

## **ADOPT A DUCK. HELP A CHILD.**

The [7th Annual YESS Duck Derby](#) is a premier fundraiser in Central Iowa benefitting Youth Emergency Services & Shelter (YESS), Iowa's one-of-a-kind emergency youth shelter, providing around-the-clock shelter and crisis care for children, newborn to age 17. The Duck Derby is a family-fun event that quacks up the young and young at heart.

Imagine [45,000 rubber ducks](#) being launched into the lake at Jordan Creek Town Center, racing across the waterway toward the finish line. Central Iowans are invited to "Adopt a Duck" for \$5 and cheer on their little fowl friend on Race Day. The first 10 Lucky Ducks to cross the finish line win fabulous prizes. One Lucky Duck will walk away with the event's \$10,000 Grand Prize and everyone has a shot at the Million Dollar Duck! Each year, thousands of YESS supporters gather lakeside to cheer on their ducks and join in on the fun of family-friendly activities, entertainment, food samples, sponsor booths, and more. Best of all, YESS is the biggest winner, generating much-needed awareness for the agency and the complex issues facing youth in our community.

Based on the splashing success of previous races, there is incredible potential and momentum for the 2014 "pro-duck-tion" ... [But we need you by our wing to make it happen](#). Please consider how you, your business, or group of friends can get involved in this year's Duck Derby. Beyond a fundraising event for the emergency shelter and crisis nursery, the big race is a vital awareness and marketing campaign for YESS as well as an opportunity for you to show your spirit of caring for kids in our community.

[Interested in getting in on all the fun?](#) Help us kick-off duck season by becoming an Event Sponsor. Adopt a flock of ducks. Volunteer. Join us on Race Day.

To learn more about the event, its marketing value, and the impact of helping the kids at YESS, please contact:

**Stephen Quirk**, Executive Director ([quirks@yessiowa.org](mailto:quirks@yessiowa.org))

**Kristin Huinker**, Development Manager ([huinker@yessiowa.org](mailto:huinker@yessiowa.org))

Together, we can **make a splash** for the kids at YESS - One duck at a time!

# MAY 3, 2014



## THE CAUSE

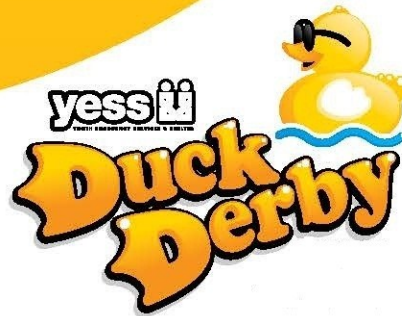
### Youth Emergency Services & Shelter of Iowa (YESS)

Proceeds from the YESS Duck Derby directly benefit the hundreds of young children, adolescents, and families who turn to YESS every year. From its inception in 1973 as a runaway shelter, YESS has grown into a well-established child welfare agency, providing emergency shelter, crisis care, and counseling services for children, newborn through age 17. [As the largest emergency youth shelter in Iowa](#), YESS works to meet the child's immediate needs for safety and care while working to address the crisis situation and begin the healing process.

[Any child or family may turn to YESS for assistance - no matter the time of day or night.](#) Fundamental to the agency's mission and its services is to keep children safe, prevent child abuse, reunite families, and divert future and/or ongoing involvement in the Child Welfare and/or Juvenile Justice Systems. The combination of crisis stabilization, emergency shelter, and counseling services does not exist elsewhere in the state of Iowa, allowing YESS to serve those children and families most vulnerable in our community.

[Each year, 800 children and teens find emergency shelter at YESS.](#) With the support generated from the Duck Derby, these children find a safe haven when they need it most.

To learn more, visit [yessiowa.org](http://yessiowa.org)



## EVENT TIMELINE

January 2014	<ul style="list-style-type: none"><li>• Sponsorships &amp; prizes finalized</li><li>• Sponsor logos due for marketing materials</li></ul>
February 1	<ul style="list-style-type: none"><li>• Duck adoption forms sent to print</li></ul>
March 17	<ul style="list-style-type: none"><li>• Official start of Duck Season</li><li>• Duck adoption sales begin</li></ul>
May 3	<ul style="list-style-type: none"><li>• Race Day!</li></ul>



# EVENT HIGHLIGHTS



	Ducks Adopted	Funds Raised
2008	20,000	\$155,000
2009	25,000	\$200,000
2010	25,000	\$250,000
2011	32,000	\$300,000
2012	38,000	\$350,000
2013	43,000	\$400,000



SAVE THE DATE: MAY 3, 2014