



## Dear Friend,

Strengthening the greater Topeka community and powering positive change by eliminating racism and empowering women. That's our mission.

Every single day, we get up and work hard to advance that reality powered by generous donors, volunteers, allies, and corporate sponsors like you.

**We ask that your organization consider investing as a sponsor to further our mission of eliminating racism and empowering women in Shawnee, Jackson, Brown and Wabaunsee counties.** With your renewed support, we can continue together with our new sponsors to stand up for social justice, help families, and strengthen communities.

As a unique nonprofit simultaneously serving as first responders to some of our community's most pressing issues and addressing gender-based violence and racism at their roots, YWCA Northeast Kansas is poised to offer meaningful and high-impact partnerships that allow your organization to learn, engage, and build community with us as we work to transform institutions. We know that our work won't be complete until women, girls, and people of color are **equal, empowered, and safe**; and we can't do it alone. With your support, YWCA can continue to tackle the most challenging and pressing social justice issues facing our constituents.

Your return on investment is powerful. Our transformative work is done effectively and resourcefully. **In 2020, YWCA Northeast Kansas ranked 11th nationally among YWCAs for number of unduplicated Individuals served in our community.**

**In 2021, YWCA Northeast Kansas was able to bring positive change to more than 11,000 individuals through a variety of programming:**

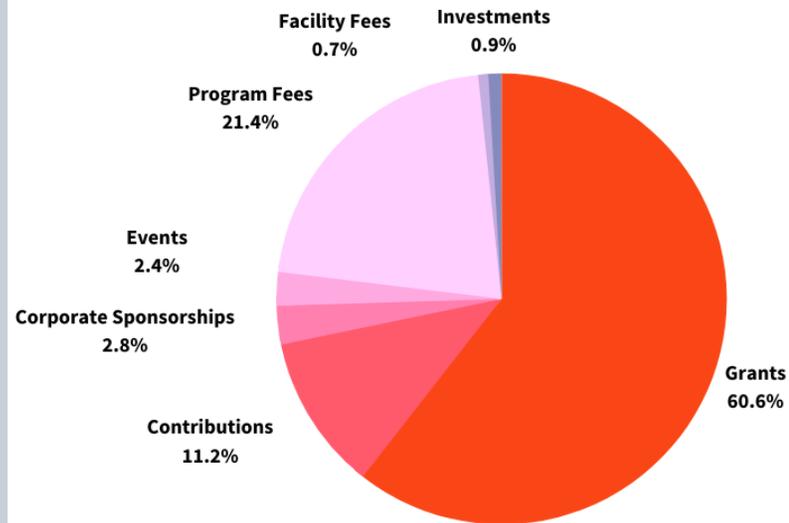
- We saw a **321% increase in services accompanying survivors of sexual assault to the hospital** for forensic medical examinations over the last year.
- **86 incoming kindergarteners** were able to return to in-person programming to capitalize on their academic success and social-emotional well-being in the face of unique challenges and inequities through our Kindergarten Academic Preparedness Program.
- **830 community members** invested in furthering their racial justice education through **YWCA's inaugural Stand Against Racism Challenge.**



With 3 major campaigns expecting high attendance and exposure planned for 2022, opportunities abound throughout the year to leverage your organization as a leader in racial equity, women’s empowerment, and a strengthened community:

- Our second community-wide **Stand Against Racism Challenge** launches Monday, April 4th and runs through May 4th. Familiarize yourself during the challenge in the month of April and gear up to bring this impactful program into your workplace during your month of choice in 2022. The challenge is designed to create dedicated time and space to build more effective social justice habits, particularly those dealing with issues of race, power, privilege, and leadership. Your year-long sponsorship unlocks different levels of support throughout your organization’s Stand Against Racism Challenge, including toolkits, reflection guides, potential for circle dialogues facilitated by our CEO and Racial Justice Coordinator, and more.
- **Concealed Revealed art auction** is a unique event benefitting the YWCA Northeast Kansas Center for Safety and Empowerment that will be held in a hybrid environment on **Saturday, April 23rd from 6 to 7PM with art previews open to the public Thursday, April 21st from 11 AM to 1PM and Friday, April 22nd from 4:30 to 7:30 PM**. In addition to raising much-needed funds, this event raises awareness around the issues of domestic and sexual violence. Through art, we hope to reveal this violence to the community in order to empower survivors and prevent violence.
- In **September**, join us as we recognize women leaders who demonstrate excellence in their workplace and community at our **34th annual Women of Excellence** event. Despite seemingly insurmountable challenges, women leaders continue to get up and do the work, and this event continues to grow in attendance and exposure as our most well-attended and longest-running event.

