YWCA Northcentral PA
2022 Sponsorship Opportunities


eliminating racism
empowering women
ywca
northcentral pa
WHY SUPPORT THE YWCA NORTHCENTRAL PA?

The YWCA Northcentral PA is a unique agency, unlike any other in our region. Our responsive programs - made possible by generous sponsors & donors - have saved countless lives.

For nearly 130 years, the YWCA has guarded the lives of the innocent through supportive programs, emergency shelter, and critical education programs that are a lifeline for those in need.

When your business supports the YWCA Northcentral PA, you make the 24/7 work of Wise Options & Liberty House possible. You directly assist the YWCA team as they provide support services and tackle crucial issues, helping better the lives of women, children, and men as they escape violence, regain self-sufficiency, and access the tools to rebuild their lives.

IN 2021

The YWCA Northcentral PA received nearly $50,000 in sponsorships from local businesses! We specifically thank those listed below for their dedication and commitment to eliminating racism & empowering women.

Thank You!

Your consideration to support the YWCA is an opportunity to change lives in 2022. Through the leadership & support of community members like you, deserving women and children will continue to prosper. Please read on to learn more about community events and opportunities!
ABOUT US: YWCA NORTHCENTRAL PA

The YWCA Northcentral PA is a member of a nationally recognized movement with a mission to eliminate racism, empower women, and promote peace, justice, freedom, and dignity for all.

For more than 160 years, YWCAs have positioned themselves at the forefront of the most pressing social movements. They have advocated for voting rights, civil rights, and violence protection; fought for affordable housing and pay equity; and championed health care reform. Today, YWCAs combine services and advocacy to foster change in three key areas: racial justice, economic advancement and empowerment for women and girls, and health and safety for women and girls.

Locally, the YWCA Northcentral PA began shaping the future for women and children in the early 1900s, creating a safe place for young working women to live and gather. Today, the YWCA Northcentral PA supports our community by providing permanent supportive housing as well as comprehensive and life-saving services for women, children, and men. We pride ourselves on our focus to ensure each program offered is designed to empower the individuals that we serve as they take steps towards their new paths.

Liberty House
YWCA Northcentral PA’s Liberty House Program is a permanent, supportive housing solution for individuals and families who are experiencing homelessness coupled with a disabling condition, as defined by the Department of Housing and Urban Development (HUD). Since 2003, Liberty House has been committed to providing safe and stable community-style living, allowing residents the opportunity to regain independence, rebuild relationships, and empower themselves and each other to overcome their circumstances. The YWCA’s Liberty House takes on the challenge to help break the cycle of homelessness and support residents as they achieve self-sufficiency.

Wise Options
YWCA Northcentral PA’s Wise Options Program has offered Lycoming County and surrounding communities comprehensive crisis and counseling services to victims of violence, including a crisis hotline, emergency shelter, individual and group counseling, and medical and court accompaniments since 1977. Services at Wise Options are available to victims of all ages and genders. All services are free and confidential.

Community Education
The YWCA Northcentral PA’s Prevention and Awareness Education programming provides violence prevention and awareness education to children from preschool to high school, as well as training and workshops to college, community, religious and professional groups. All community education workshops and trainings can be tailored to fit the specific needs of each audience. Some are conducted through one session and others are multiple session courses.
SUPPORTING WOMEN IS GOOD BUSINESS

Research has shown that women in the workplace and gender diversity is key for organizations’ bottom line. According to the Center for Creative Leadership, gender-diverse business units have higher average revenue than less diverse business units.

But the benefits of more women in the workplace are not limited to just financial gains.

4 BENEFITS OF MORE WOMEN LEADERS
- More job satisfaction
- More organizational dedication
- More meaningful work
- Decreased burnout

March 9, 2022

In 2022, the YWCA will be introducing an epic annual event designed to engage women from throughout our community as they come together to feel inspired and uplifted at Bald Birds Brewing in Jersey Shore. Attendees will enjoy a catered breakfast, networking opportunities, and an in-person presentation from Kate Sholonski, co-founder of Triumph Leadership Group. Kate will offer words of empowerment as she engages with the crowd, ensuring each attendee finds incredible value in her themed presentation:

"Women: How to be Effective Without Being Perfect."

