



YMCA BC
Community Supporter DIY Online
Fundraiser Toolkit

A message from YMCA BC President and CEO Heidi Worthington

Our donors are at the heart of YMCA BC's purpose. It is your contributions that allow us to open doors to opportunity, provide safe spaces for growth and learning, and nurture the potential in every individual.

At the Y, we believe in leading by example, and we're proud that so many of our dedicated employees also contribute as donors. Together, we have all created a foundation of hope and resilience that will continue to ignite belonging and champion health equity for future generations.

Without your unwavering generosity, the work we do would simply not be possible. With your partnership, we are confident that we can expand our reach and deepen our impact, ensuring that everyone in our community has the chance to thrive. We remain committed to being a beacon of support, inclusivity, and positive change.

Thank you for believing in the Y and for standing with us as we work to build a brighter, more equitable future for all. Your support is not just an investment in our programs, but in the lives of those who benefit from them every day.

With gratitude,

A handwritten signature in black ink, reading "Heidi", with a stylized flourish underneath.

Heidi Worthington
President & CEO
YMCA BC

YMCA BC Cause

YMCA BC champions health equity for those who need it most

The Y is needed now more than ever before.

Whether it's a toddler learning to swim, a newcomer attending a job-skills program, a teen accessing mental health care, or a senior regaining strength, the Y strengthens the entire household - and by extension, the entire community.

Families in BC are feeling the strain, our healthcare systems are overwhelmed, and costs are rising. As government resources shrink, the pressure on our social support system intensifies. Physical, mental, and economic gaps continue to widen. Swathes of our middle class are sliding towards poverty, and those already there have no where to turn. More and more people are slipping through the cracks.

YMCA BC is rising to meet this moment. When our communities need us, we step up, keeping people healthy and out of hospitals, strengthening families before crisis hits, caring for children to allow parents to work, and creating ripple effects to last generations.

We can't do it alone. Many of our most vital programs depend on the generosity of donors and community partners like you!

Making a Lasting Impact

A few 2024 highlights



We provided over **\$1.7 million** in financial assistance to children and families across BC to ensure that they could access our life-enhancing programs and **belong**!



We served over **55 communities** across BC!



We supported over **63,000** community members of all ages, stages at our health, fitness, and aquatic centres helping them to live **healthy** lives.

Why Your Support Matters

YMCA BC provides financial assistance that changes lives!

As BC's largest social charity, YMCA BC promotes equitable access to healthier outcomes by providing vital programs and services to help address many of our communities' most pressing needs, including health and wellness, child care, camps, mental health, employment services and newcomer supports. At our core, the YMCA is committed to creating safe spaces and welcoming experiences where everyone belongs.

Your Support of YMCA BC:

- ▼ Provides teens access to YMCA youth leadership programs, helping them develop confidence and positive peer relationships
- ▼ Gives children the opportunity to attend YMCA summer camp, giving them outdoor experiences and memories to last a lifetime
- ▼ Provides vulnerable families with a subsidized, all-inclusive memberships to the YMCA so they can get healthy together through swimming, sports, fitness and more
- ▼ Enables families to access trusted, quality child care



Community Supporter Toolkit

Checklist for a Successful Fundraiser

1. Brainstorm ideas and plan your fundraiser.

Generate a fundraiser that really excites you. Set your fundraising goal and create a realistic timeline! Think about the audience you want to reach and how you will engage with them! The best network will be the people you personally know in your community!



2. Set up an online fundraising page on our website!

Create your fundraising page using [YMCA BC's fundraisers link on our website](#). Personalize the page with your photo and write a small description about why you are fundraising for YMCA BC!

3. Ensure your event follows YMCA guidelines and policies.

Take a read through pages 7-8 of this manual and make sure you understand the guidelines and policies necessary to having a successful fundraiser.

4. Learn about the YMCA BC cause

Familiarize yourself with our cause you're supporting on page 3. Learn about YMCA BC and why donations are helping ignite belonging in our community!

5. Promote your event.

Strong promotion and publicity are key elements to having a successful event. Download the [DIY Fundraisers Digital Assets](#) to access all online social content and resources. Spread the word about your fundraiser by sending invitations, posting your event on social media, and sharing the link to your personal fundraising page with your community!

6. Tell us how it went!

Share your success stories with us at giving@bc.ymca.ca!

Set up your fundraiser today!

Use our helpful online tools to get started!

1. Create your fundraising page by using [YMCA BC Fundraisers Link](#) on our website
2. Complete all fields and click “Continue”
3. Verify your email!
4. A secondary email will be shared with you that will lead you to your fundraising page. Here is where you can make edits, see your donations, manage team members, and view your shareable links.

Interested in joining a fundraising team?

1. Click “Join a Team”
2. Search for your team name.
3. Click “Join” and start your fundraising efforts!

Community Supporter Guidelines and Policies

The YMCA BC has guidelines in place protecting our brand, trademarks 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 BC please contact us.

Use of the YMCA BC Trademarks YMCA Community Supporters are permitted to use the YMCA BC name in promotional materials, signs, and websites. The YMCA BC 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 YMCA BC, 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 YMCA BC.” Or “\$X from every purchase will benefit YMCA BC”

Use of the YMCA BC Brandmark The use of the official YMCA BC brandmark is prohibited outside of official corporate partnerships. YMCA Community Supporters are granted a non-exclusive right to use the YMCA BC Supporter logo (see page 7) in promotional materials directly related to their fundraising event.

Use of the YMCA BC Images YMCA BC images are owned by the YMCA BC and/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 BC images may be used by Community Supporters without prior consent.

Sponsorship or Endorsement of Campaigns While YMCA BC 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 YMCA BC 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 YMCA BC and without personal return. Event proceeds do not qualify for a tax receipt according to CRA guidelines.

Community Supporter Guidelines and Policies Continued...

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. YMCA BC reserves the right to refuse the proceeds of an event and deny the use of YMCA BC 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. YMCA BC 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 YMCA BC 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 YMCA BC 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 YMCA BC.

If you would like to partner with the YMCA BC,
please email giving@bc.ymca.ca



**For any questions or more
information please contact us:**

 604-939-9622

 giving@bc.ymca.ca

 gv.ymca.ca