

2019 BC YOUTH WEEK FINAL REPORT

#BCYW

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ABOUT BC YOUTH WEEK



BC Youth Week is held annually every May 1st to 7th. Youth Week is an internationally celebrated event that aims to recognize the positive contributions youth make in our communities and to celebrate the valuable work youth and youth organizations do all year round. Since its inception in 1995, BC Youth Week has grown to include over 30 municipalities and non-profit organizations in BC.

The BC Youth Week Committee coordinates the logistics of Youth Week in BC; however the youth themselves help to plan the actual events that take place in each community. This is a very unique aspect of Youth Week, as one of BC Youth Weeks goals is to encourage youth to take an active role in their education, recreation and personal development.

Over 20 years later, BC Youth Week has become an opportunity for people to learn about, and from, the youth of their community.

2019 AT A GLANCE

- A total of 176 events across the province were featured on the BC Youth Week website. New for 2019 were events featured in the Thompson Okanagan and the Interior/Northern BC. 24 events were featured in the Media Kit in 2019.
- BC Youth Week welcomed 6 new members in 2019 including Richmond Addictions Services Society, Foundry, the City of Abbotsford, Muslim Youth in Motion, Pacific Community Resources Society and the Resort Municipality of Whistler.
- BC Youth Week was pleased to have the continued support of Platinum Sponsor, WorkSafeBC and Media Partner, Miss 604. We were also excited to add Triple I Web Solutions as a Platinum Sponsor and Coast Capital Savings as a Gold Sponsor for 2019.



MESSAGE FROM BC YOUTH WEEK CONSULTANT

On behalf of the Abbotsford Youth Commission, we would like to acknowledge and applaud the BC Youth Week member communities, organizations and sponsors who share such an incredible passion for honouring youth in our communities in British Columbia. It has been inspiring to witness the multiple ways youth are included, engaged and empowered in all aspects of BC Youth Week planning and events. We look forward to continuing the growth and recognition of BC Youth Week in 2020.

Karen Copeland
Abbotsford Youth Commission
BC Youth Week Marketing Consultant

KEY ACCOMPLISHMENTS

BC Youth Week was pleased to launch a re-designed website in March 2019, thanks to Triple I Web Solutions. The new site features easier navigation, the ability to view multiple events by region and is mobile friendly. From April 21, 2019 - May 8, 2019 the site had just under 3000 page views with 836 visitors/users.

The site also features a members only area, where BC Youth Week members can access files and share ideas with each other.



New membership and sponsorship promotional packages were created to be distributed online and at events. These packages provide more detailed information on how to get involved with BC Youth Week.

BC Youth Week welcomed 6 new members for 2019 and 2 new sponsors - Triple I Web Solutions and Coast Capital Savings. BC Youth Week has already secured a new membership for 2020 and we expect to continue to see growth in this area.

STRENGTHS

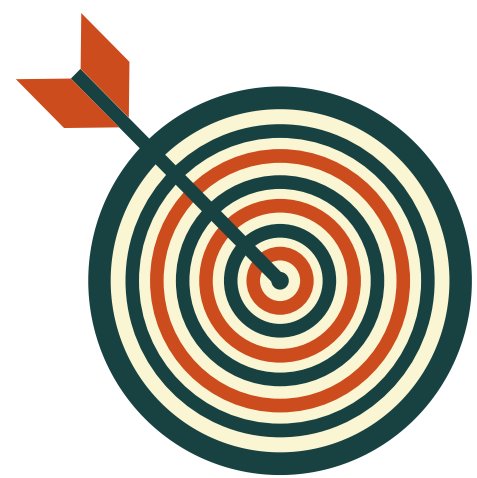
BC Youth Week membership remained steady in 2019, with a total of 33 members. The loss of 7 memberships was tempered by the addition of six new members - Richmond Addictions Services Society, Foundry, the City of Abbotsford, Muslim Youth in Motion, Pacific Community Resources Society and the Resort Municipality of Whistler. The BCYW Marketing Consultant sent a representative to the BCRPA Youth Conference in November 2018 which created the opportunity to meet municipalities and organizations who have not been involved in this initiative. The updated BC Youth Week website has also increased our exposure to youth serving organizations and we expect to see growth in our membership for 2020.

There was an increase in the number of BC Youth Week events submitted for promotion in 2019. While most events in previous years have been located in the Lower Mainland, this year we were able to promote 26 events in the Sea to Sky, 17 events in the Interior and 4 events in the Thompson Regions on the BC Youth Week website. We continue to look for ways to streamline event submissions for our members to ensure their events are recognized and promoted during BC Youth Week.

