

YWCA St. Paul



What Moves You? Challenge Series

ywca
St. Paul

2025

Dear Friend,

I'm thrilled to invite you to join YWCA St. Paul for our 2025 Challenge Series—a high-energy series of events designed to answer one powerful question: ***What Moves You?***

Every day, partners and supporters like you are helping transform the lives of women and families across our community. Right now, our services are experiencing an all-time high demand and government funding is being reduced. Our goal is ambitious—to raise \$2 million—but with your support, we know it's within reach. Your support makes it possible for YWCA St. Paul to:

- Provide safe, stable housing for hundreds of individuals
- Empower more than 400 participants on their journey toward career readiness
- Support young women of color transitioning out of the foster care system
- Deliver life skills, financial education, and critical resource navigation
- Provide health and fitness scholarships to over 500 individuals each year, ensuring that money is never a barrier to prioritizing health and wellness

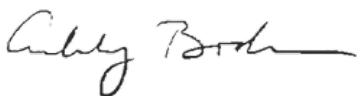
For more than a century, YWCA St. Paul has stood as a trusted force for change—rooted in racial justice and committed to meeting the evolving needs of our community. We've done this work alongside dedicated partners like you. And while we honor that legacy, we need your support now more than ever.

The 2025 Challenge Series is tailor-made to showcase the heart of our mission while inviting individuals and companies to step in, take action, and drive meaningful change. It's a celebration of movement, community, and impact—and a powerful reminder of what's possible when we come together.

As a valued community leader, I invite you to sponsor the Challenge Series and join us in this bold fundraising effort. With ongoing economic uncertainty, we are working intentionally to reduce our reliance on federal funding while ensuring that critical services continue uninterrupted. From housing and workforce development to mentorship and wellness, your partnership helps create the pathways people need to thrive.

With your support, we know we can reach our \$2 million goal. Join us. Take the challenge. Help us continue building a healthier, more equitable future for all.

In solidarity and strength,



Ashley Booker
Chief Executive Officer, YWCA St. Paul



2025 CHALLENGE SERIES



June: Punch-a-Thon

Kick off the summer by boxing with YWCA St. Paul! From individuals gathering pledges, employee teams to corporate-to-corporate challenges, this is bound to be an exciting challenge! The event lasts all month with multiple ways to participate, and ends with a 24-hour Punch-a-Thon finale!



July: Rondo Walk-a-Thon

Join us and community partners for a walk through Rondo, our home neighborhood steeped in history, rich in culture and vital to our community.



September: Dance-a-Thon

Dance until you drop! Join us at YWCA St. Paul for a high energy Dance-a-Thon. From hip-hop to Latin dances, soul line dances, African dance, Bollywood--you name it! Dance for an hour or as long as you want!

JOIN US!

For more information on sponsorship opportunities, please contact Michelle Heyn either by email at advancement@ywcastpaul.org or by phone at 651-265-0766.

You can also visit our website at: ywcastpaul.org/challenge

OUR PROGRAMS & SERVICES

Housing Stability

Transitional Housing: Provide temporary, supportive living arrangements for up to 36 months to help families and individuals stabilize during times of crisis and prepare for successful transition into permanent housing in the community.

Permanent Supportive Housing: Offer long-term housing solutions paired with comprehensive support services to ensure stable housing for those with chronic illnesses and long-term disabilities.

Scattered Housing: Facilitate placements within the broader community, enabling participants to integrate into neighborhoods while receiving necessary support.

Stride: Focused on helping young people in foster care transition successfully to independent living through individualized action plans, mentorship, resource navigation and specialized training that promotes self-sufficiency and personal growth.

Economic Advancement

Career Pathways: Connect participants with rapid-access training and career opportunities in the growing health and wellness industry. This program is designed to accelerate entry into roles that provide family-sustaining and thriving wages, helping participants achieve economic stability more quickly.

Entrepreneurship Training: Equip aspiring entrepreneurs with the knowledge, mentorship, and resources needed to launch and sustain their own businesses, fostering economic independence and promoting economic development opportunities within the broader community.

Policy & Leadership

Young Women's Initiative: In partnership with the Women's Foundation of Minnesota and the Governor's Office, empower young women with leadership skills and advocacy tools to effect change.

Neighborhood Leadership Program: Originally launched at Wilder in the mid-1990s and recently acquired from Nexus Community Partners, this program fosters community leadership and engagement, equipping participants to drive local change.

Health & Wellness

Full-Service Health & Fitness Center: Operate a comprehensive facility offering a wide range of health and fitness services that promote physical, mental, and emotional well-being.

Culturally Responsive Fitness & Movement Programming: Provide fitness, movement, and exercise classes tailored to be culturally relevant and accessible to our diverse community.

Nutrition and Wellness Programs: Offer educational and practical programming focused on healthy eating, nutritional guidance, and overall wellness—ensuring that cost is never a barrier to accessing essential health services.

What Moves You? Challenge Series 2025

SPONSORSHIP PACKAGES

Benefits

Summit
\$50,000

Titan
25,000+

Elite
\$10,000+

Legend
\$5,000+

Champion
\$2,500+

Trailblazer
\$1,000+

Event & Challenge

| | | | | | | |
|---|----|----|----|---|---|---|
| Exclusivity as Challenge Series Summit Sponsor | ✓ | | | | | |
| Option for 2-minute company representative speech (per event) | ✓ | | | | | |
| Option for branded takeaway at events | ✓ | ✓ | | | | |
| Verbal recognition in CEO speech during events | ✓ | ✓ | ✓ | | | |
| Complimentary registrations (per challenge) | 20 | 15 | 10 | 5 | 3 | 2 |

Marketing & Public Relations

| | | | | | | |
|--|------|------|------|------|------|------|
| Logo featured on website homepage | ✓ | ✓ | ✓ | Name | Name | |
| Extended company feature in YW newsletter, on website, on social media | ✓ | ✓ | | | | |
| Logo on all event marketing materials | ✓ | ✓ | ✓ | Name | Name | Name |
| Inclusion in press release | ✓ | ✓ | | | | |
| Recognition on YWCA St. Paul website | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Recognition in Annual Report | Logo | Logo | Name | Name | | |
| Social media mentions | 10 | 5 | 3 | 2 | 1 | 1 |

JOIN US!

For more information on sponsorship opportunities, please contact Michelle Heyn either by email at advancement@ywcastpaul.org or by phone at 651-265-0766.

You can also visit our website at: ywcastpaul.org/challenge

Sponsor Commitment Form

Please print or type information exactly as it should appear on printed and web materials. To ensure inclusion on marketing materials, submit confirmation and company logo by May 22, 2025. Commitments may be satisfied by December 31, 2025.

Company Information

Name: _____

Company/Organization: _____

Mailing Address: _____

City, State, ZIP: _____

Phone Number: _____

Email: _____

Marketing Contact (for logos)

Name: _____

Phone Number: _____

Email: _____

Desired Sponsor Level

☐ \$50,000 Summit

☐ \$25,000 Titan

☐ \$10,000 Elite

☐ \$5,000 Legend

☐ \$2,500 Champion

☐ \$1,000 Trailblazer

☐ Other \$ _____ (Donation Amount)

Total Support Amount: \$ _____

Payment Options

☐ Check (enclosed)

☐ I paid online (ywcastpaul.org/challenge)

☐ Visa/AmEx/MasterCard (circle one)

☐ Invoice me! (payment due within 60 days)

Name on Card: _____

Credit Card #: _____

Billing Address: _____

Expiration Date: _____

CVV: _____