



YFU USA Partnership

CONNECTING YOUR BRAND TO A WORLD OF ACTIVE GLOBAL CITIZENS



2025

SOLUTIONS BROUGHT TO YOU BY
WEB, DIGITAL, CRM, SOCIAL MEDIA, AND MORE!

Who We Are

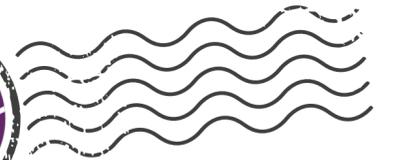


Some things you're born with.

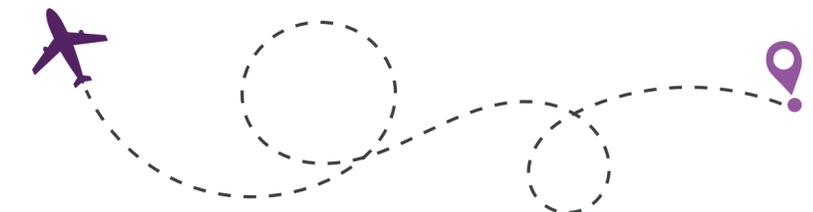
Other things — your confidence, individuality, and perspective — you will discover.

SINCE 1951

YFU has helped students worldwide find themselves, expand their world, and discover inter-cultural opportunities through studying abroad.



- Non-profit international educational organization with partners in over **60 countries**.
- One of the oldest, largest, and most respected inter-cultural exchange programs.
- Over 70 years of experience with **more than 270,000 students** supported worldwide.
- Vision for empowered global citizens for a peaceful and sustainable world.
- Complete cultural immersion to gain skills for a multicultural, interconnected society.
- Wide range of opportunities for learners to experience cultural exchange.
- Transforms lives by expanding cultural awareness and acceptance.
- Trusted leader since 1951, known for safety, quality, and exceptional support services.
- Thorough preparation and program support backed by a global team of coordinators and volunteers.
- Thousands of parents and students trust YFU annually for life-changing experiences.



Mission, Vision, & Values

MISSION

At YFU, we aim to foster inter-cultural understanding, mutual respect, and social responsibility through educational exchanges for youth, families, and communities. Personal growth, development, and exploration are essential elements of the human experience, and we commit ourselves to providing opportunities for these experiences to occur.

VISION

Our vision is to create a world where peace is a reality, and this begins with understanding. YFU promotes inter-cultural understanding within our communities, nation, and earth. By providing opportunities for students to live and study in different cultures, we create a ripple effect of learning, empathy, and shared knowledge that can transform societies.

Join us and be part of the movement to create a more empathetic and connected world where differences are celebrated and mutual respect is a common language.



VALUES

Our values are at the heart of all we do. They include:

Learning: For Life

YFU seeks to instill a passion for life-long learning as a path to fulfill our mission. We encourage participants and alumni to use their skills and knowledge to thrive and to contribute wherever they are.

Volunteering: Engaged and Dedicated

The volunteer spirit is embodied in the individuals and families who devote their energy, experience, and empathy to ensuring the well-being of every YFU student. Individual learning and development flourish in authentic relationships motivated solely by YFU's ideals.

Caring: Personal and People-Oriented

YFU values the individuality of every participant and treats everyone with kindness, respect, and dignity. Our volunteers and staff are focused on our students, families, and communities, preparing, supporting, listening, guiding, challenging, and understanding. We appreciate the many diverse motivations inspiring our participants.

Promoting Quality, Transparency, and Sustainability

YFU offers educational exchanges based on the highest standards of quality and transparency.

In all policies and practices, YFU recognizes the responsibility to consider:

- The well-being of each individual involved with YFU
- The economic stability of all partners in YFU
- The best ecological options

Cooperating in International Solidarity

YFU national organizations work together as a seamless network of interdependent partners, ever-improving worldwide cooperation, mutual support, and trust. YFU continuously develops as a growing community of non-profit educational organizations.