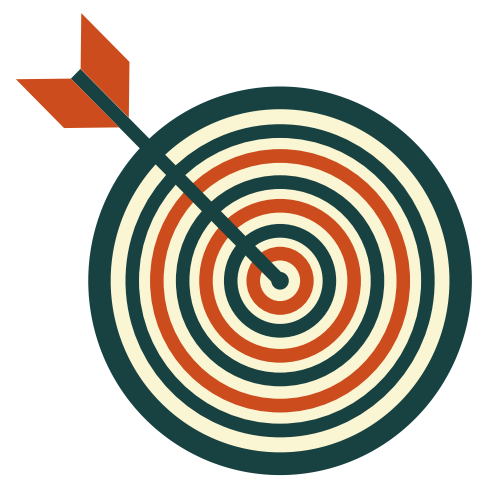
BC Youth Week couldn't happen without the generous support of our sponsors. We would like to extend a huge thank you to our Platinum Sponsors: WorkSafeBC and Triple I Web Solutions; our Gold Sponsor: Coast Capital Savings; our Media Partner: Miss 604; and our Supporter: Champions for Community Mental Wellness. We appreciate your investment in BC Youth Week and your commitment towards recognizing youth designed and youth led initiatives across British Columbia.



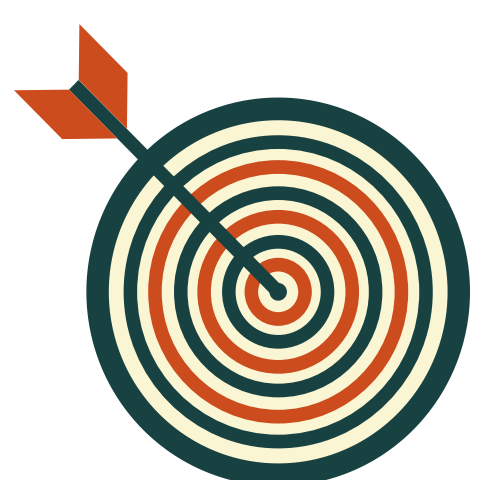
OPPORTUNITIES FOR GROWTH



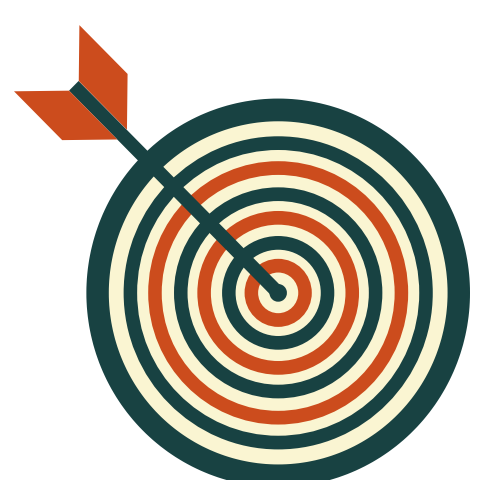
Continue to increase and promote the number of youth created, youth led BC Youth Week events across the Province of British Columbia



Continue to demonstrate the value of BC Youth Week and increase community investment in this important initiative



Increase BC Youth Week membership, with a particular emphasis on the Regions that are currently under represented: Interior/Northern BC, the Kootenay/Rockies; Thompson/Okanagan and Vancouver Island



Continue to explore ways to maximize BC Youth Week membership and sponsorship benefits; increase exposure of BC Youth Week in the media



BC Youth Week couldn't happen without the support of our members. Our 2019 BC Youth Week Members include:



Abbotsford Youth Commission
City of Abbotsford
Robert Bateman Secondary Mental Wellness Week Committee - Abbotsford
Arrowsmith Recreation
Boys & Girls Club of Williams Lake and District
City of Burnaby
Clearwater Secondary School
City of Coquitlam
City of Courtenay
City of Delta
Foundry
City of Langley
City of Maple Ridge
District of Mission
Muslim Youth in Motion
City of North Vancouver
District of North Vancouver
Oliver Parks and Recreation
City of Pitt Meadows
Pacific Community Resources Society - Surrey
Place Maillardville Community Centre Communautaire - Coquitlam
City of Port Coquitlam
City of Richmond
Richmond Addiction Services Society
Some Assembly Theatre Company
City of Surrey
YouthSpace - White Rock/South Surrey
District of Squamish
City of Vancouver
Western Front Society
District of West Vancouver
Resort Municipality of Whistler
WorkSafeBC

JOIN US! BECOME A MEMBER:

- » Connect with other youth focused organizations and get ideas for events for your community
- » Get access to a Facilitator Guide with info on how to host events, planning tools, sample promo kits and more!
- » Discounted pricing on BC Youth Week promotional material
- » Increased promotion of your events via the BC Youth Week social media channels and committee networks
- » Access to grant opportunities to host your events

Membership opportunities start as low as \$50 per year*

*Discounts are available for new members

Thank you to the Sponsors of 2019 BC Youth Week!

PLATINUM SPONSORS



GOLD SPONSOR



MEDIA PARTNER



To learn about ways you can support BC Youth Week, please visit
www.bcyouthweek.com/sponsorship