

# YEY DAY! 2019

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FRI, JUNE 17

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Youth Empowering Youth – YEY!

Authored by: Michelle J. Bain, Executive  
Director



**YEY!**  
YOUTH EMPOWERING YOUTH

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# Message from the Executive Director

## In support of Ontario's Foster Care Youth

On April 1, 2019 our government closed the Office of the Provincial Advocate for Child and Youth. Ontario is now the only province/territory in Canada without an independent advocacy mandate to support vulnerable young people, particularly those in the Foster Care System (System).

Youth Empowering Youth (YEY) is here to help. YEY is led by social justice lawyer, Michelle J. Bain; staffed by a dedicated group Youth Justice Advocates, all with lived experience within the System; and a strong Advisory Network of Social Justice Warriors!

YEY provides legal advocacy and life skills training to young people and their supporters affected by the System. As a newly registered charitable organization, YEY has a 25-year action plan to increase advocacy and protect the rights of all at-risk youth in Ontario.

Our objective is to create pathways for success for all children and youth under the care and control of the Foster Care System.

### **YEY VISION:**

***Creative, integrated, social justice solutions for all youth at risk of harm in Ontario.***

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# The Issue:

- By closing the Office of the Provincial Advocate for Children and Youth in Ontario over 10 000 vulnerable Foster Care youth age 0 – 21 are left without advocacy support to address their concerns;
- Ontario is now the only province/territory in Canada without an independent Advocate for children and youth;
- Within this group of vulnerable youth without support, those most at risk:
  - Indigenous, Inuit and Metis youth (over-represented within the System & Youth Criminal Justice System)
  - Black youth (over-represented within the System & Youth Criminal Justice System)
  - Youth who identify with the LGBTQ2S+ community (further marginalized within the System)
  - Youth, and their families, who are new immigrants to Canada
- Currently over 80% of all children and youth cared for by the Foster Care System face:
  - Homelessness and precarious housing
  - Human trafficking
  - Racism
  - And other forms of oppression
- Tuesday, May 14 is Youth Civic Action Day. For the past 5 years there have been various celebrations of this day commemorating the resilience and strength of children and youth in the System. Due to budget cuts **all** events have been cancelled.
- YEY has chosen to host YEY Day, on **Saturday May 18**, in support of Youth Civic Action Day. Our goal is to provide all of the youth and their supporters a place to be heard and celebrated.
- By closing the Advocate Office, Ontario now has no accountability for how tax payer dollars are allocated to these children, nor any way to hold the government accountable for the harm the youth are exposed to;
- The Minister of Children and Community Services, MPP Lisa McLeod has stated that the children and youth in the Foster Care System are not a priority for this government;
- According to Covenant House, on any given night there may be up to 6000 homeless youth on the street, many of whom are from the Foster Care System. These youth remain under the care of the provincial government until they “age out of care” at age 21, almost always into poverty.

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**YEY is a solution focused organization, dedicated to improving the lives of foster care youth by ensuring that all youth know their legal rights and how to effectively use them. YEY is preparing to take on the advocacy role in Ontario to ensure that no children are left behind.**

**Michelle J. Bain JD, Hons. B.A.**

[www.tspn-yey.ca](http://www.tspn-yey.ca)

[yeynow@gmail.com](mailto:yeynow@gmail.com)

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# **THE EVENT**

**YEY DAY – SYMPOSIUM & TALENT SHOWCASE/FUNDRAISER**

**SATURDAY, MAY 18, 2019**

**YEY DAY SYMPOSIUM:**

*“FUTURE OF YOUTH JUSTICE IN ONTARIO”*

**@ GEORGE BROWN COLLEGE, WATER FRONT CAMPUS**

**9 AM – 4PM, 2<sup>ND</sup> FLOOR AUDITORIUM**

**51 DOCKSIDE DRIVE, TORONTO ON**

**&**

**YEY DAY FUNDRAISER/TALENT SHOWCASE:**

*“AN EVENING TO CELEBRATE OUR YOUTH”*

**@ SUGAR HALL, ARTSCAPE DANIELS LAUNCHPAD (TENTATIVE)**

**6 PM – 10:30 PM**

**FEATURING: RICH KIDD @ The Remix Project, TORONTO MUSICAL ARTISTS, DJ & MORE**

**EMCEE – ANDREA BAIN – TV HOST, AUTHOR & PODCASTER**

**For more information and event updates visit:**

**<https://rpully.wixsite.com/yeynow>**

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# **SPONSORSHIP OPPORTUNITIES**

TO DISCUSS SPONSORSHIP OPPORTUNITIES TAILORED TO SUIT YOUR ORGANIZATION'S MANDATE, PLEASE CONTACT MICHELLE J. BAIN AT [YEYNOW@GMAIL.COM](mailto:YEYNOW@GMAIL.COM)

PLEASE DIRECT ALL DONATIONS TO YEY's - GO FUND ME campaign

[https://www.gofundme.com/help-youth-empowering-youth?sharetype=teams&member=1330156&rcid=r01-155742761804-4b021bd1495545bf&pc=ot\\_co\\_campmgmt\\_w](https://www.gofundme.com/help-youth-empowering-youth?sharetype=teams&member=1330156&rcid=r01-155742761804-4b021bd1495545bf&pc=ot_co_campmgmt_w)

## **LEGACY SPONSOR - \$100 000**

1<sup>st</sup> annual YEY Day leading sponsor offers an exclusive opportunity to support all that Youth Empowering Youth has to offer including YEY Day and on-going organizational activity. Please help us get moving!

