



Institutional Support: UNESCO and FIBA

General Info

In March 2012 both UNESCO and the International Federation of Basketball, granted the worldwide YMCA institutional support to the YMCA World Challenge.

This support does not imply any financial commitments from those organizations.

We thereby recommend YMCAs to use this institutional support to raise awareness and the credibility of the YMCA World Challenge as an important YMCA initiative to celebrate our work of empowering young people.

The use of the logos

The logos of FIBA and UNESCO shall only be used by YMCAs involved in the YMCA World Challenge. The images can be used alongside YMCA logos with the text “worldwide partners”, or equivalent in the local language.

The files are available by request and final publication and printing can only be undertaken with final approval of the World Alliance of YMCAs. Requests and approval can be arranged through the e-mail challenge@ymca.int

It is mandatory that colors and proportions of the logos shall be preserved. The UNESCO logo can be used both in black and white colors.

Orientation on the use of the logo can be requested on the e-mail challenge@ymca.int

Important: No communication material using the logos of the partners can include commercial brands. If the local YMCA has local sponsors, we recommend the design of alternative materials in addition to the ones containing the logo of the partners UNESCO and FIBA.



Partner's Network

All UNESCO offices and National Basketball Associations can be contacted by YMCAs at national and local level in order to negotiate additional support. The worldwide support does not oblige the network of both partners in any way, but helps create the necessary environment for developing a fruitful relationship.

The copies of the official letters from both partners can be found in the following links and can be used to open up communication channels.

Letter from FIBA: <http://www.ymca.int/fileadmin/files/challenge/LetterFromFIBA.pdf>

Letter from UNESCO: http://www.ymca.int/fileadmin/files/challenge/UNESCO_Letter.pdf