

YourPassion1st

(YP1) 501c3 Non profit

International Coaching and Mentoring
Program Inspiring Young Adults
Around the World

USA
Brazil
South Africa



WHAT IS OUR MISSION?

Inspire under-resourced young adults to overcome adversity and empower them to leverage their passion through mentorships, collaborative events, festivals, and innovative workshops.

WHAT IS OUR VISION?

A world where our young adults feel empowered to follow their passion and cause a ripple effect, transforming families and communities while inspiring the next generation of youth.



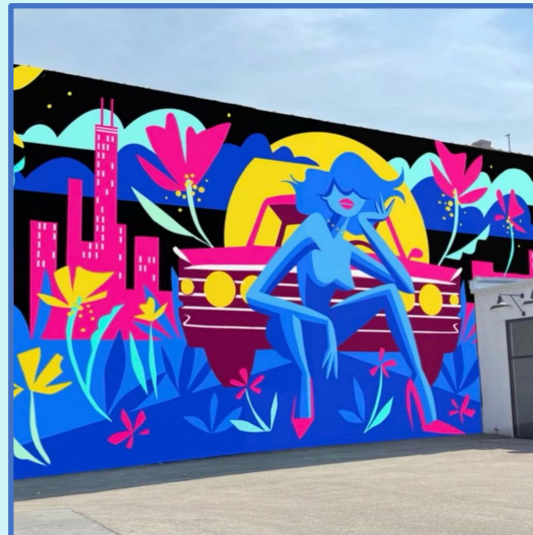
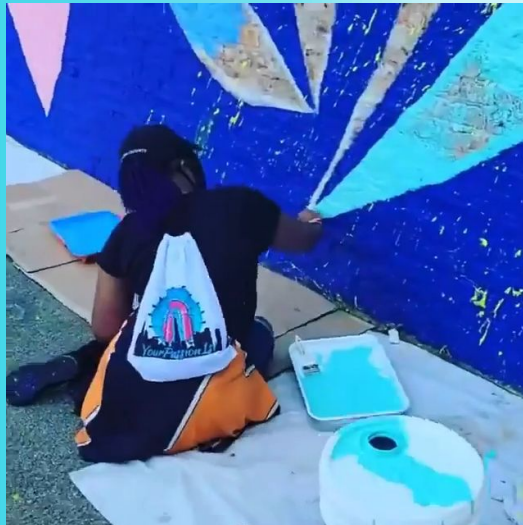
WHY WHAT WE DO MATTERS!

1. **Hopelessness**: Under-resourced young adults often suffer from low self-esteem. People with higher confidence earn an average of \$7000 more per year. [“\(SSRN\)”](#)
2. **Suicide**: Suicide is the 2nd leading cause of death for youth aged 10-24. [National Institute of Mental Health](#)
3. **Unemployment**: Higher unemployment leads to more depression, lower self-esteem, greater opportunities to engage in less productive activities and blocked perceptions to routes for building thriving families, communities and productive working careers. [American Psychological Association](#)
4. **Street Violence**: Children from low-income families are more likely to become a gang member, run away, have sex before 16. [World Youth Report](#)

HOW DO YP1 YOUNG ADULTS STAY ENGAGED?



Mental Health & Skills-Based Workshops



Collaborative Work Experiences



Workforce Festivals and Events

- July 9th - Maywood
- July 24th - Sundays on State
- August 12th - Columbus Park
- September 3rd - West Loop
- October 29th - Austoberfest
- November 18th & 19th - Kehrein Center



