

PARTNERSHIP INVITATION

*When Youth Work
Communities Work*



“Far and away the best prize that life offers is the chance to work hard at work worth doing.” Theodore Roosevelt

Toronto’s disadvantaged and vulnerable youth are in crisis

They are living in the streets. They are using drugs. They are being drawn into acts of violence and crime. They are out of work.

The number of youth in Toronto is expected to grow by 21% in the next five years. Violent crimes are declining, but young people’s involvement in and victimization by crime is on the rise due to the fact that youth unemployment is at a ten year high.

Young people face a number of conditions which increase their vulnerability to crime such as low self-esteem, their environment, living situation, physical & mental health challenges or their level of education.

Recent changes to Ontario’s secondary school curriculum, including the elimination of grade 13, have made it even more difficult for many youth to finish high school. When combined, these factors put additional pressure on our high schools which will inevitably lead to increases in youth unemployment.

When young people are out of work they become susceptible to negative influences and don’t know where to turn for help.

YES believes employment is empowerment and the cornerstone of safe and healthy communities. YES leads the Canadian youth sector with innovative programs that empower disadvantaged and vulnerable youth to become self sufficient contributing members of society.



“I know that I can contribute somewhere and be productive.”

Jenny

Jenny has a learning disability that prevented her from finishing high school. Her mother brought her to YES and she joined a special program for youth with disabilities. With the support of a personal counsellor, Jenny has realized how important her education is to her future success. YES helped her find a job and a personal tutor and now she believes she can have a great job some day which will allow her to make a contribution despite her disability.

There were 144,000 youth in Toronto in 2001—this number is expected to grow by 21% in five years

27% of Toronto's youth drop out of high school

91% of Toronto's homeless are between 19 and 25 years old

YES understands the critical issues facing today's youth

For almost forty years YES has been changing lives. As the original youth employment agency in Canada, YES has both the experience and the expertise to not only understand but also address the critical issues facing today's youth.

At YES we provide young people with professional counselling and training to help them realize their potential and get back on track. YES develops and delivers programs for thousands of youth each year in several of Toronto's most high-risk neighbourhoods and boasts an 81% success rate helping youth find work or return to school.

YES leads by example

YES was founded by The Rotary Club of Toronto in 1968, and was the first youth employment centre in Canada, establishing a model for others across the country. YES is regularly asked by all levels of government to host international delegations from around the world to share its extensive knowledge of effective practices that address youth unemployment.

YES addresses unseen barriers

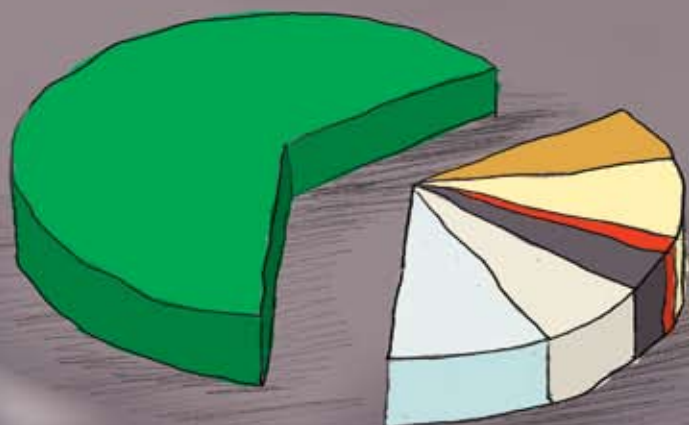
YES was the first to address those most at risk by recognizing that being out of work is often the result of factors beyond their control such as low self-esteem, a mental or physical disability, or having unmet needs as basic as not having enough money for bus fare to get to a job interview.

YES helps youth realize their potential

At YES our mentorship approach gets at the root of the issues and offers a range of solutions customized to meet the needs of each individual. Our professional counsellors work one-on-one to help those most in need imagine a life filled with opportunity.



