YMCA of Greater Vancouver

COMMUNITY CREW TOOL KIT

for planning your fundraising event

You're invited to join the

YMCA COMMUNITY CREW

Thank you for your interest in supporting the YMCA of Greater Vancouver!

YMCA community crew supporters believe in the YMCA's cause and want to support the YMCA through hosting a third party fundraising event and donating the proceeds to the YMCA of Greater Vancouver. Third party events are planned and executed independently of the YMCA.

Funds raised to support the YMCA will go to help kids, youth, adults and seniors get access to proven YMCA community programs, provide healthy food to vulnerable children, chronic disease management programs and so much more. As a charity, we rely on donations to carry out such work and YMCA Community Supporters like you are an important part of our impact on the communities we serve across the Lower Mainland.

We couldn't do it without you!

If you have questions, never hesitate to ask: giving@gv.ymca.ca.

YMCA Cause

Helping people reach their potential.

We are committed to helping our community be healthier and more connected so they can reach their potential.

We see a better future

We all live in communities that experience profound change and increasing social problems. These problems are not getting smaller or any easier to solve. For some people and families, their needs are critical. Every day is a struggle, and facing the day feels impossible, never mind the challenge of having enough food to eat or safe places to go. For others, they lack the resources to make healthy choices and feel disconnected from others and their community.

The Y is the one organization that is there to meet those needs. We're there for people in times of crisis and we're also in the business of prevention. Prevention isn't glamorous work but for more than 130 years the Y has been playing the long game—helping people reach their potential before issues become problems.

We envision stronger, more hopeful and caring communities that result in:

- Strong and connected families of all shapes and sizes
- Healthy seniors with strong social circles, who volunteer and stay involved
- Resilient and healthy children who thrive and lead healthy, long lives
- Confident and skilled young leaders
- Motivated adults who take charge of their health, get active and become role models and mentors
- Newcomers to Canada who feel welcome, and participate and engage in their communities
- Teens who feel confident and a strong sense of belonging
- Happy people, excited about life

About the YMCA of Greater Vancouver

The YMCA is a charity committed to raising much needed resources that help kids, youth, adults and seniors get access to safe spaces and proven YMCA community programs that improve health, reduce social isolation and inspire hope. Investing in the YMCA means everyone will have the opportunity to access our programs, services and facilities.

Your Support of the YMCA may:

- Provide teens access to YMCA youth leadership programs, helping them develop confidence and positive peer relationships
- Give children the opportunity to attend YMCA summer camp, giving them outdoor experiences and memories to last a lifetime
- Allow senior citizens the chance to maintain good health and develop connections in the community through the YMCA Healthy Heart program
- Provide vulnerable families with a subsidized, all-inclusive memberships to the YMCA so they can get healthy together through swimming, sports, fitness and more
- Teach children water safety and swimming skills, building confidence and positive self-image.
- Enable families to access trusted, quality child care
- Provide food for vulnerable children from the Downtown East Side attending Y Child Care
- Partner at risk youth with supportive mentors through our Plus One program

If you have questions about fundraising for the YMCA, never hesitate to ask: giving@gv.ymca.ca.

Community Supporter Checklist for a Successful Fundraiser

1. **Brainstorm ideas and plan your fundraiser.**
   Generate a fundraiser that really excites you. Don't forget the details when planning your event: Who will be supporting and attending? What is your event about? When will your event take place? Where will you host the fundraiser?
   Why is the YMCA cause important to you?

2. **Establish the details.**
   Plan out the tasks necessary for organizing your event. It's a good idea to task someone with keeping track of the event details, someone who can collect the donations and a person who can handle the promotions and marketing.

3. **Ensure your event follows YMCA guidelines and policies.**
   Take a read through this manual and make sure you understand the guidelines and policies necessary to having a successful fundraiser.

4. **Learn about the YMCA cause and how you can help.**
   Find out more about the cause you're supporting on pages 9 and 10. Learn about the YMCA and why donations are so important to the health of children, families and seniors.

