

Find Your Impact

INVEST IN YOUR COMMUNITY



Learn how you can join us in investing in our community through sponsorship opportunities and charitable giving.



YMCA OF GREATER BRANDYWINE | YMCAGBW.ORG



Invest in Your **COMMUNITY**

**Your sponsorship will
make a difference.**

The YMCA of Greater Brandywine (YGBW) is an association of nine YMCAs and Program Centers located across Chester County, Pennsylvania. It is the second-largest YMCA organization in the state.

The YMCA is the only non-profit in Chester County dedicated to strengthening community and partners with organizations and individuals to provide programming and offerings centered around the pillars of youth development, healthy living and social responsibility.

WHAT DOES IT MEAN TO BE A SPONSOR?

In supporting the YMCA, you will benefit from association with a recognized and respected organization with a global brand presence while ensuring your contribution directly impacts your employees, neighbors and friends within Chester County. With a wide range of programming and offerings, everyone can find something they love at the YMCA.

Your support will not go unnoticed. YGBW annually serves between 10–15% of Chester County residents through life-changing programming. The YGBW marketing and philanthropy teams will promote the sponsorship in accordance with your sponsorship level and agreement.

With Your SUPPORT



Supporting the YMCA through corporate sponsorship presents a unique opportunity to make a lasting investment in the Chester County community. Your contribution will foster goodwill, expand your reach, showcase your organizations' philanthropic investments and contribute to the collective well-being of our community.

Your support for the YMCA is more than a philanthropic gesture, it's a strategic investment that will pay dividends for years to come and pave the way for a brighter future for all.

There are many ways that you can partner with the YMCA to make a positive impact. We invite you to explore the opportunities identified in this packet, see the deliverables tied to our sponsorship packages or contact our Philanthropy team to explore a pillar sponsorship catered to your interests and passions.

I look forward to working together to strengthen our community.

Sincerely,

Bertram L. Lawson, II
President and CEO

2.2 Million
awarded in direct
financial assistance

60,660
total members
of our YMCAs

2,293
donors help raise money
for the Annual Campaign

6,079
children attended
swim lessons

3,106
children attended
summer camp

2,621
students found healthier
habits through our
7th Grade Initiative

Association Level OPPORTUNITIES

YOUTH DEVELOPMENT

Education Income Tax Credit

In Pennsylvania, businesses enrolled in the Department of Community and Economic Development's Educational Improvement Tax Credit Program (EITC) can contribute to YGBW's educational programs and receive a tax credit ranging from 75% to 100% the gifted amount! YGBW is currently registered for two program options: Pre-K Scholarships, which supports Childcare and Early Learning Center tuition for children aged 3-6 from lower income households across all YGBW branches, and the Educational Improvement Organization (EIO) Program at the Upper Main Line YMCA, which supplements environmental education and STEM academic instruction in both the Great Valley and Tredyffrin-Easttown School Districts.

7th Grade Initiative

We offer to all Chester County seventh graders a free membership. As kids face adolescence's challenges, they are more likely to begin distancing themselves from formal organizations, friends and family and to experiment with unhealthy behaviors. The 7th Grade Initiative offers an alternative where they can make new friends, discover their passions and develop a healthy lifestyle.

Safety Around Water

Accidental drowning is the leading cause of death for children under the age of 15. Our Safety Around Water program provides free swim instruction to children, in partnership with their school district or community group, which teaches life-saving skills and opens a world of possibilities for them to safely satisfy their curiosity. Our trained instructors lead groups of students through stations focused on basic water safety skills such as how to wear a lifejacket, how to identify risks around the water, basic flotation, basic movement and more.



Y Achievers

The Achievers program is dedicated to empowering youth in grades 5th-12th by fostering academic and career success. This initiative focuses on shaping young minds, instilling strong character, a robust work ethic, and emphasizing the significance of education. Alongside academic development, Achievers places a spotlight on leadership and skills enhancement, providing tools to cultivate positive behavioral traits such as caring, honesty, respect, responsibility, and self-confidence.

The YMCA Achievers Program is designed to educate youth in various fields, including business, technology, communication skills, finance, commerce, law, health, political science, art expression and design. The program also guides youth in navigating the emerging world of cultural diversity and social responsibility. Whether pursuing higher education at a university, community college, or trade/technical college, participants receive dedicated support from YMCA staff and volunteers. High school student participants experience increased graduation rates and acceptance to institutions of higher learning, while middle school participants acquire the skills necessary for enhanced academic achievement as they transition into high school.



