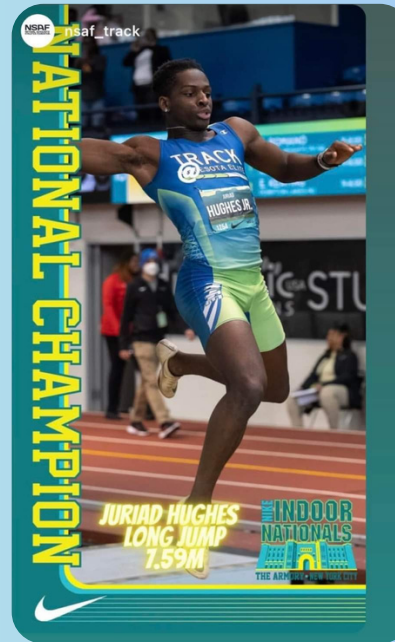


# GETTING IT DONE 25 YEARS LATER



Youth & Families Determined To Succeed

## SPONSORSHIP REQUEST



World Champion and Olympic hopeful, Juriad Hughes, benefited from the full YFDS experience due to support from generous donors

COLLEGE GRADUATES

LONG TERM IMPACT

STAYING FIT & HEALTHY

# GETTING IT DONE 25 YEARS LATER



1999 TO 2024

## YFDS GROWTH AND EVOLUTION

1999

### FOUNDATION

By Mel Anderson,  
Gopher &  
Steelers Receiver



2020

### COVID SURVIVAL & EXPANSION



YFDS Launches Responsive Initiatives:  
Education PODS,  
Life Skills & College Prep

2010

### OBESITY EPIDEMIC



YFDS Launches  
Families 4 Health  
Program

2023

### BUILDING CAPACITY

New 3,000 Sq Ft YFDS Center  
Served 200+ Families  
51 Alumni Attending College  
11 Alumni Graduated College



2024

### STILL GETTING IT DONE

50+ Alumni In college  
over the past 10 years



# GETTING IT DONE 25 YEARS LATER



## SPONSORSHIP REQUEST

### THE WHY

What We Do Works. Including providing you with a social responsibility platform to help youths onto pathways to success. The past two decades hundreds of our youth have graduated college.



YFDS model is unique and there are limited grants focus areas for our programs.

Sponsorship is the key funding source for YFDS's mission to never turn a family away because of affordability.

UNDERWRITE

AFFORDABLE

### Sponsor



College Prep and Life Skills programs to remove participation barriers for all

There are limited grants for these types of programs, thus sponsorship is the key resource.

### Scholarships



For under resourced youth to participate in fitness and track & field program

Many of our families cannot afford the full fee and travel to important college exposure track meets



Pathways Program  
Average Annual Cost

\$3,000

### IMPACT!

Being Fit → Improved Self-Perception  
Increased Confidence → Improved Mental Health  
College Scholarship → Decreased Debt  
Increased Achievement → Decreased Violence  
Increased Opportunities → Life Long Success  
Success and Achievement → Model for Future Generations

You can make a direct impact on a youth like Juriad Hughes. Sponsorship supported Juriad's training and travel that led to 2023 National and International Championships, a \$240,000 college scholarship, and hopefully the 2024 Olympics.

# GETTING IT DONE 25 YEARS LATER



## PATHWAYS TO SUCCESS PROGRAMS WHAT WE DO WORKS

### GOALS

- Engage youth in year-round programming to maintain constant contact and consistent behavioral modification
- Cultivate youth social, emotional, and intellectual skills to prevent underachievement and respond to societal challenges
- Foster athletic talent into college scholarships

### MACALESTER Track & Field



### COLLEGE PREP

Assist youth and parents to navigate the college admissions and scholarship process.

In 2023, 12 alumni graduated college and 15 seniors began college.

### LIFE SKILLS

Personal development workshops to support social and emotional growth.

Travel and college visits to increase positive exposures.



### TRACK

Year round training and national competition for 150+ youth, ages 7 to 18.

### 2023 Successes

- 18 State High School Champions
- 12 All-Americans
- 1 World Champion
- 1 USA Team Member

### FITNESS

Year round training including strength, agility, and nutrition.

In 2023, YFDS opened a 3,000 sq. ft. wellness center.



# GETTING IT DONE 25 YEARS LATER



## REAL LIFE IMPACT

### TESTIMONIALS

"[TME] Taught me valuable life lessons in perseverance, discipline, and teamwork."

"In my teammates I have found friends, and in my coaches I have found mentors."

"The program's philosophy of developing the whole child has helped my children develop healthy habits, strong bodies, and disciplined minds."

#### MISSION



Enhance Youth & Families wellbeing and achievement to improve generational success through personal development, health, and athletic programs.

"Your ability to reach kids from all different backgrounds, exactly where they are and with what they need is exceptional. We are lucky to have a leader like yourself helping to guide, set an example for and mentor this next generation."

"The strong leadership gives us the tools we need to compete in track but also to be productive citizens in life."

