

# Every Student, Every Day

VICTORIA GOLD YUKON STUDENT ENCOURAGEMENT SOCIETY

## Our Story

One early spring day in 2012, Victoria Gold and Yukon Education representatives found themselves in an unplanned, informal discussion about the foundational links between consistent attendance at school and success in the workplace and in life.

Inspired to help make a tangible difference for our territory's students, the company quickly acted to develop an innovative and meaningful approach to help remove barriers affecting attendance. Soon after, the volunteer-driven Victoria Gold Yukon Student Encouragement Society (the Society) was formed.

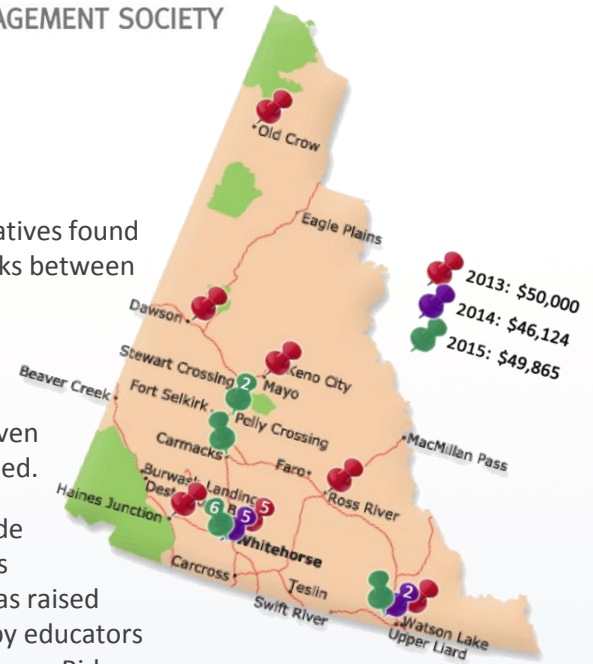
Through its *Every Student, Every Day* initiative, the Society works side-by-side with industry and government to raise awareness and funds to help address student attendance challenges across the Yukon. Since 2012, the Society has raised almost \$150,000 and has directly funded 28 grass-roots projects designed by educators and community leaders from Old Crow to Watson Lake and Carmacks to Copper Ridge.

Each year, schools, teachers, parents and community groups are encouraged to design and submit a student attendance project that will resonate with their unique students so that our territory's children and youth are engaged in their education and attend school regularly.

Applications are reviewed each April and the successful projects are provided with funds to launch and operate in the next school year.

The Society urges everyone to learn about *Every Student, Every Day* and how you can apply for funding at [www.everystudenteveryday.ca](http://www.everystudenteveryday.ca).

Please turn the page to discover how you or your company can become a valued partner and help our territory's students reach their educational and life goals.



The Victoria Gold Yukon Student Encouragement Society is a Registered Charity. Funding is made possible through the generous support of our partners, sponsors, and donors.

[everystudenteveryday.ca](http://everystudenteveryday.ca)



# Become a Partner

# Every Student, Every Day

Become a valued partner of the volunteer-driven, not-for-profit Victoria Gold Yukon Student Encouragement Society as a sponsor of *Every Student, Every Day*.

VICTORIA GOLD YUKON STUDENT ENCOURAGEMENT SOCIETY

Together, the funds we raise directly support grass-roots student attendance projects in schools and communities throughout the Yukon and are helping our territory's youth reach their educational and life goals. There are many options available for you to contribute. 100 per cent of the funds raised stay right here in the Yukon.

## Opportunities & Benefits

	Legacy Partner \$5000/yr	Student Motivator \$1000/yr for 3 years	Student Success \$1000/yr	Friend of Society \$500/yr
Corporate recognition on the <i>Every Student, Every Day</i> website universal banner with a direct link to your website	Logo			
Corporate recognition on Society materials	Logo			
<i>Every Student, Every Day</i> website 'Champions' page	Logo	Logo	Logo	Name
<i>Every Student, Every Day</i> sponsor recognition at the Victoria Gold offices in Whitehorse, Vancouver and Toronto & in the Yukon Education main building foyer in Whitehorse	Logo	Logo	Logo	Name
Print advertising, event signage & event materials	Logo	Logo	Logo	Name
Social media posts	Logo	Logo	Logo	Name
<i>Every Student, Every Day</i> events	Logo	Logo	Name	Name
<i>Every Student, Every Day</i> media interviews & media releases	Name	Name		
<i>Every Student, Every Day</i> radio advertising	Name	Name		

For more information and about tailoring a sponsorship package for your organization, please contact Amanda Leslie at [amanda@amandaleslie.ca](mailto:amanda@amandaleslie.ca)

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