YFU USA

Stakeholder Demographics



HOBBIES & INTERESTS

- Entertainment News Enthusiasts
- Avid News & Politics Readers
- Shutterbugs
- Technophiles
- Social Media Enthusiasts
- Aspiring Chefs
- Casual & Social Gamers
- Travel Buffs
- American Football Fans
- Avid Financial Investors

INBOUND STUDENTS PROGRAM



HOST FAMILIES & LOCAL COORDINATORS

AGE:
35-55

GENDER:
60% Female

EDUCATION:
Bachelor's degree or higher

INCOME:
70% earn over \$100K annually

OUTBOUND STUDENTS PROGRAM



STUDENTS

AGE:
14-17

GENDER:
All Genders
Leans Female

EDUCATION:
8th-11th grade
(actively enrolled students)



PARENTS

AGE:
35-60

GENDER:
65% Female

EDUCATION:
College graduates

INCOME:
Top 50% of household income in the U.S.

What We Offer Our Stakeholders

- **HOSTING OPPORTUNITIES**
- **STUDY ABROAD OPPORTUNITIES**
- **STUDY ABROAD SCHOLARSHIPS**
- **VOLUNTEER OPPORTUNITIES**





HOSTING OPPORTUNITIES

Per the Department of State regulations, all host families are volunteers. Host families are made up of people from all walks of life.

Host families can be:

- Traditional nuclear families
- Empty nesters
- Single parents
- Same-sex couples
- Divorced families

Hosting can last for many lengths of time, including:

- Specialty short-term hosting (2 weeks or less for special programs)
- Arrival families (Up to 3 months after the student arrives)
- Semester hosting
- Academic year hosting

Host families can host one or two exchange students. The students must be from different countries and agree to the arrangement before coming to the host country.

Host families agree to provide the student with the following:

- A bedroom with their own bed (students can share a bedroom with a same-sex sibling)
- Three meals a day
- Transportation to school
- A welcoming family home environment



STUDY ABROAD OPPORTUNITIES

YFU USA offers American high school students the opportunity to study abroad in over 35 destinations for short-term, summer, semester, and academic-year programs.

Over 270,000 students have completed exchange programs since 1951.



YFU USA offers students:

- 24/7/365 support worldwide
- A carefully vetted and selected host family
- Enrollment in school
- Orientations before, during, and after their exchange program
- Assistance with visas, travel, and more
- Scholarships

Our requirements vary per program, but generally include:

AGE:

Between 15-18 years old while on program
- We also offer Gap Year and Adult programs

CITIZENSHIP:

Must be a US citizen or hold a Green Card or permanent residency

LANGUAGE:

Most programs do not have a language requirement

GPA:

Students must hold a GPA of 3.0 or higher on a 4.0 scale for academic year or semester programs
- GPA must be at least 2.0 for summer programs

MOTIVATION AND READINESS:

Students must be highly motivated, interested in other cultures, willing to take on new challenges, and mentally and emotionally ready to handle the trials and tribulations of studying abroad





SCHOLARSHIPS

YFU offers students over 170 full and partial merit-based scholarships and need-based financial aid scholarships every year. Through the generosity of numerous corporations, governments, foundations, and individuals, YFU USA annually awards more than \$1.6 million in partial or full study abroad scholarships.

YFU USA also works with prestigious inbound and outbound scholarship programs.

CBYX



The **Congress-Bundestag Youth Exchange (CBYX)** program was founded to strengthen the ties between the United States and Germany through exchange programs.

The U.S. Congress and the German Bundestag jointly fund this highly competitive scholarship program.

It is overseen by the U.S. Department of State's Bureau of Educational and Cultural Affairs.

Since its inception, over 29,000 students have been awarded this opportunity.

FLEX



The **Future Leaders Exchange (FLEX)** program was established in 1992.

Former Senator Bill Bradley believed that the best way to ensure peace and understanding between the United States and the countries of Eurasia is to enable youth from these countries to learn about the U.S. firsthand and to teach Americans about their cultures.