"[My children have] learned to overcome challenges and navigate life's ups and downs with mental fortitude."



# GETTING IT DONE 25 YEARS LATER



## MARKETING OPPORTUNITY AUDIENCE EXPANSION

Collectively, with your investment in YFDS, we can impact many more families and provide you with marketing opportunities for your business or brand.



### WIN WIN

YFDS Is Your Connection To An Established Non-Profit that aligns with your business' community relations priorities



### INTERNAL AUDIENCE

Promote Business To  
**250+** YFDS Families  
**25%** Business Owners  
**31%** Business Executives  
**10,000+** YFDS Email Marketing List (62% Open Rate)



### LOCAL & REGIONAL AUDIENCE

Promote Business At YFDS  
**3 Summer Community & Track Events**  
**1,600+** Track Meet Participants  
**3,000+** Track Meets Visitors  
**30%** Families from NE, IA, WI, ND and SD



### LIVE AUDIENCE

Promote Business **Directly At Track Events** via company sponsored booth or on event promotional materials



### SOCIAL AUDIENCE

Promote Business Via YFDS  
Direct & Indirect Platforms  
YFDS Network & Events Participants  
**Facebook / Instagram / Twitter**  
**TikTok / LinkedIn**  
**4,000+** Visitors to events web page (75% Page Revisits to view results)

[YFDS.ORG](http://YFDS.ORG) // 763-232-7307

[INFO@YFDETERMINEDTOSUCCEED.ORG](mailto:INFO@YFDETERMINEDTOSUCCEED.ORG)

# GETTING IT DONE 25 YEARS LATER



# MAKE YOUR IMPACT TODAY

**WHY NOT?**



PROMOTIONAL OPPORTUNITIES AVAILABLE	SCHOLARSHIP TO COVER YOUTH PARTICIPATION FEES \$250 TO \$1,500	EVENT SPONSOR 3 TRACK MEET SERIES \$2,000 - \$25,000	SPONSOR TRACK MN ELITE TEAM \$10,000 - \$25,000	SPONSOR PATHWAYS PROGRAM \$25,000 - \$50,000
Website Listing or Ad	✓	✓	✓	✓
Name or Logo On Track Team Practice Shirts	✓	✓	✓	✓
Logo Placement on Events Collaterals / T Shirt / Program Book		✓	✓	✓
Promo Booth & Large On Field Ad at Track Event Series			✓	✓
Social Media Post & Direct Emails			✓	✓
YFDS Facility Wall Business Add or Recognition				✓

Contact Person \_\_\_\_\_ Phone \_\_\_\_\_

Company \_\_\_\_\_ Sponsorship Area \_\_\_\_\_ / Amount \_\_\_\_\_

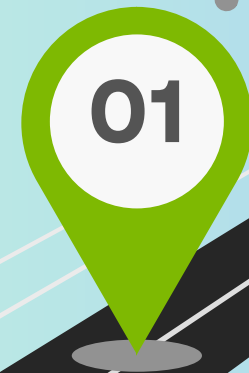
Contact Email \_\_\_\_\_ / \$ \_\_\_\_\_

# GETTING IT DONE 25 YEARS LATER



## In Person Or Virtual Meeting Activation

**Contact** Lisa Anderson to  
Discuss Sponsorship Amount  
Activation & With Any  
**Questions:**  
763-232-7307 or  
[lisaanderson51@gmail.com](mailto:lisaanderson51@gmail.com)



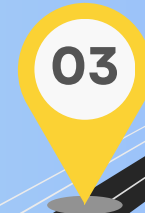
## Self Activation

[Click Here To Register](#)  
[And To Pay](#)



## Paper Activation

**Print Sponsor Level Page**  
Mail Page & Payment to  
YFDS  
4371 Winnetka Ave. N  
New Hope, MN 55428



# SECURING YOUR SPONSORSHIP

## NEXT STEPS

[INFO@YFDETERMINEDTOSUCCEED.ORG](mailto:INFO@YFDETERMINEDTOSUCCEED.ORG)  
[YFDS.ORG](http://YFDS.ORG) // 763-232-7307



# GETTING IT DONE 25 YEARS LATER

# BE PART OF GENERATIONAL CHANGE THE NEXT 25 YEARS



## Taylor Anderson

One of Hundreds of Successful Alumni  
Experiencing Long-Term Success



6 Year Old Rookie



College Grad



18 Time High School  
State Champion



Business Owner & Teacher



Still Running

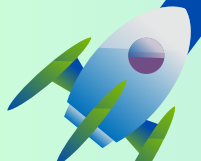
2002

2012

2017

2021

2024



# GETTING IT DONE 25 YEARS LATER



## What We Do Works.

“ I Know because one little scholarship to the University of MN has resulted in generational achievement in my family including our 3 kids graduating college”

We currently have 51 alumni in college on similar pathways to generational success. But over the years we have hundreds who could not afford our programs, which are mainly fee for service programs, because in part there are limited grants for our high impact programs.

At the end of the day I/We need your support to help keeping kids out of trouble and on pathways to success and college.