The Legacy Sponsor not only receives the highest level of promotional exposure, but also recognition while attaching its name to Ontario's leading Advocacy organization supporting our Foster Care Youth.

### Marketing:

- YEY DAY logo lock-up with company logo
- Company logo featured in all promotional and event press materials, including electronic communications, invitations and program
- Company logo recognition on event signage, multi-media presentation, post-event thank-you (if applicable) and;
- Social media recognition

### Onsite Recognition:

- Exclusive brand experience in Photo/Reception area
- Exclusive opportunity to share a message from the podium
- Company logo prominently displayed on multimedia screens

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## **PRESENTING SPONSOR - \$15,000**

Marketing & Onsite recognition opportunities available (negotiable)

- As a Presenting Sponsor you are supporting our Youth Justice Advocates – individuals who have been directly impacted by the Foster Care System in Ontario. Our Youth Justice Advocates (YJAs) have been working diligently for over 9 months to get YEY ready for you! These dedicated young people have watched as the funding allocated for their lives has been cut by more than 50%.
- As the sponsor of our YJAs, you will have the opportunity to be recognized/mentioned when showcasing the 2018 YJA achievement such as in video, or during the YJA presentation; CEO introduction of YJA and video statement; and sponsorship of the YJA attendance at YEY Day recognized in program and screens (if applicable)

## **HERITAGE SPONSOR - \$10,000**

Marketing & Onsite recognition opportunities available (negotiable)

- As Heritage Sponsor your support will ensure that our YEY Day activities are a complete success.
- Company logo displayed on multimedia screens; company logo recognition in print and or electronic advertising; company logo on event signage and multi-media presentation; company logo in post-event thank you and ad in print media (if applicable); social media recognition

## **PLATINUM SPONSOR - \$5,000**

Marketing & Onsite recognition opportunities available (negotiable)

- As Platinum Sponsor your support will take our organization to the next level as we prepare for the YEY Day festivities. There is room for multiple Platinum Sponsors with applicable recognition.
- Similar to Heritage Sponsor - Company logo displayed on multimedia screens; company logo recognition in print and or electronic advertising; company logo on event signage and multi-media presentation; company logo in post-event thank you and ad in print media (if applicable); social media recognition

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## **GOLD SPONSOR - \$2,500**

- As Gold Sponsor – Entertainment: Your support will support the Key Note Speaker and other talented artists emerging from **The Remix Project**, including our DJ for the evening as part of the YEY Day Talent Showcase. There is room for multiple Gold Sponsors with applicable recognition.
- Company formally recognized on stage as Entertainment Sponsor; Prominent logo recognition on the entertainment page of the YEY Day program and website (once available); Company acknowledged in e-blast promoting entertainment

## **SILVER SPONSOR - \$1,000**

- As Silver Sponsor – Food/beverage and décor: Your support will cover all additional costs of hosting YEY Day! There is room for multiple Silver Sponsors.
- On-site recognition & marketing recognition

## **BRONZE SPONSOR - \$500**

- As Bronze Sponsor - Volunteer Support: Your contribution supports the George Brown College students, faculty and staff volunteering with YEY to make YEY Day a success!
- Onsite recognition & marketing recognition
- Company logo or name to appear on the volunteer and volunteer registration page of YEY Day website and opportunity to provide special gift to each volunteer gift bag.

**All donations are graciously accepted.**

**YOUTH EMPOWERING YOUTH – YEY!  
CHARITABLE BUSINESS #70908 3885**



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# Contact YEY!

WE ARE ENTHUSIASTIC TO WORK WITH YOU TO CUSTOMIZE A PACKAGE THAT IS ALIGNED WITH YOUR COMPANY'S VALUES AND OBJECTIVES AND BEST MEETS YOUR NEEDS. PLEASE GET IN TOUCH WITH US.

PLEASE DIRECT ALL INQUIRIES TO: [YEYNOW@GMAIL.COM](mailto:YEYNOW@GMAIL.COM)

YOUTH EMPOWERING YOUTH – YEY!  
CHARITABLE BUSINESS #70908 3885

**Mailing Address:**

**Flemingdon Community Legal Services**

**1 Leaside Park Drive, Unit 1, Toronto ON M4H 1R1**

**Phone (416) 838-8824**