Today, the FLEX program operates in 22 countries, including many former Soviet Republics.

Over 35,000 students compete annually in multiple rounds of testing to earn a FLEX scholarship, which allows them to spend an academic year in the United States, live with a volunteer host family, and attend a U.S. high school.

YES



Through the U.S. Department of State's **Kennedy-Lugar Youth Exchange and Study (YES)** program, high school students from countries of strategic importance around the world live and study for an academic year in the United States.

In response to the events of September 11th, 2001, the YES program was launched to build bridges of understanding between the United States and countries with significant Muslim populations in Africa, Asia, the Middle East, and Southeast Europe.

Funded by the United States Department of State Bureau of Educational and Cultural Affairs (ECA), the YES program provides high school students from these countries an opportunity to live in the United States with host families and attend high school for an academic year.



VOLUNTEER OPPORTUNITIES

YFU USA offers many volunteer opportunities to give back locally and nationally. These opportunities include joining a volunteer committee or becoming a Local Coordinator and supporting area exchange students and host families.

Local Coordinators are paid volunteers who support students and host families, recruit volunteer host families, and spread the word about YFU. They can earn up to \$1,250 per student annually and potentially earn incentives like swag store items and a four-night Caribbean cruise.

Other volunteer committee opportunities we have include:

- Orientation Facilitators
- Social Media Advocates
- Student Activities and Event Coordinators
- School Liaisons
- School Presenters
- International Student Profile Writers
- Mediation Assistants
- Study Abroad Applicant Interviewers
- Study Abroad Scholarship Evaluators

All volunteers must be 21 or older, a US citizen, and pass a background check.

What We Offer
Your Brand
Marketing Assets

- **PARTNERSHIP OVERVIEW**
- **WEBSITE**
- **EMAIL**
- **SMS**
- **SOCIAL MEDIA**
- **PODCAST**



PARTNERSHIP OPPORTUNITIES: LET US SHARE YOUR STORY

Nationwide promotion of your Brand through multichannel promotion and integration into YFU USA.

Web:

Promotion of partnership on yfuusa.org

Co-Branding and Integration:

Add brand and messaging integration into our email and SMS marketing schedule, utilizing our segmented database of 25-35,000+ host family members, educators, students, alumni, and volunteers

Co-Branding and Integration:

Drip feed campaign to our stakeholders

Social:

Scheduled posting to our YFU USA social media platforms

Events:

Event-based opportunities

Podcast:

