



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

A young girl with dark hair in two braids is the central focus. She is wearing a red superhero suit with a blue cape and a black eye mask. She is smiling and looking directly at the camera. The background is a bright blue sky with light clouds. The image is framed by large, overlapping geometric shapes in red and yellow.

BE A HERO. FOR A BETTER US.

YMCA OF SAN DIEGO COUNTY

Annual Campaign

The Y.™ For a better us.™

WELCOME



Dear YMCA Volunteers and Staff,

Because of you, the YMCA of San Diego County is able to create opportunities and access across the county, helping the Y fulfill its mission and vision.

We are thankful for the shared commitment of our volunteers and staff, and for the impact our generous donors make by giving back to the communities we engage. Philanthropic giving is essential to achieving our goal of helping people in need, and to help fulfill the promise that no child, family or adult is ever turned away from the Y because of their lack of ability to pay.

The funds raised during our Annual Campaign are used to subsidize the costs of programs and fund program and membership scholarship requests, allowing us to say “yes” and ultimately impacting thousands of lives every year.

Thank you for joining me and our Y as we rally around our cause.

Together we can make a difference; together we are building a better us.

Together one Y,

A handwritten signature in black ink that reads "Baron Herdelin-Doherty". The signature is written in a cursive, flowing style.

Baron Herdelin-Doherty
President & CEO

ANNUAL CAMPAIGN—WHAT IT IS/WHAT IT DOES

The Annual Campaign is the “lifeblood” of the YMCA and is conducted annually by dedicated volunteers to secure charitable donations from individuals, companies, foundations and community organizations. These funds help to ensure that no one is ever left behind regardless of their financial circumstance. Last year, with the support of 16 Annual Campaigns, the YMCA of San Diego County raised over 6.1 million dollars to provide programming and scholarships for youth, families and seniors. With the generous support of our donors and volunteers, we are able to change lives for a better us.

HOW IT WORKS

Over 2,400 fundraising volunteers join together in an effort to share their “Y story” to everyone in their networks: friends, family, colleagues, fellow members and program participants! By doing this, they communicate the Y’s daily impact on people’s lives in San Diego County and share how they too can have the opportunity to give back.



BE A HERO. FOR A BETTER US.

YMCA of San Diego County Campaign Overview

Last year, the YMCA of San Diego County raised over 6.1 million dollars to provide financial assistance and subsidy to fulfill our mission to serve all people regardless of their ability to pay.



GET TO KNOW US



About Your YMCA of San Diego County

OUR MISSION

The YMCA of San Diego County is dedicated to improving the quality of human life and to helping all people realize their fullest potential as children of God through the development of the spirit, mind and body.

ALL FAMILIES COUNT!

Over the next 10 years, we will double our impact in the community by serving more people and increasing opportunities for quality family time.

AREAS OF FOCUS

We focus our work in three key areas, because nurturing the potential of kids, helping people live healthier, and supporting our neighbors are fundamental to strengthening communities.

Youth Development

At the Y, kids learn sharing, sportsmanship, leadership, and how to be themselves. This makes for confident kids today, and contributing and engaged adults tomorrow.

Healthy Living

Because the Y is for everyone, we bring together children, adults and families of all abilities like no other organization. As a result, thousands in San Diego County are receiving the support, guidance and resources needed to achieve greater health and well-being for their spirit, mind and body.

Social Responsibility

Thanks to the generosity of volunteers, and public and private donors who give to the Y, our community is stronger. Every day, we work side by side with our neighbors to make sure that everyone, regardless of age, income or background, has the opportunity to learn, grow and thrive.

ABOUT US

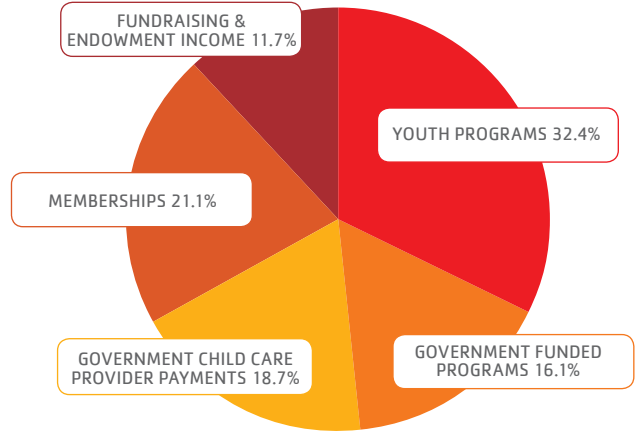
The YMCA of San Diego County was established in 1882 and touches the lives of nearly one out of every eight people in our community.

Total Members & Participants	395,427
Youth	158,613
Adults	226,623
Annual Contributors	16,089
Heritage Club Members	1,229
Total Volunteers	4,789
YMCA Facilities	39
YMCA Childcare Resource Service Departments	4
YMCA Resident Camps	3
YMCA Youth & Family Services Programs	20+
YMCA Child & Youth Development Programs	200+
Swimming Pools	24
Total Staff	5,102
Full-Time Staff	896
Part-Time Staff	4,206

FY16 STATEMENT OF ACTIVITIES (UNAUDITED)

