



YMCA COMMUNITY CREW

This is where
you come in.

TOOL KIT

You're invited to join the

YMCA COMMUNITY CREW

The YMCA Community Crew builds healthy communities by raising money to support YMCA programs that help children, youth and families across the GTA.

How you can make a difference

The YMCA of Greater Toronto is a charity tackling the most critical social issues in the GTA. For more than 160 years, we have offered children, teens, adults and families the opportunity for personal growth, community involvement and leadership. At the YMCA, we believe that everyone should have access to opportunities to achieve social, mental and physical health.

By supporting the YMCA through Community Crew, you can help eliminate barriers so that all kids, teens, adults and families can flourish in the healthy, safe and positive environments of the YMCA. Here's what you can help make possible with your support:

Youth Leadership Programs

Over 1,600 youth participate in Youth Leadership programs, which allows them to build a connection to their community, learn new skills and gain access to mentors, helping them reach their full potential.



Vanauley Street YMCA Shelter

Over 250 street involved youth access our overnight shelter, and visit drop-in services for counselling support, and education and information workshops to help build daily skills.

Health & Fitness

Did you know that **1 in 4 members** receive financial assistance to keep healthy and active at their local Y?



YMCA Sprott House

YMCA Sprott House is a home for LGBTQ2S youth who are experiencing homelessness, where 25 participants live together in a caring and fully supported community for up to one year.



STEP ONE:

Plan Your Event

The sky's the limit! Here are some fun ideas!

- Auction
- Arts & Crafts Sale/Show
- Bake Sale
- Basketball Tournament
- Battle of the Bands
- Car Wash
- Corporate BBQ
- Cycle/Triathlon
- Bingo Day
- Book Sale
- Bowling Tournament
- Concert/Play
- Concession Stand
- Dinner Party
- Donations in lieu of birthday gifts
- Dress Down Day/Casual Day at Work
- Flower Sale
- Golf Tournament
- Holiday Gift Wrap
- Marathon
- Office Olympics
- Pancake Breakfast
- Traditional Gala Event
- Ticketed Event
- Wine Tasting
- Work Department Challenge

PRO TIP: Check to see if your employer has a matching program to match employee charitable donations and double your impact!

Event Planning 101

1. Choose your idea;
2. Select a date and time for your event;
3. Register your event with the YMCA by setting up an event page at ymcagta.org/communitycrew

4. Set your fundraising goal;
5. Make a to-do list and set your deadlines;
6. Invite your friends and family to support you!

If you would like someone from the YMCA to attend or speak at your event, please contact us a minimum of three weeks in advance.

STEP TWO:

Get the Word Out

Don't wait until the last minute to tell your friends what you're up to and how they can get involved!

Email and Social:

- Once you set up your event page, you can encourage people to support you using the Participant Centre. Post links to your fundraising page, and give status updates as you move closer to your goal!
- Check out local online event calendars such as municipal, community centre and community news websites and ask if they will accept a posting for your event.
- You can also ask us to help promote your event on social media

Posters and Flyers:

We can provide you with customizable poster templates or you can design your own using an approved logo. Make sure you connect with us at least two weeks in advance!

Please note that the YMCA is unable to secure sponsors or recruit, train or manage volunteers for your event.



STEP THREE:

Invite your friends, family and community to support your event!

The best and easiest way to collect donations is through your YMCA Community Crew page, and charitable tax receipts will be automatically issued by email.

IMPORTANT: If you are collecting donations by cash or cheque, be sure to record:

1. The donor's first and last name;
2. Their home address;
3. Their method of donation (cash or cheque payable to the YMCA)
4. The amount of their donation

This information is required in order for the YMCA to issue charitable tax receipts (gifts of \$10 or more only).

Please note that the following are not eligible for charitable tax receipts under CRA guidelines:

- Payment of a basic fee for admission to an event;
- Purchase of a raffle ticket or other chance to win a prize, including amount given for silent auction prizes
- Purchase of goods or services from a charity;
- Donations provided in exchange for advertising/sponsorship;
Gift certificates donated by the issuer

Welcome to the YMCA Community Crew!

Thank you for helping to build healthy communities by supporting the YMCA

For questions or to register your event, contact:

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