



Hello, my name is Maddie Cranston and I am the 2020 Chair of SVP Teens. SVP Teens is a youth-led program that aims to unite and empower local teenagers to create meaningful change in their communities and inspire a life-long desire to give back. Through discussions with community leaders, volunteering, fundraising, and grant-making, SVP Teens offers its participants the opportunity to take their ideas and ambitions and turn them into tangible action. Last year, we ran educational events, bottle drives, livestream fundraisers, designed and sold greeting cards, and conducted interviews with community leaders, all leading up to giving our community grant of \$3,500.

Over recent years, interest in the program exploded as our program's attendance increased tenfold from roughly 7 people to an incredible 70+ members. Due to the enormous amount of interest, our programs have also been scaled up. In order to accommodate the increased scope and scale of the program, SVP Teens requires increased funding.

With your support, SVP Teens would be able to maintain its programs and continue to grow and thrive. We in turn will be able to provide your business with valuable exposure to a youth audience and the opportunity to support community development. This is an opportunity to not only build your brand awareness with our youth but also reflect well with stakeholders who value social responsibility in corporate performance. One of SVP Teens' seven Guiding Principles is saying yes to collaboration. We believe that by collaborating as an united community we can create change that truly means something. Thank you for your consideration.

Sincerely,

Maddie Cranston



## Who are SVP Teens?

[SVP Teens](#) is a program that fosters leadership skills and community engagement from driven and socially-minded youth. We consist of 70+ members from 12-18 years old across all parts of the Waterloo Region. We connect youth across socio-economic boundaries and aspire to make a difference in our community. As individuals, we nurture the philanthropic spirit of our members and recognize that corporations have a large impact on community development. An example of SVP Teens' conscientiousness in a purchasing context is our recent procurement of t-shirts. We mindfully chose a local Waterloo Region print shop to supply us with t-shirts made of recycled materials and eco-dyes. While we are not yet financially independent consumers, we are learning and becoming aware of how our choices in the private sector can align with our social and environmental values.

Additionally, our program is housed within [Social Venture Partners Waterloo Region](#), a partner based network of 85+ members across Waterloo Region, working towards social development. Corporate partners with SVP Teens would also gain exposure within the network at large and benefit from this added recognition.

## The Sponsorship Package

SVP Teens has created corporate packages to accommodate various levels of sponsorship. Depending on your sponsorship interests and capabilities, we have a level to suit you! We can also work with you to help determine the best sponsorship level for your company.

### Sponsorship Levels (Annual)

**Sponsor Benefits and Opportunities**

	Visionary (\$5,000+)	Innovator (\$1,000 - \$4,999)	Builder (\$100 - \$999)
Logo on SVP Teens signage	✓	✓	✓
Logo on SVP Teens press releases and promotional materials	✓	✓	✓
Logo on SVP Teens website	✓	✓	✓
Logo on program participant T-shirts	✓	✓	
Special mention in SVP Teens Instagram Bio	✓	✓	
Special mention in SVP Teens Instagram Story (Visible for entire term of sponsorship)	✓	✓	
Exclusive post about sponsor on SVP Teens Instagram	✓		
Adult mentorship and volunteer opportunities	✓		
Invitations to observe events and meetings	✓		
Speaking opportunity at select events and meetings	✓		
Verbal recognition at meetings	✓		
Social media mentions	Monthly	Bi-monthly	Bi-yearly

If interested, please contact Jill Mills ([jill@svpwr.org](mailto:jill@svpwr.org)) and Maddie Cranston ([svpteens@gmail.com](mailto:svpteens@gmail.com)). Custom packages are available.




[svpteens.org](http://svpteens.org)  
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