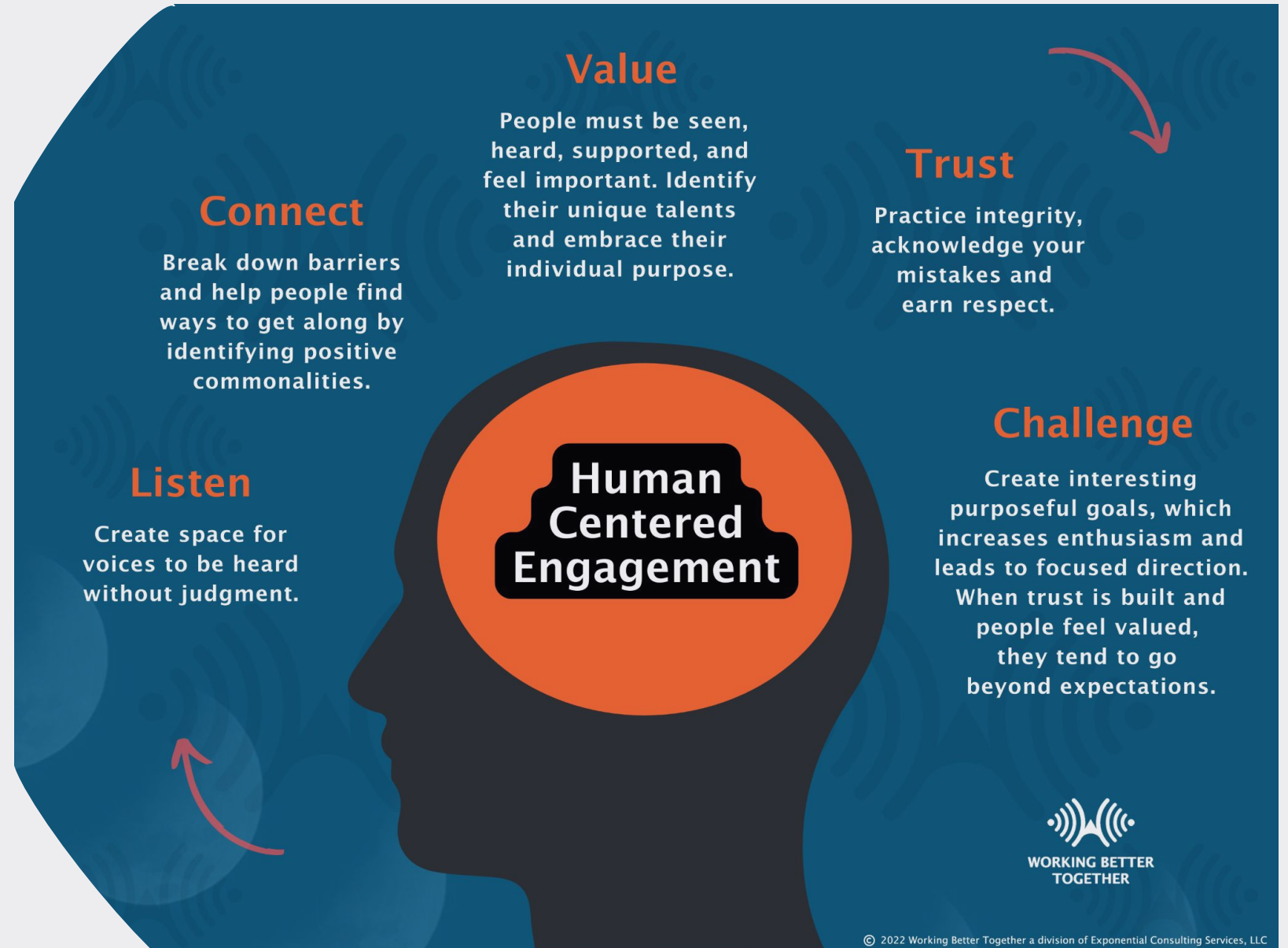
HOW DO WE HELP?

- **Mentorship programs** - We offer professional training in art, music, entertainment, sports /wellness, and culinary/ nutrition. In addition, we are fortunate to have clinical experts in [mental health](#). (Queen Prophecy)
- **Collaborative events** - Our [festivals](#) provide cross-cultural networking, employment opportunities, exposure to industry leaders, and get our young adults to experience new things and old things in a transformative, collaborative, and entertaining setting.
- **Innovative workshops** - [Workshops are scaled to the size and needs of the community](#) yet remain nimble enough to cater to individual skills and attributes of the talent pool we curate.

HOW DO WE INSPIRE?

Spark positive feelings into action!

Human Centered Engagement (HCE) is the core framework behind our communication, mentorships, and culture.



MAKE A DIFFERENCE BY SUPPORTING YP1



31 of 40 youth who enrolled in our program developed a pitch consisting of creative business ideas and submitted it to an international panel of judges.

57% of participants have leveraged **YourPassion1st** to earn paid work during or after the completion of the program.

38 workforce development and mentoring sessions (hybrid face-to-face/ virtual) for program participants. (14yrs-24 yrs).

\$227K+

raised to date

14 community events

75 bikes donated

7500 lbs of food donated

MAKE AN IMPACT AND SUPPORT OUR COMMUNITIES IN 2022

35 youth in our program will be mentored
& coached for a 6-month journey to find,
define, and follow their passion in the
workforce or as entrepreneurs.

