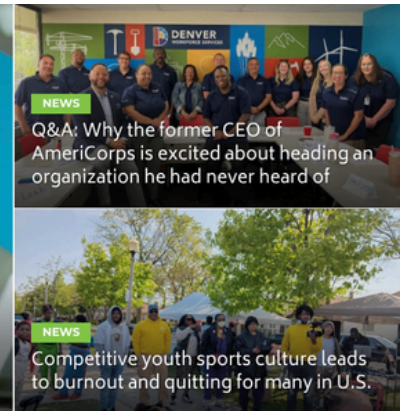


YOUTH TODAY

The Only National Newspaper for the Allied Youth Development Fields

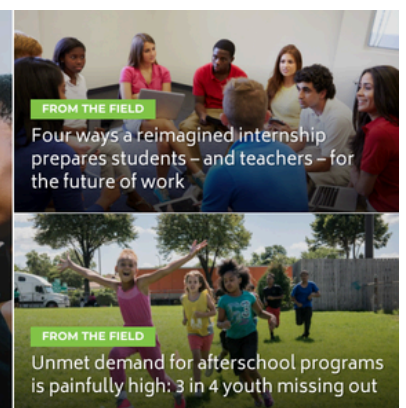


WHY YOUTH TODAY MATTERS

Youth Today, spearheaded by field leader Karen Pittman, has a 30+ year history as the only national newspaper dedicated to the youth development fields, covering youth's experiences in the organizations and systems that serve them – education, OST/youth development, career and workforce development, youth culture, youth organizing, health and well-being and social and protective services.

With 30,000 monthly website visitors and 12,000 newsletter subscribers, Youth Today connects practitioners, policymakers, funders and advocates across the country providing:

- **Field-Driven Content:** Youth Today is both for and from the field. Every article comes from practitioners, researchers and advocates working across the youth development fields.
- **Youth Voice:** Each month, approximately one quarter of our pieces come directly from young writers.
- **Editorial Perspective:** In *When Youth Thrive, We All Thrive*, editor-in-chief and publisher Karen Pittman provides twice-monthly columns incorporating interdisciplinary perspectives on youth thriving, interviews with field leaders, and snapshots of innovative programs, practices and policies.
- **Grants News:** The Youth Today team compiles a weekly newsletter posting grant announcements to support local practitioners across the allied youth fields.



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WHY DONATIONS AND SPONSORS ARE NEEDED

Youth Today is free to all. But it is not free to publish. Youth Today's annual operating budget in 2023 (the last year it was fully staffed) was about \$600,000. Determined to keep the legacy alive, we trimmed the budget to \$150,000 by eliminating paid reporting and deeply subsidizing staffing costs for 2026.

Subscriptions to our weekly Grants Newsletter, Youth Today Monthly and the new Youth Today Weekly are free. Donations on Patreon are encouraged starting at \$5 monthly for individuals, \$100 for organizations.

Sponsorships are needed. Sponsorship packages range from \$2,500 to \$25,000 and, depending on the level, can include:

- Logo placement on the website. Name placement on weekly newsletters.
- Posts of announcements of conferences, published reports or new products (working with your provided copy).
- Expedited or timed submissions of feature stories to align with your organization's communications calendar.

Sponsorships are a year-round win-win. Much like conference sponsorships support in-person networking, Youth Today sponsorships provide virtual learning connections year-round. We repost important stories from other publications and encourage readers to repost our stories with attribution.

We know you care about the future of youth and the future of Youth Today. We welcome conversations about how we can create the right partnership for your needs.

Contact us at youthtoday@kpcatalysts.com to learn more about sponsorship.

The Insitute for Educational Leadership is the fiscal sponsor of Youth Today.

