



Award for Innovation in Fundraising

This one-time award recognizes an individual philanthropist or volunteer, business, group, foundation, charity, or other organization who transformed the way they work or give, in response to the covid-19 pandemic. They have seen the challenges and faced them down with determination to rethink, regroup, reorganize in order to move away from traditional fundraising or support in the face of unconventional and unprecedented times, and find new, innovative ways to fundraise.

Winner: Youth Services Bureau Foundation

Established in 2009, the Youth Services Bureau Charitable Foundation's role is to inspire, motivate, and link donor and community support to invest in the programs and services of the Youth Services Bureau (YSB), which was founded in 1960. YSB is one of the largest, most comprehensive non-profit agencies serving youth in our community. Close to 350 caring professionals work from 20 locations across the city to deliver a vast range of programs and services that support vulnerable youth and their families. The YSB Foundation proudly supports the important work YSB does each day. The Foundation rallies corporate partners, foundations, individual donors, and the youth community, to raise funds for YSB's four key service areas for youth – shelters and housing, mental health, employment, and youth justice.

The YSB Foundation moved quickly to reimagine their signature event and youth mental health event series to operate within virtual environments during the pandemic. They adopted a more robust, bilingual advertising and digital fundraising approach, completely refreshed and rebranded their YSB SleepOUT for Youth event, and embraced Instagram Live, Facebook Live and Zoom to reach audiences for their Mind Matters youth mental health series, to a great degree of success.