



# Partner Tool Kit

# The Peer Project | Youth Assisting Youth (YAY)

The Peer Project | Youth Assisting Youth (YAY) is a non-profit charitable organization that matches at-risk and newcomer children ages 6-15 with fully trained and dedicated volunteer youth mentors ages 16-29. Operating since 1976, The Peer Project has helped over 30,000 newcomer and at-risk kids. There are over 600 youth supported by the organization, and over 400 more kids on a wait list. The organization operates with a 98% success rate for keeping kids in school and out of the criminal justice system.

:: **WATCHVIDEO** Why The Peer Project Matters  
With Celebrity Designers, Glen Peloso & Jamie Alexander  
<http://bit.ly/yayvideo1>

:: **WATCHVIDEO** Why Youth Mentoring Works  
Coming Soon

:: **POWERPOINT** The Peer Project Presentation  
Coming Soon

Mentors Needed

**400+**

Active Mentors & Mentees

**1200**

Success Rate

**98%**

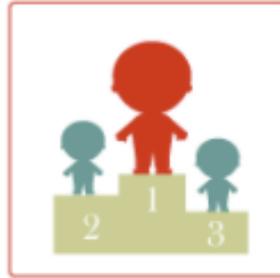
Founding Year

**1976**

# Why We are Different



Peer mentoring leads to a more transformative experience than adult mentoring



We help children that other mentoring programs don't



We offer expertise to help kids with mental-health diagnoses



We conduct in-home assessments for every mentor and mentee



We offer extensive training for volunteers



We provide 24/7 emergency support



We run dedicated activities at free or low-cost



Our average mentoring match lasts for five years

# Mentoring Programs

## ONE-TO-ONE PEER MENTORING

Youth mentors age 16-29 act as positive role models to help at-risk and newcomer kids age 6-15 reach their full potential.

## GIRLS EMPOWERMENT

Girls (mainly newcomer girls) receive mentoring over 10 weeks based on their needs, ranging from support for emotional wellbeing to self-defence.

## CLICKS & STONES – CYBERBULLYING

An educator (and mother of a cyber-bullied child) goes to classrooms of grade 7 and 8's to educate and fight cyber bullying.

## GROUP MENTORING

Ongoing, structured activities and events, to support our “mentor matches”, as well as the youth on the wait list.

## YOUTH MENTAL HEALTH TRAINING

Mentors receive in-depth training on common youth mental health issues, designed to help them effectively mentor youth mentees coping with a diagnosis.

## YOUTH LEARNING DISABILITIES TRAINING

Mentors receive in-depth training on youth learning disabilities; help them understand their mentee’s unique way of learning in order to better mentor them.



# Why Youth Mentoring Works

Since 1976, Peer Project is doing their part to address this major health issue by helping the kids who are often too challenging for many other community agencies.

We've seen first-hand how mentoring can be life changing and help youth overcome mental health and life challenges.

[READ OUR "Why Mentoring" stories](#)

[READ OUR "Mentor" stories](#)

[READ OUR "Mentee" stories](#)



- Mentored youth **earn \$315,000 more income** over their lifetime, on average.
- **45% of mentored youth are enrolled in higher education**, compared to 29% of un-mentored peers.
- Research shows an \$18 return per \$1 invested in youth mentoring; with a \$23 return for the least economically advantaged youth.



- Mentored Boys **2x less** likely to develop negative conducts like bullying, fighting, lying, cheating, losing temper.
- Mentored Girls **2.5x more** likely to be confident in their ability to be successful at school.
- **2x more** likely to believe school is fun & doing well academically is important.

# Get the Most From Your Sponsorship

## 1. Invite The Peer Project to speak at an event your organization is hosting.

Let us help tell your employees & stakeholders why you believe youth mentoring is worth the investment & the value it brings to the community.

## 2. Share our videos or presentations with your team – so they can understand the power of mentoring & why your organization has chosen to support The Peer Project. Empower your team to be ambassadors to spread your community investment.

Add this to the agenda at your next staff meeting!

## 3. Encourage your staff to volunteer. Align your community impact!

- Event Support (Annual Family Picnic, Spin-a-Thon, Group Mentoring Program events)
- Become a Board or Committee Members
- Between the ages of 16-29 can volunteer to become a one-on-one mentor.



Employee empowerment is key to getting a full “return” on community investment.

Formal or informal volunteer programs profoundly impact workplace morale, productivity, collaboration, employee retention & the company’s bottom line. When employees are actively involved in giving back, it can lead to a deeper commitment and connection to their work.

# Get the Most From Your Sponsorship

4. Add The Peer Project logo to your website.

5. Create social media posts to say you're a proud supporter of The Peer Project. Shout it out!

6. Submit a long-form post describing how your organization is investing in youth mentoring and we'll share it on our LinkedIn and/or create a website blog post on our website.

7. Like or follow our social media

 [@THEPEERPROJECT](https://www.facebook.com/PEERPROJECT)

 [@PEERPROJECT](https://twitter.com/PEERPROJECT)

 [@THEPEERPROJECT](https://www.instagram.com/PEERPROJECT)

 [THEPEERPROJECT  
- YOUTHASSISTING YOUTH](https://www.linkedin.com/company/PEERPROJECT-YOUTHASSISTINGYOUTH)

[#PeerProjectYAY](https://www.instagram.com/PEERPROJECT)

Engage through social media with other organizations who are [partnering](#) with and supporting The Peer Project.

# Donate Tickets

## DOES YOUR COMPANY HAVE SPARE TICKETS?

Sporting to theater events. Donate unused tickets to The Peer Project - give kids a fun way to hang out & bond with their mentors.

This is a great way to extend your sponsorship, while also giving kids access to experiences they may never get to do without your gift.

Submit our easy form & we'll even provide you a tax receipt!



[DONATE ACTIVITY TICKETS](#)

# Help Fundraise

## THIRD-PARTY FUNDRAISING EVENT TOOL KIT :: [DOWNLOAD](#)

Everything you need to know about fundraising on behalf of The Peer Project

## 5 EASY FUNDRAISING IDEAS :: [DOWNLOAD](#)

Some easy ideas so you can fundraise for youth mentoring!

Simple ways to add a community impact layer to events your organization is already planning.



# Digital Marketing

SOCIAL MEDIA CREATIVE :: [COMINGSOON.ZIP](#)



BRAND STYLE GUIDE :: [DOWNLOAD](#)



[@THEPEERPROJECT](#)



[@PEERPROJECT](#)



[@THEPEERPROJECT](#)



[THE PEER PROJECT](#)  
[- YOUTH ASSISTING YOUTH](#)

[#PeerProjectYAY](#)