



PRIVATE SECTOR / PHILANTHROPIC PARTNERS

Rationale:

Corporate Social Responsibility (CSR) programmes have transformed the way young people view many businesses. Private Foundations, likewise, have been immensely generous in their support of young people, particularly disadvantaged young people in industrialised countries. Empowerment of youth is much discussed, and the mechanisms for youth participation in decision-making are now in place in most of the bodies that deal directly with young people. But empowering and supporting the young people in the poorest parts of the world successfully to transform their lives and their communities is not on the radar of many of the major CSR programmes, or the Private Foundations.

We want the Canada Congress to be an opportunity for the leaders of such programmes to learn the 'good practice' technologies and experience the buzz and vigour of this emerging field. We argue that YLD represents far and away the biggest bang for any development buck - but we want the Private Sector to learn that for themselves. Canada gives you a chance to dip your toe in this new pond: please give youth a chance to show you what they can do to make your CSR and Grant funding go much, much further!

What are Private Sector / Philanthropic Partners (PSPPs):

Corporate Social Responsibility Programmes; Private Foundations; Private community development charities etc.

What they are not:

This is not cause-related marketing. For information about commercial sponsorship, in-kind donations etc. - see the sponsorship section.

What PCI can offer to the PSPPs:

- **Recognition:** PCI will link the PSPPs with this major international youth event by putting your Company or Foundation's Name and logo on the websites (with links), in the Congress Book, and on the larger promotional materials prepared for the Congress. The PSPPs will be acknowledged next to any projects they have funded in the Congress Exhibition.
- **Proposing delegates:** In the selection of the delegates for the Congress, PCI will give special attention to the applicants (active youth who are doing a project) who present a letter of recommendation from a PSPP;
- **Workshops:** PCI will invite every PSPP to propose skills workshop(s) about the Company or Foundation's approach to, or experience of, working on YLD at the Congress;
- **Participation in Shaping the Congress Series:** PSPPs who recognise the value of YLD and want to play a part in enhancing its effectiveness, giving it a more central role in the global development arena, are welcome to become a part of the international family shaping the content and development of the Congress series around the world. They will

be kept updated with regular news updates about the Congress Series and be invited to contribute their thoughts to international planning meetings.

- **Congress Programme Opportunities:** During the Congress in August 2008, we plan a one-day meeting between private sector CSR and Foundation programme managers with young activists from around the world. For information or confirmation of presence for this meeting, please contact: david@peacechild.org or wyc@peacechild.org

What PCI expects from PSPPs:

- **To Promote the Congress:** the PSPPs agree to promote the Congress through their networks.
- **To Endorse :** a letter welcoming the initiative of the World Youth Congress and its goals.
- **To Attend:** We believe that the exhibition at our Congress in Quebec, and the young people who are going to be there - represent the best possible way for private sector CSR and Foundation programme managers to learn about this emerging field. So we want them to be there! We plan a one-day meeting between them and the youth activists from around the world. This will give them a chance to learn - from the young people who are actually doing it, and doing it well - why YLD represents such a fantastic charitable investment opportunity.
- **To fund one or more YLD Action Projects:** Many private foundations and CSR programmes already have specific areas of programme interest where they invest their funds – some of which relate to young people. We hope that PSPPs will use the occasion of the Congress to fund a suite of YLD projects that relate to their particular programme area of interest, eg. Youth at risk, HIV-AIDS awareness, water issues, etc. We shall promote the focus of your programme interest to our youth networks in 155 countries around the world, and invite a representative of your company to assist in the selection of a suite of projects which will demonstrate the effectiveness of YLD in that particular field. We are looking for grants in the region of \$10,000 to fund about 10 projects on your chosen field.
- **Sponsor Delegate Travel:** PSPPs are invited to sponsor travel of selected delegates who have worked on projects they have supported;