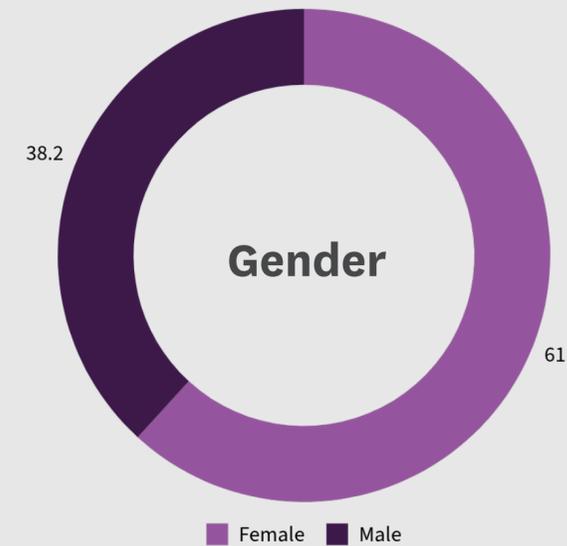
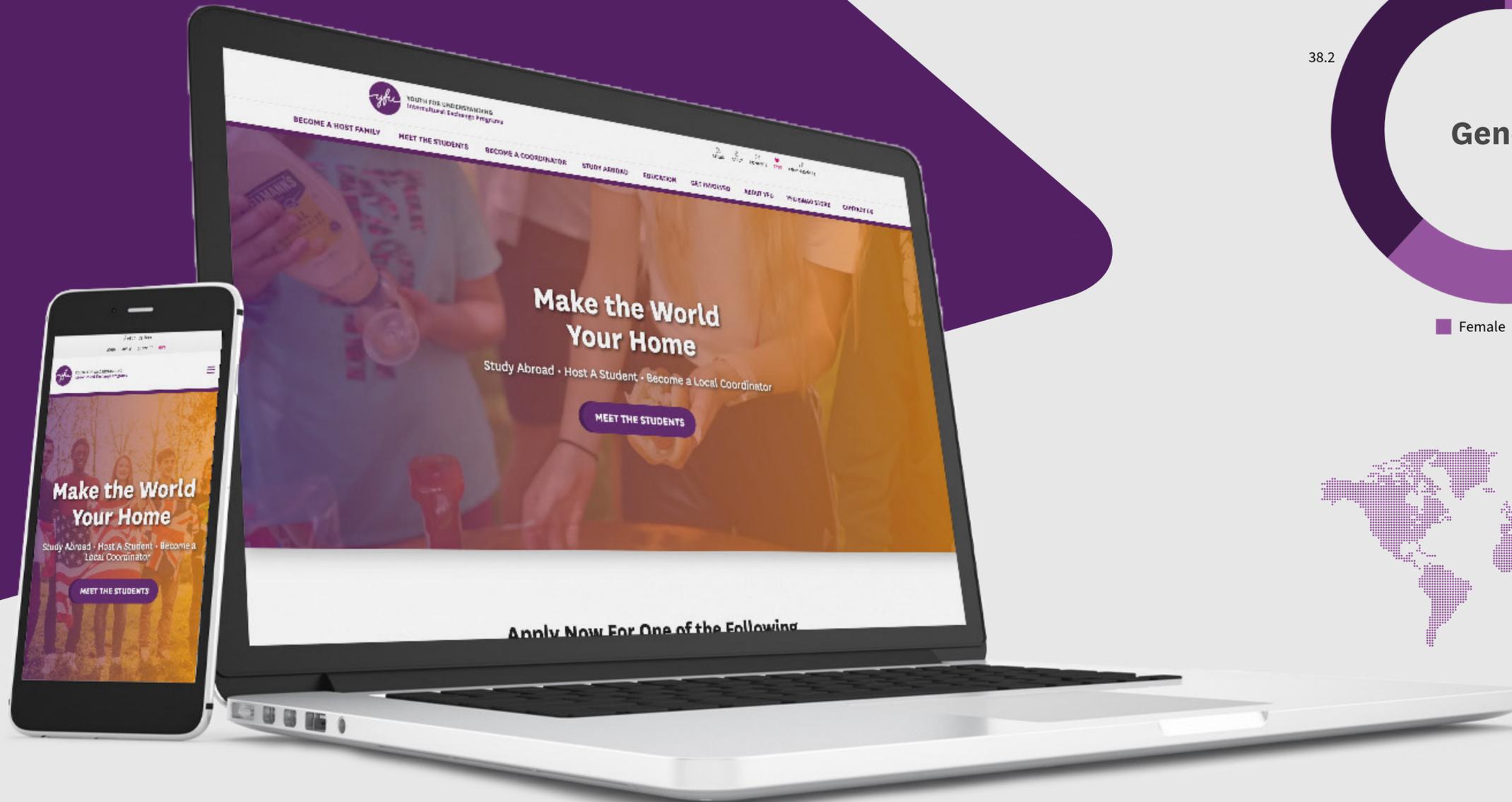
Advertising opportunity on podcast, interview for podcast



WEBSITE

Over **188,000 unique website visits** last calendar year

Promotion of partner status on official YFU USA website yfuusa.org
Visitor Stats According to Google Analytics



