READ OUR "Mentee" stories](#)



- Mentored youth **earn \$315,000 more income** over their lifetime, on average.
- **45% of mentored youth are enrolled in higher education**, compared to 29% of un-mentored peers.
- Research shows an \$18 return per \$1 invested in youth mentoring; with a \$23 return for the least economically advantaged youth.



- Mentored Boys **2x less** likely to develop negative conducts like bullying, fighting, lying, cheating, losing temper.
- Mentored Girls **2.5x more** likely to be confident in their ability to be successful at school.
- **2x more** likely to believe school is fun & doing well academically is important.

Get the Most From Your Sponsorship

1. Invite Youth Assisting Youth to speak at an event your organization is hosting.

Let us help tell your employees & stakeholders why you believe youth mentoring is worth the investment & the value it brings to the community.

2. Share our videos or presentations with your team – so they can understand the power of mentoring & why your organization has chosen to support Youth Assisting Youth. Empower your team to be ambassadors to spread your community investment.

Add this to the agenda at your next staff meeting!

3. Encourage your staff to volunteer. Align your community impact!

- Event Support (Annual Family Picnic, Spin-a-Thon, Group Mentoring Program events)
- Become a Board or Committee Members
- Between the ages of 16-29 can volunteer to become a one-on-one mentor.



Employee empowerment is key to getting a full “return” on community investment.

Formal or informal volunteer programs profoundly impact workplace morale, productivity, collaboration, employee retention & the company’s bottom line. When employees are actively involved in giving back, it can lead to a deeper commitment and connection to their work.

Get the Most From Your Sponsorship

4. Add Youth Assisting Youth's logo to your website.

5. Create social media posts to say you're a proud supporter of Youth Assisting Youth. Shout it out!

6. Submit a long-form post describing how your organization is investing in youth mentoring and we'll share it on our LinkedIn and/or create a website blog post on our website.

7. Like or follow our social media



#YAYmentors

Engage through social media with other organizations who are partnering with and supporting Youth Assisting Youth.

Donate Tickets

DOES YOUR COMPANY HAVE SPARE TICKETS?

Sporting to theater events. Donate unused tickets to Youth Assisting Youth - give kids a fun way to hang out & bond with their mentors.

This is a great way to extend your sponsorship, while also giving kids access to experiences they may never get to do without your gift.

Submit our easy form & we'll even provide you a tax receipt!



[DONATE ACTIVITY TICKETS](#)

Help Fundraise

THIRD-PARTY FUNDRAISING EVENT TOOL KIT :: [DOWNLOAD](#)

Everything you need to know about fundraising on behalf of Youth Assisting Youth.

5 EASY FUNDRAISING IDEAS :: [DOWNLOAD](#)

Some easy ideas so you can fundraise for youth mentoring!

Simple ways to add a community impact layer to events your organization is already planning.



Digital Marketing

SOCIAL MEDIA CREATIVE :: [DOWNLOAD](#)



BRAND STYLE GUIDE :: [DOWNLOAD](#)



#YAYmentors



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