

Who We Are

Eliminating racism. Empowering women. Our mission lives in the soul of everyone at YWCA, because we demand a world of equity and human decency. We envision a world of opportunity. We commit ourselves to the work of justice. Every day, we get up and do the work.

In communities big and small, YWCAs turn on the lights and open the doors to answer the cry for justice. We offer safe rides, meals, and community center activities for seniors enabling them to age in place. We teach women and their families financial independence. We dismantle systemic racism because the future deserves all of us. Our communities demand justice in a thousand different ways. We get up and do the work.

YWCA IS ON A MISSION TO STAND UP FOR SOCIAL JUSTICE

Our power comes from the women and girls we serve. We are thought leaders. We are fearless movers. We are innovative shakers. We move justice out of our doors and into the power structures that determine the future. Our voices rise together to do the work.

Here, a senior discovers her own power to advocate for her independence. Here, people of color learn to navigate the systems designed to hold them back. Here, a young woman cracks the glass ceiling to achieve the promotion she has earned. Here, we bear witness to their dignity, and celebrate their victories. They keep our commitment to justice strong because we know first-hand how much more work we must get up and do.

At YWCA, we are eliminating racism and empowering women. We will get up and do the work until injustice is rooted out, until institutions are transformed, until the world sees women, girls, and people of color the way we do: **Equal. Powerful. Unstoppable.**

The Event Herstory

Since 1994, YWCA Metropolitan Phoenix has hosted our Tribute to Leadership Luncheon and Awards Program to recognize and celebrate the accomplishments of leaders in our community who strive to improve the lives of women, girls, and people of color through leadership, advocacy, and community service. Every year hundreds join us in celebrating our honorees who have given selflessly of their time and talent to make our community, and the world, a stronger and better place to live and work.

**EMPOWERED
WOMEN
EMPOWER
WOMEN**

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ywca
Metropolitan Phoenix



2020 Sponsors



The 2021 Event

We have re-imagined the Luncheon as a virtual month-long celebration to reflect on 26 years of phenomenal Legacy honorees and highlighted with a virtual luncheon gathering to celebrate on March 31 to continue the legacy of celebration, of togetherness, and to raise funds that are critical for us to stay resilient and stay strong for those we serve.

March is Women's History Month

In celebration of Women's History Month, YWCA will shine the spotlight on our Legacy honorees, their stories, and the amazing things they have been up to. Don't miss any of it by following us on social media. @ywcaaz

Wednesday, March 31, 2021

12:00 – 1:30PM

FREE Virtual luncheon

Gather with your closest friends, order in your lunch meals, and tune in for inspiring stories!

Marketing

Tribute to Legacy Leadership will be promoted through digital ads, radio/TV, email marketing, social media, and more. We anticipate more than 1,000 in attendance for the Virtual Luncheon on March 31, 2021.

Target Groups & Demographics

- BIPOC (black, indigenous, and people of color)
- Women
- YWCA community supporters and stakeholders including - business executives, state and local political leaders, philanthropists, and community members.