HEALTHY LIVING

LIVESTRONG® at the YMCA

The LIVESTRONG® program was established in partnership with the LIVESTRONG® Foundation to assist those who are living with, through or beyond cancer to strengthen their spirit, mind and body. This evidence-based program is 12 weeks and includes cardiovascular conditioning, strength training, balance and flexibility exercises as well as support sessions and is free to all who qualify with permission to do so from their doctor.

Adaptive

The Y believes that in a diverse world we are stronger when we are inclusive, when our doors are open to all and when everyone has the opportunity to learn, grow and thrive. We are proud to offer a variety of adaptive programming at all our branches for children and adults with unique abilities. They range from recreational/social groups like Open Doors, Respite Recreation, or LEGO club, to athletic and fitness-based programs such as adaptive swim, sports, dance, gymnastics/tumbling, adaptive pickleball clinics and small group fitness and even an adaptive day camp program called Bumblebee Day Camp



Branch Specific OPPORTUNITIES & EVENTS

Corporate Championship Golf Tournament September 23, 2024

Send your best golfers to join other competitors from companies across Chester County and engage in an exciting and exclusive day of golf at Stonewall Links, the undisputed home of premier golfing in this region.

All proceeds from the Championship will benefit the YMCA of Greater Brandywine's 7th Grade Initiative which guarantees a free membership for every 7th grader in Chester County, PA.



Healthy Kids Day April 20, 2024

Healthy Kids Day® is a special event for families, hosted by our branches with the goal of encouraging kids to stay active all summer long. One in three children in the U.S. is obese, and when summertime hits, kids are often more idle. Research shows that without access to out-of-school physical and learning activities kids fall behind academically and gain weight twice as fast.

Our Healthy Kids Day events remind everyone of the importance of staying active while offering the community a fun and engaging opportunity to come together.



Earth Day April 20, 2024 • Upper Main Line YMCA

Join us on Earth Day at the Upper Main Line YMCA as volunteers gather to help with woodland trail maintenance and clean-up. Celebrate the day with educational activities and displays.

This special event is offered in partnership with Senator Carolyn Comitta and is free and open to the community. Vendors and community organizations who work to support the environment will provide activities, exhibits, presentations and more.



Performing Arts

Jennersville & Upper Main Line YMCAs

Theater Programs at the Upper Main Line and Jennersville YMCAs

In our theater programs participants build confidence while exploring different personas. Our performing arts programs provide a place where new discoveries are made through lifelong learning. Theater programs offer weekly classes in musical theater and playwriting.

The School of Dance at the Upper Main Line YMCA

The Upper Main Line YMCA School of Dance is an all-inclusive dance program that welcomes dancers of all abilities from ages 2-18. We instill a love of dance and the arts in all our dancers through our quality dance instruction, enthusiastic instructors and family-oriented environment.



Environmental & Nature

Ongoing • Upper Main Line YMCA

The YMCA is committed to providing experiences for children and families to develop and foster a greater appreciation for the natural world.

Located on a scenic 54-acre property, the Upper Main Line YMCA Environmental and STEM Education Complex offers seasonal programming, summer camps and special events as well as outreach activities and field trips. Supporting this program will aid in building environmental literacy through top-notch nature and STEM programming for all ages.

The Cassatt Preserve, barnyard, nature center, raptor center, stem labs, watershed lab, archery course and our team of 30 ambassador animals allow us to engage students on many levels and create lasting connections with the natural world.



GREAT HALLOWEEN FESTIVAL

October 19, 2024 • Upper Main Line YMCA

The ultimate family destination for Halloween on the Main Line. Serving over 2000 members from our community, this seasonal celebration includes the Treat Trail, Halloween Town in the Artisan Village, Carnival Games, Entertainers, Spooky STEM, Inflatable Zone, Haunted House, Food Trucks, Music and More.



CHRISTMAS FESTIVAL

December 7, 2024 • Upper Main Line YMCA

Santa and one of his live reindeer join this community celebration of the season at the Y. Activities include the North Pole Treat Trail, Holiday Artisan Village, Reindeer Carnival Games, Winter STEM Wonders, Firepits and Marshmallows, entertainment, seasonal music, food trucks and more.