Cost per student - \$4,500

10,000 in attendance for our Columbus
Park Festival August 12th & Finale Nov 18th &
19th **Budget \$98,000**

\$326K+

2022 Target

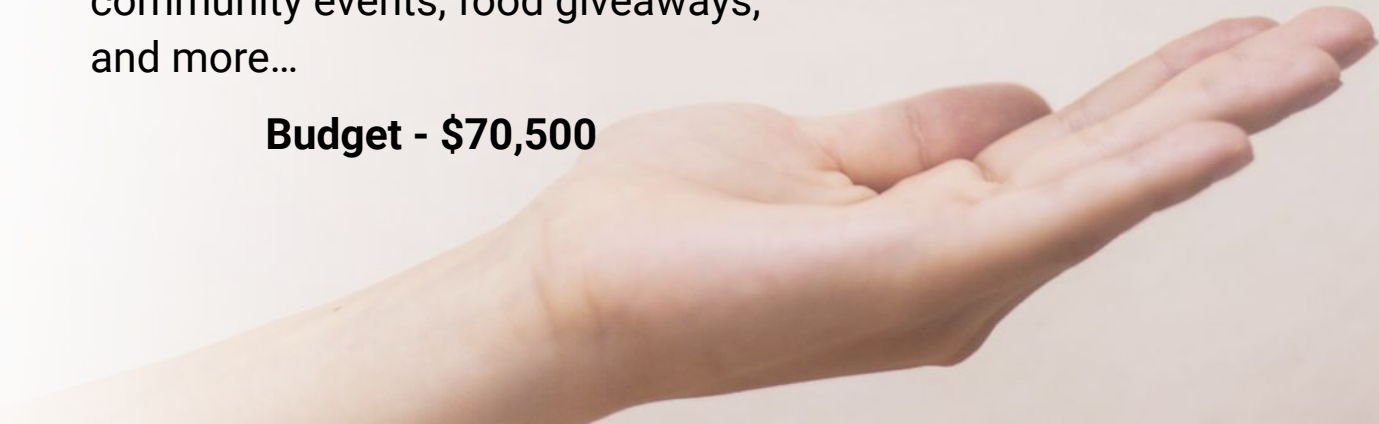
7 community events/festivals

250-500 young adults
impacted per event

10,000+ individuals given
access to resources

25+ additional workshops
(mental health, workforce
readiness, & entrepreneurship),
community events, food giveaways,
and more...

Budget - \$70,500



Other Sponsorship Opportunities

	Individual	Corporate				
Gift Level	Various	Bronze	Silver	Gold	Platinum	Diamond
Gift Amount	Various	\$1,000	\$2,500	\$5,000	\$7,500	\$10,000
Sponsor Limit	Unlimited	Unlimited	30	20	15	10
Social Media: You/your organization will be presented throughout our promotional campaign as well as thanked on our post event wrap up.	X	X	X	X	X	X
Web Flyer: Display your logo on our event flyer prior to the festival.	X	X	X	X	X	X
Website: Get your logo and website link added to our website as a community partner.		X	X	X	X	X
Verbal Announcements: Be highlighted verbally during the event.		X	X	X	X	X
Logo Stinger: Appear as an official sponsor periodically during official event video reels.			X	X	X	X
YP1 Project Showcase Tables: Reserve a VIP table under your organization’s name.			X	X	X	X
YP1 Green Room experience: Reserve a VIP table and receive exclusive all access passes.				X	X	X
VIP Digital Banner: Your organization's logo and descriptive content will be displayed for all 5 festival events.					X	X
Promotional Video Logo Placement: Your organization’s logo will appear on the official pre and post promotional video.					X	X
Your Own Commercial: Air your organization's’ 30 second commercial during the festival.						X
Custom: design an activation and maximize engagement! (Depending on availability)						X

COMMUNITY

EMPOWER YOUNG ADULTS AND TRANSFORM OUR COMMUNITIES

JOIN US!

We're building a platform where entrepreneurs, artists, athletes, entertainers, professionals, clinicians, and passionate people worldwide connect and empower under-resourced young adults.

We predict a ripple effect in the home, the marketplace, and communities worldwide with your support.

[CONTACT: INFO@YOURPASSION1ST.COM](mailto:INFO@YOURPASSION1ST.COM)
WWW.YOURPASSION1ST.COM



Donate now!