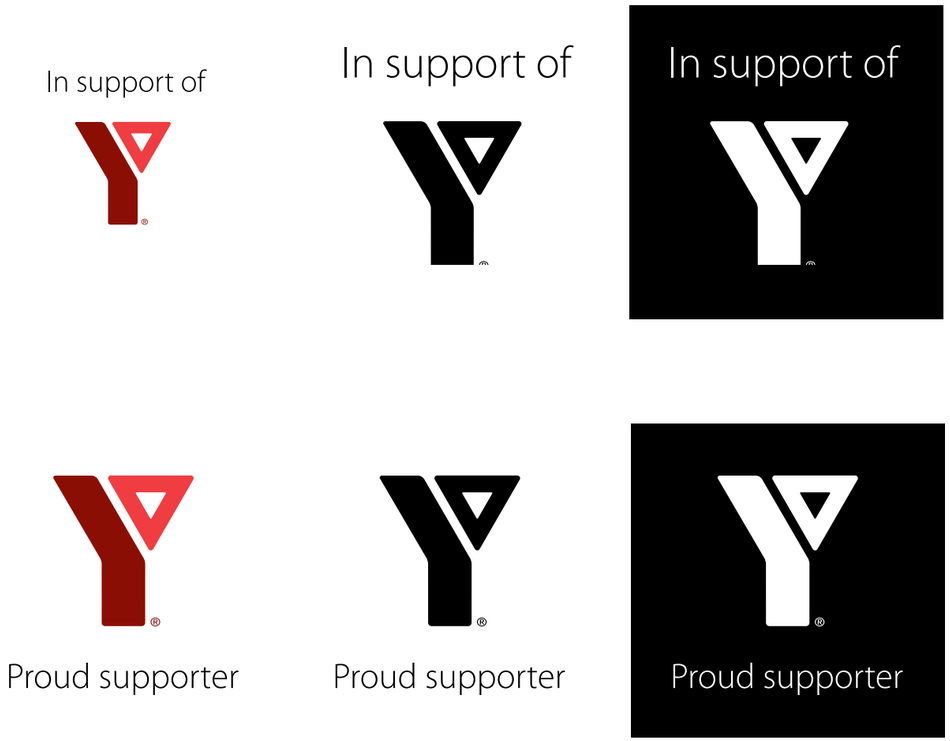
5. **Promote your event.**
   Strong promotion and publicity are key elements to having a successful event. Download the available assets and create a fundraising page (see page 10). Spread the word about your fundraiser by sending invitations, posting your event on social media and submitting postings for free on online event listings.

6. **Tell us how it went and send in your donations so they can begin helping the community.**
   Cheque by mail to 300-5055 Joyce Street Vancouver, BC V5R 6B2
   Online at gv.ymca.ca/donate
   Drop by your **local YMCA location**.
   Phone us at 604-681-9622

YMCA Supporter Logo

YMCA Community Supporters are granted the non-exclusive right to use the YMCA of Greater Vancouver Supporter logo in promotional materials directly related to their fundraising event. Please do not alter this logo in any way. The use of the official YMCA of Greater Vancouver brandmark is prohibited outside of official corporate partnerships.

Download the YMCA Supporter Logos here.



Marketing your Fundraiser

Collateral for download

Use these tools to proudly show your support for the YMCA Annual Campaign.

Download our marketing material.

Ready to Print Posters

Thank You Posters

Social Media

Online Marketing Tools

Event Campaign Fundraising Page

Start an Event Campaign
Create your own online fundraising page for your event. You can set a fundraising goal, explain why you're supporting the YMCA and collect donations online.

Create your fundraising page now.

Share Your Event Fundraising Page
Share your fundraising page with your friends and family. Send emails and share on social media to promote your big event.

Social Media

Spread the word about your fundraising event using the power of social media!

YMCA of Greater Vancouver Social Media Accounts:

@GreaterVanYMCA

@GreaterVanYMCA

facebook.com/YMCAOfGreaterVancouver/

Sample Posts:

- I am running a half marathon in support of @GreaterVanYMCA! Support healthier communities by donating online: [http://url.com]
- Join us for our community block party in support of @GreaterVanYMCA! Help children, youth and families reach their potential.
- Our 3-on-3 basketball tournament is this Saturday! Proceeds support the @GreaterVanYMCA Annual Campaign!
- All proceeds at our stores tonight will support the @GreaterVanYMCA! Help more children and youth thrive in our community.

Community Supporter Guidelines and Policies

The YMCA of Greater Vancouver has guidelines in place protecting our brand, brandmarks and intellectual property. Our brand is about bringing people together to strengthen the foundations of community. It represents the trust we have built up over the years and speaks to the history and communities we serve.

We appreciate the full cooperation of our fundraisers to help enforce these guidelines. This document is applicable to all individual fundraisers, schools, and community organizations. If you are an organization looking to partner with the YMCA of Greater Vancouver, please contact us.

