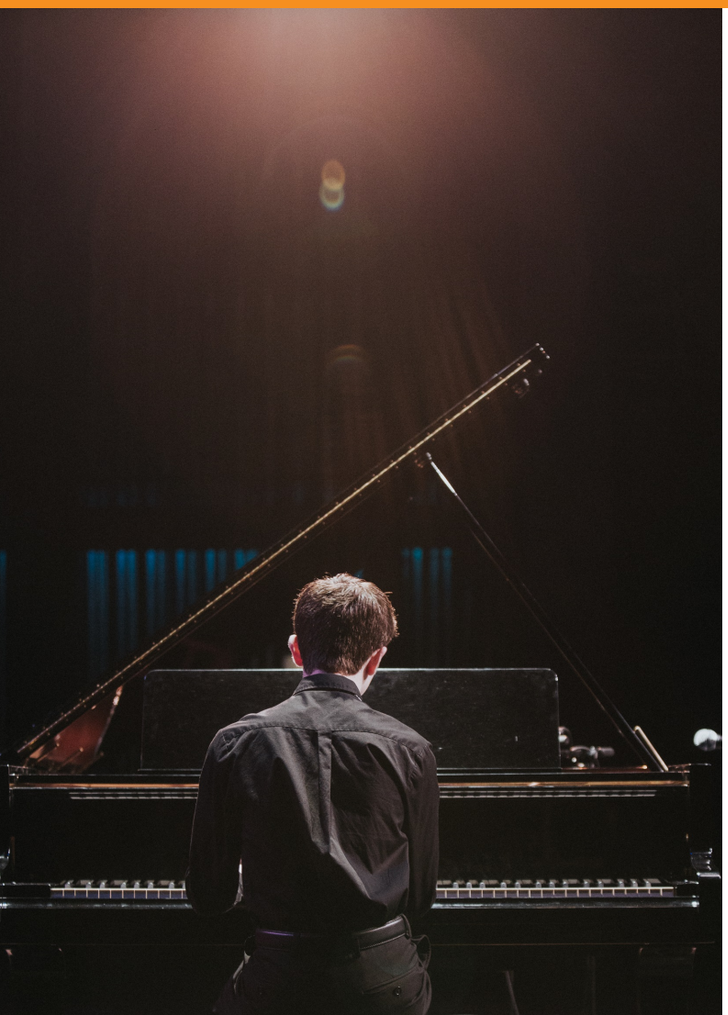
Photo Credit: Alexandra Potter
Event: Abbotsford Youth Commission, Dodgeball with First Responders

Youth Week
British Columbia • May 1-7

BC YOUTH WEEK 2018 WRAP-UP

bcyouthweek.com



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Maple Ridge Talent Show
Photo Credit: Jesse Holland
www.treelinefilms.ca

Photo Credit: Tim Matheson
Event: Some Assembly Theatre Company "The Release Party"

About BC Youth Week

BC Youth Week is a provincial celebration of youth held annually during the first week of May. It is a week of fun filled interaction and a celebration intended to build a strong connection between youth and their communities. This event is intended to profile the issues, accomplishments, and diversity of youth across the province.

BC Youth Week operates as a member driven entity and has a structure in place for membership and sponsorship. This structure requires municipalities and organizations to support BC Youth Week through payment of an annual membership fee. In return for being a member in good standing, the municipality or organization is then given the opportunity to promote their events as part of BC Youth Week and use the official BC Youth Week Logo. To learn more about the benefits of membership, please visit our membership page here: www.bcyouthweek.com/membership

2018 at a glance...

BC Youth Week Events

A total of **74** events were listed in the 2018 BC Youth Week Media Kit, with many more unadvertised events occurring throughout the 7 days.

Membership

We have **34** members from across BC for 2018. Members include municipalities, non profit organizations and a student wellness group.

Sponsorship

We benefited from the continued support of our Platinum Sponsor WorkSafeBC, and welcomed the addition of the Abbotsford DPAC, Mavrixx and Champions for Community Wellness as new sponsors. Miss 604 continued as our Media Partner for 2018.

Event: Abbotsford Youth Commission, Paint and Pizza Event

Message from BCYW Consultant

On behalf of the Abbotsford Youth Commission, it has been a pleasure to work with and alongside the members of BC Youth Week over the past 9 months to ensure the success of this important week celebrating youth in our province. It has been wonderful to see the collaborations and partnerships with youth and organizations in our communities, and we look forward to building upon these in 2019.

Karen Copeland
Abbotsford Youth Commission
Marketing Consultant

Key Accomplishments

1. **Increase Membership Collaboration & Participation**
Committee meetings were held via conference call allowing more members to share; utilized google forms to solicit membership ideas/feedback; we also heard from a guest speaker with CMHA about a suicide prevention program

2. **Media Kit**
The media kit was redesigned to feature more events and photos, as well as member and sponsor recognition.

3. **Promotional Material**
New visual promotional materials were created for member and sponsor recruitment and social media campaigns.

Strengths

BC Youth Week membership remained strong with the vast majority of members choosing to renew their membership for 2018. We added three new members this year: a Youth Wellness team; Alexandra Neighbourhood House; and the District of Squamish.

BC Youth Week's presence grew on social media with increased followers on all channels and regular interactions and mentions. Our media partner, Miss 604 played a key role in sharing many of our events. Several members submitted their posters and flyers to be shared on the BCYW website and social media channels. This was a great way to regularly promote events happening throughout the province.

BC Youth Week benefited from the continued Platinum Sponsorship from WorkSafeBC. In addition to their financial support, they regularly participated as committee members, hosted committee conference calls and offered funding to members to host events. We were also able to secure a silver sponsorship (Abbotsford DPAC) and two bronze sponsorships (Mavrixx and Champions for Community Wellness) for 2018.

Photo Credit: Greg Moore Youth Centre on Facebook

Event: CityFest, North Vancouver
Member: Family Services North Shore

Opportunities for Growth

Increase the number of BC Youth Week events across the Province, specifically outside the Lower Mainland

Explore ways to maximize and promote community collaborations and partnerships

Build on existing promotional materials and brand awareness; increase membership

Introduce more specific benefits to sponsors, including adding a new Supporter level for individuals

CRE8 2018

Maple Ridge ACT Arts Centre

Maple Ridge ACT Arts Centre

CRE8 2018

Acknowlegements

Platinum Sponsor

WORK SAFE BC

Media Partner

Miss 604

Silver Sponsor

DPAC
DISTRICT PARENT ADVISORY COUNCIL
ABBOTSFORD SCHOOL DISTRICT

Bronze Sponsors

Mavrixx
Champions for Community Mental Wellness

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Show your support for youth in British Columbia by sponsoring BC Youth Week. Learn more at bcyouthweek.com/sponsorship

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