Her presentations have elicited such comments as, "Illuminating & Soul Stirring," "Transformational," and "Awakening."

Your organization's involvement in the March event will showcase your commitment to empowering the women you employ and others from within the community. When you empower women, you not only foster confidence, but you encourage a community of support and place a meaningful impact on the culture of your business or organization.
June 17th, 2022

An unforgettable evening not to be missed, the Sunset Soiree will be the first-ever of its kind for the YWCA. Intended to be an invitation-only, black-tie event, the Soiree will be hosted on the hills of Primrose Lane at the magnificent home of Carol Savoy & Bob Bailey. Nestled among some of the most breathtaking and sweeping views of our stunning northeast region, their home provides a beautiful backdrop to raise our bold goal of $250,000 in support of our mission, our history, and our future. These critical funds will help carry on building restoration efforts, as well as strengthen our endowment, ensuring the YWCA remains available to those in need for years to come.

By selecting the Beacon of Light or Tribute Sponsorship package, your organization will receive exclusive visibility among our community’s leading philanthropists while showcasing your commitment to meeting community needs.

INVEST WITH INTENT
& CREATE A LASTING IMPACT

Since 1928, the YWCA Northcentral PA has called the historical walls of 815 West Fourth Street its home.

Countless lives have been forever changed within these walls and have gone on to make a difference in Williamsport & beyond, many of them thanks to the unwavering support of people like you.

For nearly 100 years, we have invested heavily in restoration efforts to maintain this gem in our community. Maintenance and upkeep is a costly yet necessary endeavor for buildings with such rich history. We know you’ll agree, however, that each time you see the eyes of a child find safe haven in these walls, it is worthy of every penny.
Thursday, November 3rd, 2022

The YWCA’s tribute to Women of Excellence is a special opportunity for businesses, families, and organizations to honor the selfless women who work tirelessly to make our community great.

A Woman of Excellence is one who has integrity, strength of character, and leadership skills. She gives herself to the community as a volunteer, mentor, role model, or board/committee member. She takes pride in living a life that exemplifies the mission of the YWCA: eliminating racism and empowering women.

Your sponsorship of this event shines a light on your organization for your commitment to honoring the success and dedication of women everywhere while supporting the incredible work of the YWCA Northcentral PA.

IN 2021

The YWCA proudly honored 5 Young Women of Excellence, nominated by local school districts, and 11 Women of Excellence, nominated by leaders from local businesses, organizations, and individuals.

2021

Wise Woman
OF THE YEAR

Sherry Paulhamus
Awareness Months
At the YWCA, the fight to eliminate homelessness, sexual assault, and domestic violence is a 24/7 job. But during specific months each year, the YWCA Northcentral PA raises awareness of these crises in our community through targeted educational events, round table discussions, remembrance vigils, and more.

Each year, community members and businesses stand with us to spread the word and take a stand against sexual assault, domestic violence, or homelessness.

Your sponsorship not only helps to make our community safer, but our world a safer, more respectful, and more empowering place for women, men, and children.

Awareness Months to Remember:

- **January**
  - Human Trafficking

- **February**
  - Teen Dating Violence

- **April**
  - Sexual Assault

- **October**
  - Domestic Violence

- **November**
  - Homelessness

Take A Stand with the YWCA
JOIN US IN 2022 FOR AMAZING SPONSORSHIP OPPORTUNITIES!

As a YWCA Sponsor, you will enjoy recognition throughout the entire year, in addition to the new, exciting benefits outlined below. Please read through our opportunity highlights and select the best match for your 2022 Community Goals!