YES helped 81% of clients find work, return to school or sign up for a training program



- 64% found a job through YES
- 8.7% returned to school thanks to YES
- 6.0% signed up for training programs
- 1.1% became entrepreneurs through BizStart
- 3.9% are currently unemployable
- 6.9% are still looking for work
- 8.4% dropped out of the program

“Without YES, the gang would still be running my life”

Sachin

Like many of Toronto's inner city youth, Sachin has a grade ten education and comes from a single parent household. In his neighbourhood you join the gang or bear the torture of resistance. Sachin came to YES because he saw one of our ads on the subway. After sharing his gang experiences with a counsellor he was selected to participate in one of our leadership programs. His improved self confidence and realization of his leadership potential has made him determined to regain control of his life and build a plan for his future.

71% of YES clients haven't finished high school

30% have been involved in the criminal justice system

28% of YES clients are under 20 years old

YES changes lives by transforming challenges into opportunities

Employment, Empowerment, Entrepreneurship

YES offers a range of programs designed to address the critical issues facing today's youth. From professional one-on-one counselling that forms sound assessments to delivering hands on sailing programs that build confidence and leadership skills—YES is on the ground working hand-in-hand with young people to help them rebuild their lives and imagine a future filled with opportunity.

YES programs are modeled on three themes: Employment, Empowerment and Entrepreneurship. Our employment programs prepare young people for the job search process. We help them learn how to craft a professional resume and perform in an interview. We even provide stipends for clothing so they can look and feel their best. We work with hundreds of employers each year creating job opportunities that result in 64% of our clients finding work.

Research shows that low self-esteem is at the root of many job search struggles. Our empowerment programs are designed to lift young peoples' spirits and help them to see themselves as valuable members of society capable of making a contribution. We offer programs specially designed for young people with unique challenges such as a physical or mental disability, being a new Canadian, or having a criminal record. By providing opportunities to experience what it feels like to succeed our clients begin to make decisions based on feeling like a winner.

Our successful entrepreneurship program is designed to offer ambitious young people an opportunity to build a business of their own—a dream normally reserved for young people with connections and affluence. Supported by representatives from small business, our clients get invaluable advice on business planning, marketing, finance, and operations and go on to run successful self employed enterprises.

At YES we strive to provide a mentorship environment combined with innovative programming that addresses the needs of society's most vulnerable and disadvantaged youth.

“When I see my mother on the street I feel awful, but at least now I have some money to help her”

Suzie

Suzie’s mother is a prostitute who was forced to give up caring for Suzie when she was very young. Suzie dropped out of high school in grade nine and came to YES because she was afraid of where her life was headed. Suzie made friends at YES and through counselling and coaching she developed a resume and learned how to handle herself in an interview. Suzie not only secured a job, but also got the encouragement and support her life had been lacking.



YES Client Benefits

- Goal setting and career counselling from professionally trained one-on-one counsellors
- Access to 100s of pre-screened employment opportunities
- Leadership training programs delivered in a recreational format
- Financial support for clothing, grooming, food and transportation
- Internet, voice mail and photocopier access
- Specialized programs for youth with disabilities
- Confidential referral services that connect youth with other community programs such as addiction counselling, legal aid, and social assistance
- Mentor & apprenticeship programs
- Programs especially designed for youth who want to start their own businesses
- Teacher training resources that support ‘stay-in-school’ messaging
- Programs developed especially for the unique needs of New Canadians

With your support YES can change the lives of thousands more youth

Our clients are our best advertisement. They are living proof that coming to YES has helped them overcome many of the challenges that led to being out of work or dropping out of school. Our resource centres at our five locations are always full of activity. Hundreds of youth use our services daily; participating in workshops, searching job sites, developing their resumes, meeting with counsellors, sending out letters, faxing resumes to job postings, and sharing life experiences and success strategies.