Use of the YMCA of Greater Vancouver Trademarks

YMCA Community Supporters are permitted to use the YMCA of Greater Vancouver name in promotional materials, signs, and websites. The YMCA of Greater Vancouver name may not be used to imply a partnership, sponsorship or endorsement of any event or group. If tickets, services or goods of any kind are being sold that will benefit the YMCA of Greater Vancouver, fundraisers must clearly state the percentage of purchase price or the exact amount (dollars and cents) that will be donated. You may say that "XX% of the proceeds from this sale will benefit the YMCA of Greater Vancouver." Or "$X from every purchase will benefit the YMCA of Greater Vancouver."

Use of the YMCA of Greater Vancouver Brandmark

The use of the official YMCA of Greater Vancouver brandmark is prohibited outside of official corporate partnerships. YMCA Community Supporters are granted a non-exclusive right to use the YMCA of Greater Vancouver Supporter logos (see page 8) in promotional materials directly related to their fundraising event.

Use of the YMCA of Greater Vancouver Images

The YMCA of Greater Vancouver images are owned by the YMCA of Greater Vancouver or our photographers. Fundraisers are granted a non-exclusive right to use only the posters, photos and images found on page 9 for promotional materials and websites directly related to their fundraising campaign. No other YMCA of Greater Vancouver images may be used by Community Supporters without prior consent.

Community Supporter Guidelines and Policies

Sponsorship or Endorsement of Campaigns

While the YMCA of Greater Vancouver is grateful for the efforts of our Community Supporters, we do not officially endorse or sponsor any individual events or campaigns. Event planning, production costs and promotion are the sole responsibility of the independent fundraiser and organizer.
You may not use the YMCA of Greater Vancouver name nor our charity number when soliciting monetary support or gifts in kind from a third party or vendor.

In order for donors to qualify for a tax receipt, a donation must be made directly to the YMCA of Greater Vancouver and without personal return. Event proceeds do not qualify for a tax receipt according to CRA guidelines.

Appropriate Use

We will not allow our name to be associated with any website, event, or promotion that discriminates against others in any way and/or is obscene, violent, intolerant or sexually oriented. The YMCA of Greater Vancouver reserves the right to refuse the proceeds of an event and deny the use of the YMCA of Greater Vancouver name or marks at any time.

Liability

If you are conducting raffles, lottery sales, 50/50 draws or other activities that involve selling to the general public, you may require a special license or permit. Please make sure you take the necessary steps to obtain these items by visiting the BC Gaming website. The YMCA of Greater Vancouver will not provide licenses or permits for activities or events and will not be held liable should your event or activity be found in violation of these rules and guidelines.

Corporate Partnerships

The YMCA of Greater Vancouver enters into official partnerships with companies who have an established brand and a strong commitment and alignment to our mission and cause. A corporate partnership with the YMCA of Greater Vancouver represents an initial significant financial contribution and a long term relationship (generally $10,000 and above). To honour our official corporate partnerships, we ask that all other companies and individuals please refrain from using any language containing the words “partner” or “partnership” when referring to their support of the YMCA of Greater Vancouver.

If you would like to partner with the YMCA of Greater Vancouver, please email giving@gv.ymca.ca

How we can Support your Fundraising Event

The YMCA of Greater Vancouver can provide the following support for third party events:

- Offer you an online fundraising page for your event.
- Offer you advice on how to organize and promote your event. We are happy to help guide your fundraising initiative by discussing your ideas with you.
- Send a YMCA of Greater Vancouver representative to attend your event.
- Provide YMCA of Greater Vancouver Volunteers on Event Day, to support/participate in event.
- Provide you with YMCA of Greater Vancouver program materials such as brochures and posters.(Please give us notice of one month prior to the event to account for shipping time.)
- Issue tax receipts, subject to Canada Revenue Agency guidelines.
- Authorize the use of our Y Supporter logos at your fundraising event for the YMCA of Greater Vancouver. To ensure that the YMCA identity is represented correctly, we ask that any promotional materials bearing our YMCA name or logo be approved by us.
- Our Fund Development staff is there to help by answering your questions and attend committee meetings as needed.

Third party event organizers are responsible for:

- Filling out a YMCA of Greater Vancouver third party event form, showing revenue, expenses and net donation amounts.
- Providing YMCA of Greater Vancouver donor or sponsor lists.
- Soliciting individuals or companies to acquire donations or sponsorship for auctions or raffles. The event organizer is responsible for any canvassing.
- Applying for gaming licenses (e.g. bingos, raffles, liquor, and insurance) for your event. YMCA is able to provide letter of support, depending on licenses applied for.
- Providing tax receipts for cash or in-kind goods that were not directly received by the YMCA office (please also see information on tax receipts).