**BEACON OF LIGHT SPONSOR - $10K -**
- All the benefits of Tribute Sponsor, PLUS
- Presenting Sponsor at WOE
- Table for 8 at Women of Excellence
- Full-page ad in Women of Excellence Program
- Table for 8 at Women’s Empowerment Conference
- Speaking opportunity at Women’s Empowerment Conference
- Presenting Sponsor at Sunset Soiree
- Full-page ad in Sunset Soiree program
- Speaking opportunity at Sunset Soiree
- VIP Breakfast & Tour at YWCA for 20 attendees
- Lunch & Learn with YWCA CEO & staff for 15 attendees
- Invitation to participate in Radio PSA throughout year
- Complimentary prevention education session of your choice for 20 attendees

**TRIBUTE SPONSOR - $7500 -**
- All the benefits of Justice Sponsor, PLUS
- Half-page ad in Women of Excellence program
- Verbal recognition at Women’s Empowerment Conference
- Sponsor recognition at Sunset Soiree
- Half-page ad in Sunset Soiree program
- Lunch & Learn with YWCA CEO & staff for 10 attendees
- Recognition throughout the year at various Awareness Month events
- Logo featured on YWCA website & social media channels
- Year-long placement of electronic ad in YWCA lobby

**JUSTICE SPONSOR - $5K -**
- All the benefits of Equality Sponsor, PLUS
- 4 tickets to attend Women of Excellence
- Quarter-page ad in Women of Excellence program
- Logo displayed at Women’s Empowerment Conference
- 4 tickets to attend Women’s Empowerment Conference
- Recognition during two Awareness Months
- Logo featured throughout year in YWCA marketing materials
- Review of your business’ Sexual Harassment Policy

**EQUALITY SPONSOR - $3500 -**
- Sponsor recognition at Women of Excellence
- 2 tickets to attend Women of Excellence
- Logo displayed in Women of Excellence event program
- Invitation to submit one Women of Excellence nomination
- 2 tickets to attend Women’s Empowerment Breakfast
- Recognition during one Awareness Month
- Logo featured in Annual Report & on YWCA website
- Partnership recognition in YWCA quarterly newsletter

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If you found your organization's YWCA Sponsorship Package but are still looking for something more to round out your Community Engagement needs, you're in luck! For 2022, we have created Sponsorship Supplement Packages that you may purchase as add-ons to your confirmed Sponsorship Package!

**Purchase with Purpose Sponsor $1,000**
- Logo featured on reusable Boutique shopping bag
- Logo featured on insert within all Creations of Courage handbags
- Framed logo displayed inside The Boutique and during Cinderella's Closet event

**Media Sponsor $1,000**
- Show your support of the YWCA's efforts on-air through iHeart Media's radio advertising
- On-air business recognition
- Logo displayed on billboard advertising once a quarter

**Hut of Hope Sponsor $1,000**
- Help ensure Hut of Hope locations remain full of essential hygiene items
- Logo prominently featured at all Hut of Hope locations
- Business highlighted in press release during November for Homelessness Awareness Month

**Safe & Sound Sponsor $1,000**
- Warmly embrace those arriving at the YWCA shelters by providing a welcome pack to ensure essential needs are met
- Logo displayed on Welcome Packs
- Business highlighted in Press Release during October for Domestic Violence Awareness Month

**Adopt a Room Sponsor $1,000**
- Proudly provide a client room with new bedding, bathroom linens and curtains upon their arrival to the YWCA shelters
- Logo framed and displayed in shelter room

**Comfort Closet Sponsor $1,000**
- Restore dignity to clients arriving to the YWCA by ensuring they have access to undergarments and immediate clothing needs
- Logo framed and displayed in Comfort Closet
Thank You! for joining us in our mission to eliminate racism, empower women, and promote peace, justice, freedom and dignity for all.

YWCA Northcentral PA
815 West 4th Street
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24/7 Crisis Hotline: 1-800-326-8483
JOIN US AS WE ELIMINATE RACISM & EMPOWER WOMEN!

Company: ________________________________________________________________

Contact: _________________________________________________________________

Contact Email: __________________________________________________________

Address: _________________________________________________________________

Phone #: ________________________________________________________________

Sponsorship Package: ______________________________________________________

Add ons: _________________________________________________________________

Amount: __________________

Please indicate:
Check Included: ___________ Send Invoice:___________

Please return this form to Brittany Fischer
YWCA Northcentral PA
815 West 4th Street, Williamsport, PA 17701
or email your sponsorship confirmation to bfischereywcawilliamsport.org