

BE AN EXPERT IN OUR COMMUNITY!



**YMCA
EDUCATION
SERIES**
North Suburban YMCA

The YMCA Education Series (Y.E.S.) is a series of presentations offered by experts in their field who share their knowledge regarding topics of interest to adults in our community. Our Y hosts approximately 8 a month and they are always FREE and open to the public.

...better. Live better.

Evidence and Research

- Physical Therapy Approaches to Reduce Fall and Fracture Risk Among Older Adults. [Nat Rev Endocrinol. 2010;6(7):396-407]. - Study found a multifactorial approach of strengthening and balance exercises was effective in fall prevention.
- Effect of a Home-Based Exercise Program on Subsequent Falls Among Community-Dwelling High-Risk Older Adults After a Fall: A Randomized Clinical Trial [JAMA. 2019;321(21):2093-2100]. - Adults who received a home-based strength and balance retraining exercise program had a reduced rate of subsequent falls compared with care provided by a physician.
- Gulka HJ, Patel V, Arora T, McArthur C, Saboni A. Efficacy and Generalizability of Falls Prevention Interventions in Nursing Homes: A Systematic Review and Meta-analysis. J Am Med Dir Assoc. 2020;21(8):1024-1035.e4. doi:10.1016/j.jamda.2019.11.012 - Exercise as a single intervention reduced the number of fallers and recurrent fallers by 36% and 42%.

2024 Application

In 2023, our Y.E.S. participation tripled in attendance.

The NSYMCA Y.E.S. Program received the YMCA program excellence award.

Topics can include:

Healthcare & Disease
Prevention
Diversity/Inclusion
Legal Advice
Mental health
Nutrition
End of Life Decisions
Real Estate
Child Care Advice
Technology Training
"How to" presentations

How we market your presentation and business

- Social Media
- Personal Emails to Y members
- Community Calendars
- NSYMCA Website
- NSYMCA E-blasts to 12,000 emails
- Video Library on our NSYMCA site

Made possible by:



Northbrook Woman's Club

What our partners are saying about Y.E.S.!

"I have been providing educational opportunities through the Y.E.S. program from the very beginning in 2017. As a business owner and passionate educator on how physical therapy can benefit people, I'm very grateful for these opportunities to educate the community on how to heal their pain naturally as well as build my business. The Y.E.S. organizers are easy to work with, very responsive to the needs of their presenters and the community and is a smoothly run, organized program that provides a valuable service to Northbrook and the surrounding communities."

Denise Schwartz
Physical Therapist and Owner of The Manual
Touch Physical Therapy



"We have been a Y.E.S. partner since the beginning and cannot say enough positive things about the importance of this program. IBJI has been able to reach 100's of people by educating and providing FREE presentations with both in-person and virtual platforms. We are very grateful to the Y for making the Y.E.S. Series available to all by staying in the forefront of our surrounding communities."

Laurie Jensen
Illinois Bone and Joint Institute



"CJE SeniorLife is proud to be a Yes partner with the North Suburban YMCA. Through our collaboration, we have reached more community members and increased awareness of our local senior living communities and the services that we offer. Last year, a CJE expert presented a session on the topic of "Solo Aging", and we had a record-breaking number of registrants. We look forward to an encore presentation scheduled in 2024! Thank you to the great team at the North Suburban YMCA - we so value and appreciate our partnership."

Paisley Valentincic
CJE SeniorLife



As a year-long Y.E.S. partner with the North Suburban YMCA you will receive the following:

Level 1

\$1000

- 4 speaking opportunities to present as an expert in your field at our YMCA Education Series (Y.E.S.) both virtually and/or in person weekly programs.
- 3 opportunities to have a "Table at the Y" in the lobby any day in the calendar year from 8am-12pm. You may offer free services, talk with our members about your business, pass out marketing materials or swag. You will have the lobby to yourself with no other business.
- Logo on our Y.E.S. Partnership Program Webpage with a hyperlink to your website.
- Your marketing materials will be available in our lobby amongst our Y.E.S. brochure.
- We will mention your non-YMCA educational programs in our Y weekly update to select adults in our community.
- Sponsorship level and a reserved table in prime location at our annual **SeniorPalooza** event in the fall of 2024. As an event sponsor you will have your logo or name in our pre- and post-event press release, marketing materials and your logo on a banner/poster at the event.