TRIBUTE TO
LEGACY
LEADERSHIP

| Marketing and Advertising Benefits for Tribute to Legacy Leadership | Impact \$25,000 | Champion \$10,000 | Advocate \$7,500 | Empower \$5,000 | Justice \$3,500 |
|--|--------------------|----------------------|---------------------|--------------------|--------------------|
| PRE-EVENT | | | | | |
| NAMED AS PRESENTING SPONSOR IN ALL MARKETING MATERIALS | X | | | | |
| INCLUSION OF QUOTE FOR PRESS RELEASE | X | | | | |
| RECEIVES YEAR-LONG RECOGNITION ON THE YWCA'S HOME PAGE (12 MONTHS FROM AGREEMENT) | X | X | | | |
| RECOGNITION ON TRIBUTE TO LEGACY LEADERSHIP WEBSITE (UNTIL JUNE 30, 2021) | LOGO W/LINK | LOGO W/LINK | LOGO W/LINK | LOGO ONLY | LOGO ONLY |
| RECOGNITION IN ALL TRIBUTE TO LEGACY LEADERSHIP E-NEWSLETTERS (SENT TO 5,000+) 5 TO 10 E-NEWSLETTERS GO OUT PRIOR TO EVENT | LOGO W/LINK | LOGO W/LINK | LOGO W/LINK | LOGO ONLY | LOGO ONLY |
| RECOGNITION ON YWCA'S SOCIAL MEDIA PLATFORMS (FOLLOWERS: FACEBOOK 1,750+, TWITTER 950+, INSTAGRAM 550+) | ALL | FB, TW | FB, TW | IG | IG |
| UBEREATS MEALS | 10 | 8 | 6 | 4 | 2 |
| DAY OF EVENT (VIRTUAL LUNCHEON MARCH 31, 2021) | | | | | |
| COMPANY EXECUTIVE TO PROVIDE REMARKS (PRE-RECORDED) | X | | | | |
| SPONSORED VIDEO AD DURING TRIBUTE TO LEGACY LEADERSHIP | X | | | | |
| OPPORTUNITY TO SUPPLY A BRANDED ITEM OR ADVERTISEMENT INTO THE VIRTUAL BAG OF ALL PARTICIPANTS (QTY 1,000) | X | X | X | | |
| RECOGNITION ON YWCA'S SOCIAL MEDIA PLATFORMS (FB, IG, TWITTER) | ALL | ALL | FB, TW | IG | IG |
| RECOGNITION DURING EVENT | MENTION AND LOGO | MENTION AND LOGO | MENTION AND LOGO | LOGO ONLY | LOGO ONLY |
| ADVERTISEMENT IN DIGITAL PROGRAM | FULL PAGE W/LINK | FULL PAGE W/LINK | HALF PAGE W/LINK | HALF PAGE | QUARTER PAGE |
| POST EVENT (APRIL 1 - JUNE 30, 2021) | | | | | |
| FIRST RIGHT OF REFUSAL FOR TRIBUTE TO LEGACY LEADERSHIP 2022 | X | | | | |
| CUSTOMIZED 'THANK YOU' VIDEO FOR USE ON PARTNER'S WEBSITE AND SOCIAL MEDIA | X | X | | | |
| RECOGNITION ON YWCA'S SOCIAL MEDIA PLATFORMS (FB, IG, TWITTER) | ALL | FB, TW | FB, TW | IG | IG |
| RACIAL JUSTICE WORKSHOP FOR EMPLOYEES | PRIVATE | PRIVATE | PRIVATE | COMMUNITY | COMMUNITY |
| VOLUNTEER OPPORTUNITY FOR EMPLOYEES | X | X | X | X | X |

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COVID-19

As an essential service our programs were needed more, not less, when the pandemic hit. Without hesitation, we answered the call to ensure our clients were taken care of.

214
new nutrition clients

14,557
extra meals served

33
virtual classes offered

\$530,035
expended on COVID-19



106,679

Meals served to seniors in the West Valley through our Senior Center and home delivered meals (HDM) programs. When our Senior Center was closed to the public due to COVID-19, many of our congregate clients shifted to our HDM program. In fact, **77%** of our meals were delivered through the HDM program.

394



Hours of financial coaching provided to women seeking financial independence for themselves and their families.



3,012

People served through our direct service and advocacy programs. In response to the killings of George Floyd, Breonna Taylor, Dion Johnson, and so many other Black Americans, and recognizing our responsibility as a convener of courageous conversations, we created a workshop entitled, *Racism: The Other Pandemic*, where participants examined our country's long history of structural and institutional racism and YWCA's commitment to racial justice and gender equity.

523



Members of hard to count communities - including seniors, low income families, women, and Native Americans - who received information and support on getting counted in the 2020 Census. The counting of these individuals contributes upwards of **\$1,569,000** of federal funding towards Arizona for roads, schools, and much, much more.

20



Live and virtual events where attendees could understand systemic and institutional racism and their role in dismantling it. Many of these events focused on our strategic focus areas - Census 2020, Women's Access to Healthcare, and Mass Incarceration - examining these arenas through the lens of race and gender.