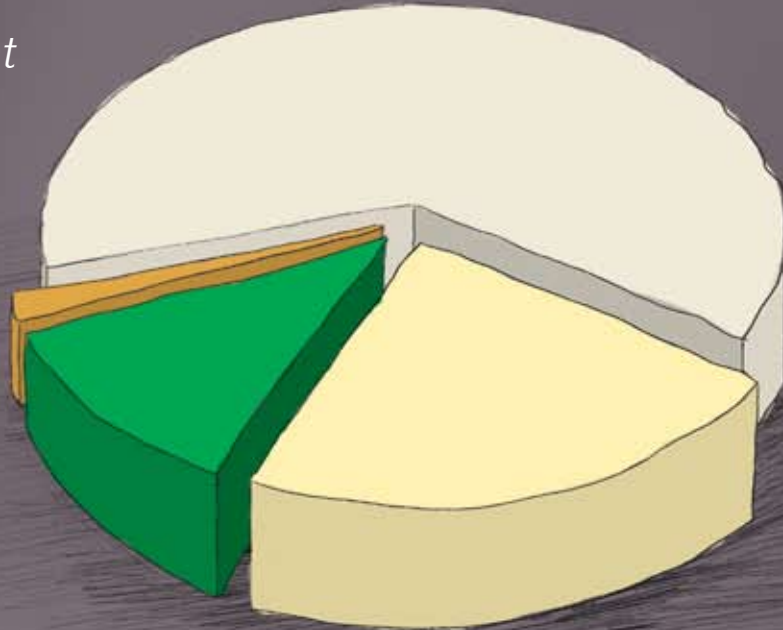
Making young people aware that YES is here to help is our greatest challenge. By increasing our visibility through targeted radio and community outreach initiatives, YES can make a significant impact on reducing youth unemployment and making our communities safer and healthier places to live.

Your support will enable YES to reach thousands more youth each year. With the youth population growing and pressure on this vulnerable population increasing, enabling YES to serve more young people is a critical necessity. We hope you agree and become one of YES's partners in changing lives.



For every **\$1,000**
invested in YES
here's how your
money gets spent

- \$640 program delivery
- \$220 nutrition, transportation training & clothing stipends
- \$120 community outreach
- \$20 computers & technology



78% of YES clients were still working, in training or in school after three months

98% of clients say YES has changed their lives

100% of every dollar invested makes our communities safer & healthier

The ROI on YES

When youth work, communities work. Unmatched for its employment and educational impact, YES is the leading youth employment sector in Canada today — an investment in YES will reap enormous dividends for the health and safety of our communities for years to come. Your investment in YES can be directed towards one of the following initiatives:

Employment Partners

In addition to providing young people with access to expert and professional counsellors, your investment will help support thousands of youth with many important but often overlooked elements of the job search process — a presentable outfit, grooming necessities, and TTC fare to get to a job interview.

Empowerment Partners

Our ground breaking leadership programs get to the root of young peoples' struggles by helping them to realize their own potential through both recreational and personalized counselling which address issues of low self-esteem and self worth. Your support will allow YES to offer leadership programs to everyone who needs them.

Entrepreneurship Partners

Innovation needs support to flourish and at YES our young entrepreneurs program offers business skills training, counselling and mentorship for ambitious, committed and creative young people looking to start a business. Your investment of time and money will make a significant impact on the future economic growth and development of our communities.

Outreach Partners

Radio and transit advertising have proven to be our most effective method of reaching youth. By directing your support to our outreach initiatives we will be able capitalize on the non-profit discount we receive and run regular ads on radio and billboards on the TTC.

Partnership Benefits

YES is a registered charity and will work with partners to provide recognition that reflects your company's charitable giving policy. Opportunities include, but are not limited to, recognition in marketing materials distributed to key community and government stakeholders, inclusion in YES's Internet strategy and opportunity to participate in our community outreach and fundraising events.

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President

John-Frederick Cameron
Vice President Development &
Communications

Margaret Douglas
Vice President Youth Programs

Sinead McCarthy
Vice President Administration





YES Head Office

555 Richmond Street West, Suite 711
Toronto, ON M5V 3B1
Telephone 416-504-5516
fax 416-504-4654
www.yes.on.ca

For more information please contact:

John-Frederick Cameron

Vice President, Development & Communications
(416) 504-5516 ext 230
john-frederick_cameron@yes.on.ca