Your Investment **IN ACTION**

**Strong communities are built
by people who care about
one another.**

Your contribution makes it possible for us to continue to serve and meet the needs of our community together. Here are a few examples of ways your sponsorship dollars support Y programs and services.

\$5,000

Support ten cancer survivors for one session

Our LIVESTRONG at the YMCA program provides a free 12 week membership to individuals facing a cancer diagnosis and their family so that they can find community, manage the negative impact of treatment through wellness activities and reclaim their strength.

\$10,000

Send three children to summer camp for ten weeks

Children can find fun, adventure and friends at YMCA summer camp where they will engage in a wide variety of activities while enjoying an enriching and fun-filled summer away from screens.

\$20,000

Help expand Adaptive Programming in our branches

Adaptive programming is offered at all of our branches for children and adults with unique abilities. Programs range from recreational/social groups and also an adaptive day camp called Bumblebee Day Camp.

\$25,000

Support our Y Achievers Program

This program is dedicated to empowering youth in grades 5th-12th by fostering academic and career success and develops young minds, builds character, a strong work ethic and reinforces the importance of education.

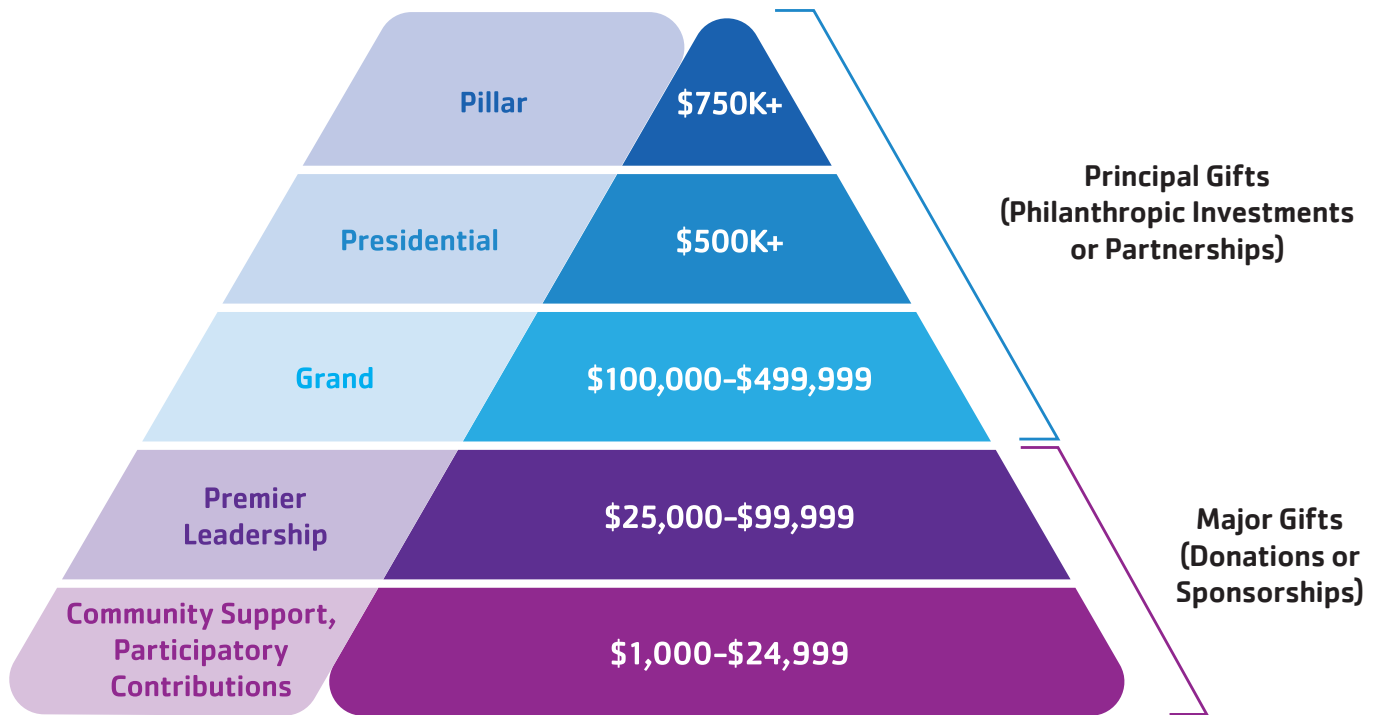


Corporate Sponsor LEVELS AND BENEFITS

| | \$25,000 Premier | \$20,000 Visionary | \$10,000 Champion | \$5,000 Ambassador |
|--|---------------------|-----------------------|----------------------|-----------------------|
| Annual Report Listing | ✓ | ✓ | ✓ | ✓ |
| Sponsor Logo on Program Specific Print Materials | ✓ | ✓ | ✓ | ✓ |
| Sponsor Name or Logo on Website | Logo | Logo | Name | Name |
| Social Media Post with Sponsor Logo | Quarterly | Bi-Annual | Annual | Annual |
| Email Newsletter to Include Sponsor Name | Quarterly | Bi-Annual | Annual | N/A |
| Digital Banner Displayed in Branch Lobby | 8 Branches | 4 Branches | 2 Branches | 1 Branch |
| In Branch Presentation/ Presence | 4x | 2x | 1x | N/A |
| Sponsor Logo on General Printed Materials | ✓ | N/A | N/A | N/A |
| Logo Name and Link on our Cardio Equipment (Precor) | ✓ | ✓ | ✓ | N/A |

» Sponsor must provide a logo in formats for web (PNG, JPEG, TIFF) and print (EPS, .AI, PDF).

Make Your INVESTMENT GO FURTHER



| CATEGORY | DONOR LEVELS |
|---|---|
| Major Gifts (Donations or Sponsorships) | Friends (\$1,000-\$2,999) |
| | Ambassadors (\$3,000-\$5,999) |
| | Champion/Founders (\$6,000-\$9,999) |
| | Visionary Benefactors (\$10,000-\$24,999) |
