

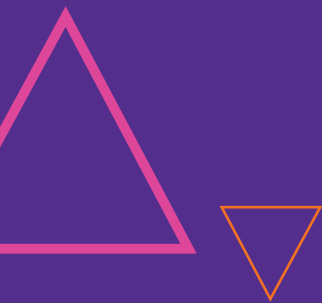


# MEDIA KIT

# 2024

**CONTACT US:**

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## OVERVIEW:

Young People in Recovery (YPR) is a national nonprofit providing peer recovery support services for youth and young adults in recovery from— or seeking recovery from— drugs and alcohol. Founded in 2010 by young people in recovery who wanted to help others, YPR programs consist of community-based chapters, life-skills curriculum programs, and advocacy at the local, state, and federal levels. By creating a nationwide network, YPR empowers young people in recovery with the tools they need to take charge of their futures.

## YPR'S CORE VALUES

### COMMUNITY

YPR values community by creating welcoming spaces for people in- or seeking recovery- from substance use disorder, and their allies.

### CARING

YPR values caring by meeting all people where they are in their recovery journeys, and by supporting all pathways of recovery.

### RESPECT

YPR values respect by listening to others to understand and by operating with a spirit of intellectual curiosity.

### INCLUSION

YPR values inclusion by providing a dynamic state where individuals and groups feel safe, respected, engaged, motivated, and valued for who they are and for their contributions.

## VISION:

YPR envisions a world where all young people have the resources they need to thrive in recovery from addiction to drugs and alcohol.

## MISSION:

YPR's mission is to provide the life skills and peer support to help young people recover from substance use disorder and reach their full potential.

## ABOUT YPR:

In 2023, YPR provided over 57,000 recovery support services to youth and young adults nationwide including more than 4,600 events such as recovery meetings, community education workshops, Narcan distribution, and social events for young people in recovery where they can meet an alternative peer group. YPR embraces all pathways to recovery, including 12-step, faith-based, harm reduction, and medication-assisted treatment.

## PROGRAMS AND INITIATIVES:

- 54 chapters in 19 states nationwide
- Community workshops on housing, education, and employment
- All-recovery meetings, athletic events, and community service projects
- Weekly all-recovery meetings in person and online, including special meetings for Spanish speakers and Rainbow Recovery for the LGBTQ+ community
- Social media presence on TikTok, Facebook, Instagram, Twitter

## LEADERSHIP:

- Executive Director: Ann Herbst
- Independent board of directors with young people in recovery, recovery leaders, and recognized experts in addiction prevention, treatment, and advocacy

## Financials:

YPR maintains a balanced budget and concluded the 2023 fiscal year with an operating surplus and a \$3M prudent reserve. The organization holds the highest platinum rating for financial transparency and was the proud recipient of a 2022 MacKenzie Scott award, one of only three recovery organizations to receive such an honor.

### YPR'S REACH:

**75K** FACEBOOK FOLLOWERS


**6.9K** INSTAGRAM FOLLOWERS

**14K+** TWITTER FOLLOWERS

**24.9K** EMAIL CONTACTS

**82,000** TOTAL EVENT ATTENDANCE

## QUOTES AND TESTIMONIALS



“When I discovered Young People in Recovery, I was new to recovery and looking for a purposeful way to impact others and make a difference. I found that purpose through my work with YPR. YPR’s work is powerful. Every day, we are reducing stigma through conversations, education, and empowerment. I am so grateful that I can make a difference through YPR.”

**- Coreen Johnson,  
YPR-Arapahoe County Chapter Lead**



“My connection with YPR is driven by its vision. A vision where all young people have the resources they need to thrive in recovery from addiction to drugs and alcohol. The vision and mission of YPR is true and important to me. As a person with lived experience of family members who experienced barriers and championed the process of recovery, YPR fueled my interest to explore the start of Young People in Recovery chapter in Baltimore. People, service, and community are the foundation of our work.”

**- Tee Scott, YPR Chapter lead for Baltimore, MD.**

## MEDIA CONTACT:

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Young People In Recovery


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## INTRODUCING THE

# YOUTH RECOVERY EXPO



The Youth Recovery Expo is an annual event hosted by Young People in Recovery to bring together thought leaders, advocates, and key stakeholders in the youth recovery movement. The Expo aims to showcase organizations, products, practices, and people making a difference in the lives of young people in recovery.

## EVENT DETAILS:

- Tuesday, July 9- Youth Recovery Expo
- George Washington University Student Center, Grand Ballroom, Washington, D.C.
- Wednesday, July 10- Hill Day Legislative Visits, Capitol Hill



The Youth Recovery Expo seeks to shape the future of the recovery movement by providing a platform for knowledge-sharing, advocacy, and community building.

## KEY HIGHLIGHTS:

- Opening Remarks: Dr. Miriam Delphin-Rittmon, Assistant Secretary for Mental Health and Substance Use, Department of Health & Human Services
- Keynote Speaker: Ryan Hampton, Co-Founder, Mobilize Recovery and author of Fentanyl Nation: Toxic Politics and America's Failed War on Drugs
- Panel discussion topics include: Gen Z in recovery; improving recovery capital and resiliency among young people; harm reduction and decriminalization from a global perspective; and sharing lived experiences through advocacy.
- Awards ceremony dinner honoring recovery champions from Young People in Recovery



DR. MIRIAM DELPHIN-RITTMON



RYAN HAMPTON



## SPONSORSHIP OPPORTUNITIES:

Support the future of the recovery movement by becoming a sponsor of the Youth Recovery Expo. Your sponsorship will provide access to advocates, community leaders, treatment providers, and individuals with lived experience, shaping the future of the recovery movement.

## BENEFITS OF SPONSORSHIP:

- Brand visibility in promotional materials
- Recognition during event sessions and activities
- Networking opportunities with key stakeholders
- Inclusion in post-event marketing and media coverage

## LEVELS OF SPONSORSHIP:

### 1K \$1,000 SPONSOR A YOUNG PERSON

- Underwrite the travel, room, and board of one young person in recovery to attend the event
- Receive a sponsor's certificate suitable for framing; logo recognition in the conference program, on the event website, on event signage, and on the chapter's Facebook page and other chapter social media
- Also includes the opportunity to promote the sponsorship on your organization's social media and at your place of business  
(Does not include booth, event registration, award dinner tickets, or Hill Day participation during the event.)

### 1.5K \$1,500 RECOVERY SUPPORTER

- Exhibitor's booth, event registration and award dinner tickets for 2
- Hill Day participation for 2
- Your organization's name listed in the conference program, on the event website, and on the event signage.

### 2.5K \$2,500 RECOVERY ADVOCATE

All of the benefits of the \$1,500 level plus:

- A half-page, full-color ad in the conference program
- The opportunity to include promotional material and/or items in the event swag bag
- One social media post featuring your organization on YPR's national channels.



5K

## \$5,000 RECOVERY LEADER

All of the benefits of the \$2,500 level plus:

- Full page, full-color ad in the conference program
- Your organization's logo on the event swag bag
- Premium booth placement at the event;
- Premium dinner seating at the event
- Access to VIP Sponsor's Lounge during the event.

For more information on sponsorship opportunities, please contact:

Ann Herbst

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