



Yoga Outreach is a Vancouver based registered charity. Our mission is to identify, develop and deliver healing and life-affirming yoga programs to people who can not directly access these resources.

Since 1996, Yoga Outreach has been serving marginalised adults and youth in British Columbia's Lower Mainland. As a grass-roots organization we have spent much of our time quietly laying the foundation for our work and delivering services to those in need. We now are ready to increase our effectiveness and reach by building a more public face for the organization and a strong and vocal presence in the Yoga community both locally and beyond.

As the **Sponsorship Development Specialist** for Yoga Outreach you will provide advice and expertise on building a successful sponsorship engagement strategy.

The objectives are as follows:

1. Build awareness of Yoga Outreach in the community, both locally and beyond and showcase the work we do;
2. Reinforce the foundation of a sustainable long term fund development plan through the cultivation of sponsorship relationships throughout the community;
3. Reinforce Marketing & Communications platforms for volunteer recruitment, engagement & retention;
4. Reinforce Yoga Outreach as a leader in engaging, educating and mentoring yoga teachers working with marginalised populations;

Project Deliverables:

- Oversee the research, design and implementation of a comprehensive sponsorship engagement strategy based on knowledge of YO Objectives, existing relationships and target audience.
- You will be working closely with the Executive Director to develop a plan for both engagement and management of sponsorship relationships and opportunities.

Qualifications:

- A minimum of 6 months working in a related field.

Volunteer Position Description: Community Engagement - Sponsorship Development Specialist

- Experience with research, design and implementation of sponsorship engagement strategies, especially in a non-profit setting, a definite asset.

Working closely with the Executive Director, your role will be to establish goals, draft a sponsorship management plan, and to support initial implementation.

The ideal applicant is:

- Creative,
- Goal & detail oriented,
- Efficient,
- A strong communicator with an ability to give clear direction and provide concise guidance.

Devotion of Time: This is a start-up project expected to take approximately 6 months to complete with the majority of the work focused in the initial months and providing follow up support and guidance to the ED in the implementation process following start-up. Estimated time required is 4 - 6 hours/month.

As a **Community Engagement Volunteer**, we offer you the opportunity to contribute to a fantastic organization, engage in community building and gain wonderful connections with other committed like-minded individuals.

As a member of our Community Engagement Team you will be acting as an ambassador for Yoga Outreach and an advocate for our programs, helping Yoga Outreach to raise funds, new friends and awareness about the important work we do in the community.

In recognition we provide volunteers, upon request, with a letter of recommendation or a letter of service recognition depending on volunteer preference.

Contact our Executive Director, Delanie Dyck for more information

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