We can’t do this work alone. Please join us as we reimagine the future for women, girls, and people of color. Your investment ensures that our unique combination of direct service programming, thought leadership, advocacy, and public education remains innovative, and that we can continue to move our mission forward with agility in an ever-changing landscape:



- GRANTS**  
Our largest source of income comes from federal, state, and local government grant funding.
- CONTRIBUTIONS**  
This includes unrestricted and program-designated donations from individuals and organizations.
- SPONSORSHIPS**  
Investments from our Corporate Partners help fuel our programming and mission throughout the year.
- EVENTS**  
Our annual fundraising events include our Concealed Revealed Art Auction and Women of Excellence Awards. Not only do they provide a source of income, they help to raise awareness about our work and impact in the community.
- PROGRAM FEES**  
This includes fees for our Kids Quest programming and our Leadership Academy Trainings.
- INVESTMENTS**  
Due to market volatility, there is little reliance on our investment income.

## YWCA 2021 REVENUE

Yours for a strengthened community,

**Kathleen Marker**  
CEO, YWCA Northeast Kansas

## 2022 YWCA NORTHEAST KANSAS SPONSORSHIP BENEFITS

SPONSORSHIP BENEFITS	LEADING SPONSOR	EMPOWERING SPONSOR	SUSTAINING SPONSOR	MISSION SPONSOR	COMMUNITY PARTNER
<b>IMMEDIATE RECOGNITION</b>					
Social Media Announcement Facebook (over 3,800 followers), Twitter (980 followers), Instagram (over 1,018 followers)	X	X	X	X	X
<b>YEAR-ROUND RECOGNITION</b>					
Special Feature Testimonial in E-Newsletter	X	X			
Opportunity to Participate in #YWWednesday live video public education series (averaging 430 video view)	X	X	X		
Special mention during Virtual Empower Hours/Events (around 40 attendees)	X	X	X	X	
Logo listed and linked on website: <a href="http://www.ywcaneks.org/partners">www.ywcaneks.org/partners</a>	X	X	X	X	X
Listed in Annual Report	X	X	X	X	X
Listed in Monthly E-Newsletter and Event E-Blasts (2,400 subscribers)	X	X	X	X	X
<b>EVENT RECOGNITION</b>					
<b>STAND AGAINST RACISM CHALLENGE</b> April 4 <sup>th</sup> – May 4 <sup>th</sup>					
Logo on SARC web page: <a href="http://www.ywcaneks.org/challenge">www.ywcaneks.org/challenge</a>	X	X	X		
Logo on SARC platform: visited daily by participants during the challenge	X	X	X	X	
Facilitated circle dialogue for a group up to 20 people	X	X			
Access to toolkit including weekly discussion topics, calls to action, and reflection log.	X	X	X	X	
Access to full content calendar to conduct a challenge internally on your own schedule.	X	X	X	X	X
<b>CONCEALED REVEALED ART AUCTION</b> Saturday, April 23 <sup>rd</sup>					
Sponsor mentioned in event promotion (radio, television)	X				
Logo prominently featured in event materials	X	X			
Logo featured in event materials			X	X	X
Advanced viewing of auction items on the virtual platform	X	X	X	X	X
Sponsor mentioned during event program	X	X	X	X	X
<b>34<sup>th</sup> ANNUAL WOMEN OF EXCELLENCE</b>					
September 2022					
Opportunity for brief advertisement at beginning of the virtual event	X	X	X		
Logo prominently featured in event materials and promotions	X	X			
Sponsor mentioned in event promotion (radio, television)	X	X	X		
Logo featured in event materials and promotions	X	X	X	X	X
Advanced Notification of Call for Nominations	X	X	X	X	X
<b>INVESTMENT</b>	<i>\$20,000</i>	<i>\$15,000</i>	<i>\$10,000</i>	<i>\$5,000</i>	<i>\$3,000</i>

*Please feel free to inquire regarding tailoring benefits to your priorities and interests. For more information regarding Leadership Academy programs and Racial Justice Facilitator Trainings, please contact Kathleen Marker, CEO: [kathleenm@ywcaneks.org](mailto:kathleenm@ywcaneks.org).*