Level 2

\$500

- 2 speaking opportunities to present as an expert in your field at our YMCA Education Series (Y.E.S.) both virtually and/or in person weekly programs.
- An opportunity to have a "Table at the Y" in the lobby any day in the calendar year from 8am-12pm. You may offer free services, talk with our members about your business, pass out marketing materials or swag. You will have the lobby to yourself with no other business.
- Logo on our Y.E.S. Partnership Program Webpage with a hyperlink to your website.
- A reserved table at our annual **SeniorPalooza** event in the fall of 2024.

Level 3

\$250

- 1 speaking opportunity to present as an expert in your field at our YMCA Education Series (Y.E.S.) both virtually and/or in person weekly programs.
- Logo on our Y.E.S. Partnership Program Y Webpage with a hyperlink to your website.
- 25% discount on a reserved table at our Annual **SeniorPalooza** Event in the fall of 2024.

The keys to success for your presentations!



We want our Y.E.S. partners to make the most of their partnership with the Y.E.S. Programs. Below are some ways to make your presentations a success.

- Include a powerpoint presentation
- Include a video, an instructional or a “how to” slide
- Make it interactive
- Don’t be a salesman
- Provide value
- Include an industry partner that compliments what you do
- Get testimonials of your success either as quotes on a slide or a video

All presenters are responsible for their own materials & presentations.



BE OUR COMMUNITY PARTNER THROUGH THE 2024 Y.E.S. PROGRAM!

To participate/present in our 2024 series, we need your application by **January 15, 2024**. Presentations for Jan/Feb are already booking up and will be on a first come first serve basis. Most presentations are booked 90 days in advance to accommodate the community calendar scheduling.

Once you become a partner, we will help you determine the best presentation to represent your company/industry and will also make suggestions on days/times, based on past successes. Because this is a FREE series to our community, **we cannot guarantee a minimum attendance**. However our system does take reservations and if the attendance numbers are low, we will reschedule for a future date.

Lastly, we cannot guarantee industry exclusivity, but we work to make sure that we do not have the same type of presentation within a two-week frame.

Your participation fee is a donation to the NSYMCA and helps us ensure that this program continues within our community. Programs like these are only possible thanks to support from people like you who believe in our mission and the FREE programs we offer to our community. Without financial support, these programs would not be possible.



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The NSYMCA is a 501(c)3 non-profit organization, open and accessible to all.



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I WOULD LIKE TO BE A YMCA EDUCATION SERIES (Y.E.S.) PARTNER FOR 2024

| | |
|--------------------------|---------------------------------|
| <input type="checkbox"/> | LEVEL 1 \$1000 |
|--------------------------|---------------------------------|

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| <input type="checkbox"/> | LEVEL 2 \$500 |
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| <input type="checkbox"/> | LEVEL 3 \$250 |
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|----------------------------|
| Contact Name: |
| Company/Organization Name: |
| City, State, Zip Code: |
| Email: |
| Address: |
| Phone: |

YOUR PARTICIPATION TO THE YMCA EDUCATION SERIES PROGRAM IS TAX DEDUCTIBLE

☐

My check of _____ is enclosed.
Make checks payable to NSYMCA

☐

Please charge my card for _____

Credit Card #

Expiration Date

CVV

Signature

Date

I, the undersigned, understand that the North Suburban YMCA and their event organizers, sponsors, and volunteers cannot be held responsible for any loss, theft, damage, or injury that may occur before, during, or after the event. I agree to charge my card with the amount listed above.

Mail, Email or Fax application to: Kim Nyren – knyren@nsymca.org – Fax: 847-272-7801
2705 Techny Rd. Northbrook. IL