Interests

- Entertainment News Enthusiasts
- Avid News & Politics Readers
- Shutterbugs
- Technophiles
- Social Media Enthusiasts
- Aspiring Chefs
- Casual & Social Gamers
- Travel Buffs
- American Football Fans
- Avid Financial Investors



Top Visitor Cities

- New York, NY
- Chicago, IL
- Los Angeles, CA
- Ashburn, VA
- Seattle, WA

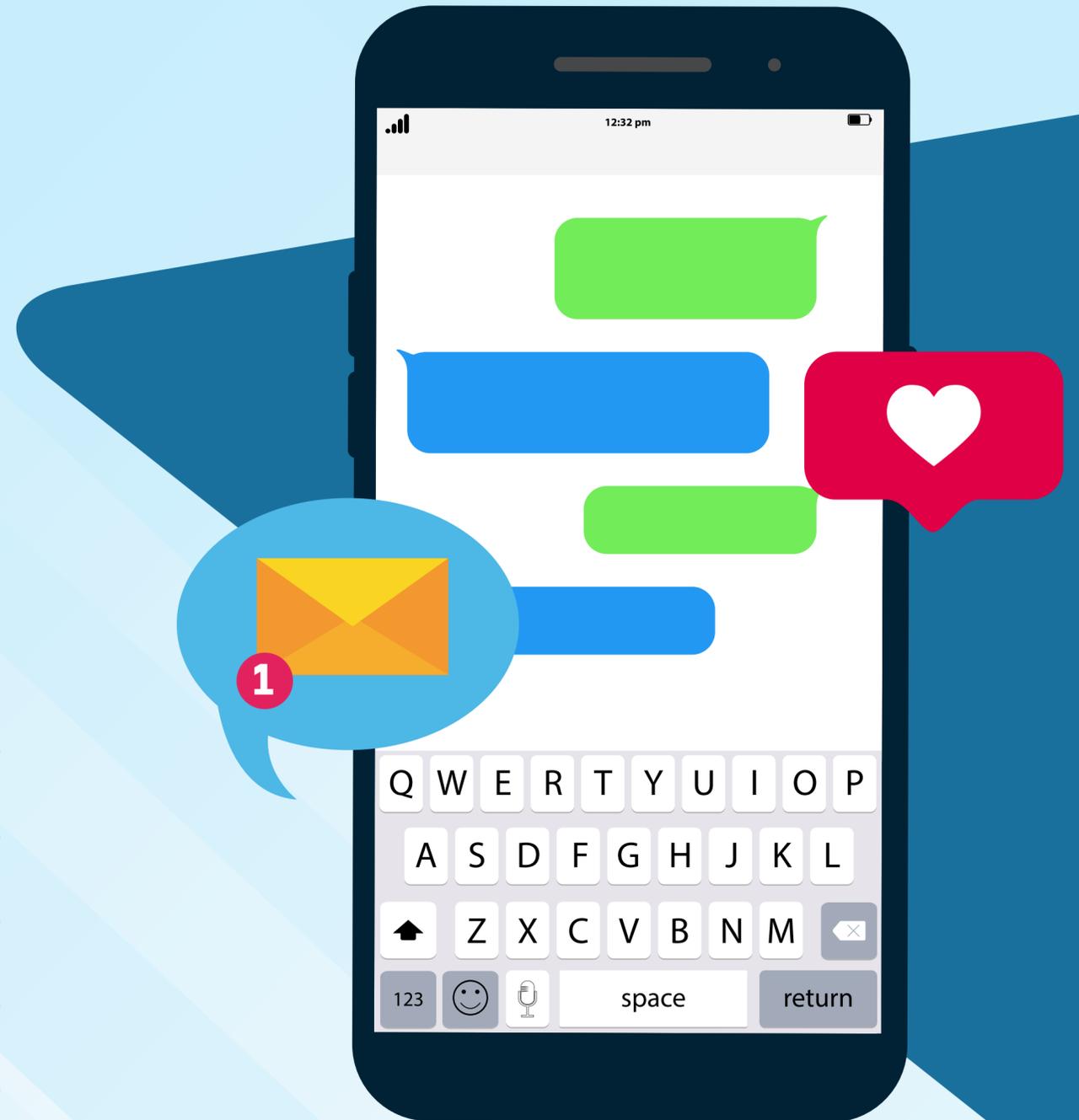
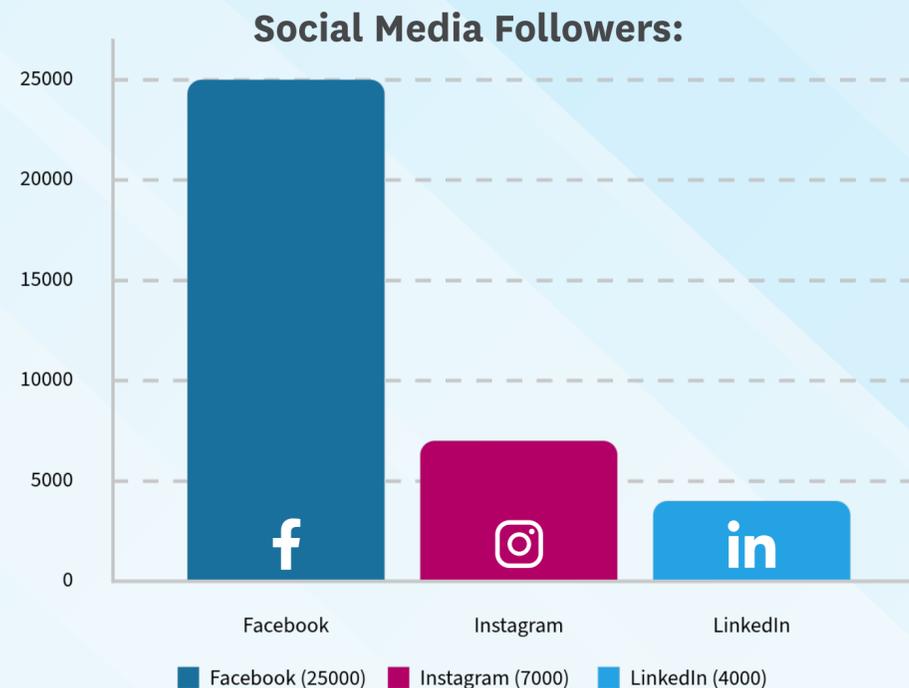
CRM | EMAIL | SMS