| | Premier Leadership Circle (\$25,000-\$99,999) |
| Principal Gifts (Philanthropic Investment or Partnerships) | Grand (\$100,000-\$499,999) |
| | Presidential (\$500,000-\$749,999) |
| | Pillar (\$750,000 +) |

Make Your Investment Go Further

PILLAR OPPORTUNITIES

Individuals and organizations who seek to have a greater impact in our community are encouraged to partner with us to develop a customizable Pillar Sponsorship Package, which can allow you to have a real and lasting impact on a key area of focus centered around the organizational pillars highlighted below.

YOUTH DEVELOPMENT

Empowering youth to reach their full potential.

With a breadth of offerings across numerous areas, the YMCA is uniquely positioned to support families and foster youth development from infancy to adulthood with holistic programming that enhances, protects and nurtures the potential of every child and teen.

HEALTHY LIVING

Improving individual and community wellbeing.

With a commitment to supporting mind, body and spirit, the YMCA has a long history of supporting Whole Health and meets individuals where they are in their health journey. With a focus on wellness offerings, a strong element of community and increasing offerings in the areas of chronic disease and health management, the YMCA strives to tackle inequities, support individuals through diagnosis and recovery and be a lifelong partner in health.

SOCIAL RESPONSIBILITY

Inspiring action in our community.

YGBW is committed to being an inclusive organization and leveraging our impact to address social and societal inequities. Work is underway to ensure that the organization accurately reflects the community it serves and to establish partnerships with community leaders committed to strengthening the Chester County community.



BRANDYWINE YMCA

295 Hurley Road
Coatesville, PA 19320
610-380-9622

JENNERSVILLE YMCA

880 W. Baltimore Pike
West Grove, PA 19390
610-869-9622

KENNETT AREA YMCA

101 Race Street
Kennett Square, PA 19348
610-444-9622

LIONVILLE COMMUNITY YMCA

100 Devon Drive
Exton, PA 19341
610-363-9622

OCTORARA YMCA PROGRAM CENTER

104 Highland Road, Suite 1
Atglen, PA 19310
610-593-9622

**OSCAR LASKO YMCA
AND CHILDCARE CENTER**

1 E. Chestnut Street
West Chester, PA 19380
610-696-9622

UPPER MAIN LINE YMCA

1416 Berwyn-Paoli Road
Berwyn, PA 19312
610-647-9622

WEST CHESTER AREA YMCA

605 Airport Road
West Chester, PA 19380
610-431-9622

**YMCA PICKLEBALL CENTER
AT DOWNINGTOWN**

901 Skelp Level Road
Downingtown, PA
267-794-9622

ASSOCIATION OFFICE

1 E. Chestnut Street
West Chester, PA 19380
610-643-9622

branches of the
YMCA of Greater Brandywine