Direct marketing opportunities through yfuusa.org and integration with our scheduled email and SMS marketing—we have a CRM with a **segmented database of 25-35,000+** host family members, study abroad parents, educators, volunteers, organizations, and alumni.

Email and/or SMS introduction to exchange and study abroad decision-makers, opportunities to connect directly with host families, study abroad parents, educators, volunteers, alumni, and current students partner banner on emails, receive four dedicated emails per year to entire database, and partner banner would be added to footer of emails.

YFU USA would help partner create appropriate social content:

- Education
- Interactive - polls, quizzes, etc
- User Generated Content
- Testimonials
- Humorous content, memes, etc
- Celebration of special days/events





EVENTS

Displaying of partner brand during events, such as chamber of commerce breakfasts, community events, and school visits on flyers, table displays, and more.





PODCAST

Opportunities to introduce partner to YFU USA podcast audience through formal, in-depth interview episode and/or advertisements during breaks in podcast episodes.



UNIQUE PARTNERSHIP OPPORTUNITIES

YFU USA can create a uniquely crafted solution to connect your brand with the world of active global citizens.

Our dedicated team is ready to create a campaign exclusively for your brand messaging.

Contact us to learn more.



YOUTH FOR UNDERSTANDING
Intercultural Exchange Programs

***We Partner with
Corporate
Sponsors
& Brands***

CHALLENGER
SPORTS™

kikkoman 



EPSON



SONY



see
the world
up close with
YFU USA

Contact us

**to find out how you can
become a YFU USA partner:**

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