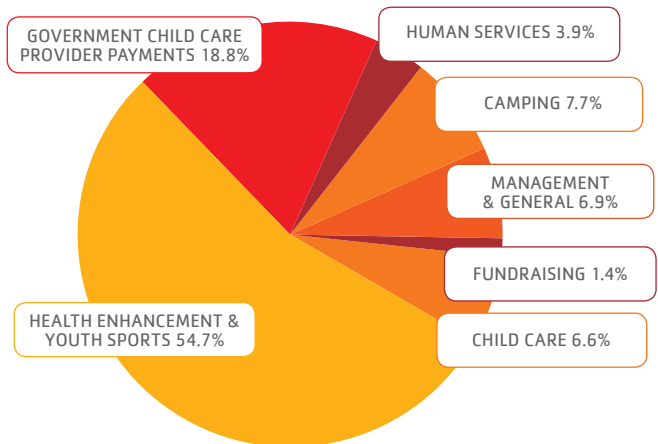
TOTAL REVENUE

2015-2016 Budget
\$170,611,000



TOTAL EXPENSES

2015-2016 Budget
\$169,893,000



GET TO KNOW US

About Your YMCA Branch



Branch

Fundraising Volunteers

Money provided in 2016 in scholarships & subsidies

of people who received scholarships

2017 Annual Campaign Goal

3 Priorities			
The Challenge			
The Y's Response			
The Need			
Snapshots of Impact			

WHEN YOU SUPPORT THE YMCA IN YOUR COMMUNITY, YOUR GIFT...

- Helps young people achieve their potential
- Empowers people of all ages to lead healthier lives
- Strengthens the bonds of community

MAKING A DIFFERENCE



What Your Gift Provides

Each year, thousands of people come together across San Diego County to support the Y, and to raise funds for individuals and families in need so that they may participate in Y programs. All donations no matter the amount, provide outreach and scholarships to support our youth, seniors and families of all types.

IT'S ABOUT PEOPLE

The YMCA is a place where everyone is welcome regardless of race, age, religion or financial standing. The Annual Campaign raises funds for families who can't otherwise fully afford YMCA programs and services. It focuses specifically on providing children and teens with safe outlets, positive role models and opportunities to achieve their full potential.

IT'S PROVIDING RESOURCES TO SUPPORT THOSE IN NEED

Campaign contributions are invested in people. Money raised is used to support programs and services for children, teens, adults and families in your community. It does not pay general branch overhead or campaign expenses.

IT'S AN OPPORTUNITY TO GIVE BACK TO THE COMMUNITY

The YMCA of San Diego County is a 501(c)(3) tax-exempt organization and one of the largest philanthropic organizations in the community, dedicated to helping children and families live healthier and more productive lives in spirit, mind and body.



I GIVE BECAUSE...





As an Annual Campaign volunteer, you are joining a team committed to fun, fellowship and raising money to help families in need in your community. When you achieve your personal fundraising goal, you are helping to ensure there are enough resources for everyone who needs the Y!

YOUR TEAM IS COUNTING ON YOU TO...

1. MAKE YOUR GIFT FIRST

Your gift demonstrates your commitment and belief in the YMCA. After making a personal gift, it is much easier to ask someone else to join you and do the same.

2. ATTEND CAMPAIGN EVENTS

Be active in campaign training sessions, kickoff event, reports and victory celebration. You'll meet other campaigners, learn more about YMCA programs, receive important campaign tools and information, and celebrate success by hearing from individuals whose lives you are helping change.

3. TELL THE YMCA STORY

Let people know how the Y is strengthening the community and improving the quality of life for children, teens, adults and families.

4. ASK

Ask family and friends to support your efforts by making a gift. Your branch also has a list and/or pledge cards for every prior donor at your YMCA. These are available for you to look through and find people you may already know. To avoid duplicate solicitations, please do not call on anyone unless cleared through your staff liaison.

5. SUBMIT COMPLETED PLEDGE CARDS WEEKLY

Please turn in cards to your branch office or at regular report parties for those who give and those who decline.

6. WRITE PERSONAL THANK YOU NOTES TO THE DONORS YOU SOLICIT

A personal thank you note is important, and should be sent within 48 hours, but no later than one week from when a donor makes a pledge or gift.

7. HELP ENSURE PLEDGES ARE PAID BY YEAR-END

The Development Team may follow-up with you throughout the year if anyone pledges but has not paid. It may be that the contact information for that donor has changed, or they may need a simple reminder. Either way, it's a great time to personally thank them for their gift again and help ensure we collect all gifts that are pledged.

MY CHECKLIST

YES! I made my gift

Training Dates:

Kick-Off Party:

Report Parties:

Victory:

YES! I wrote my story on page 12

YES! I made my list of prospective donors

Submit Pledges to:



MAKING YOUR GOALS

Seven Keys to Success

VISIT YMCA PROGRAMS

Witness firsthand the YMCA mission and programs funded by the Annual Campaign. Talk to staff and ask questions. It will be easier to tell others about the programs when you can share a personal experience.

MEET PROSPECTIVE DONORS FACE-TO-FACE

People give to people. It takes time to ask face-to-face, but it is far more effective and rewarding than asking by phone, email or social media. By making time for a personal visit, you demonstrate genuine interest in a prospective donor. It's also important to discover what motivates each donor to give. By appealing to their particular interest, you are more likely to secure a favorable response and larger gift.

SHARE THE YMCA STORY

Communicate the story and the case with enthusiasm and passion! Share your Y story or stories of others to demonstrate community needs and what benefits their gift will provide. Utilize YMCA staff to help you tell the story.

AIM HIGH, BE SPECIFIC

When the time is right, ask for a specific amount and focus on services—"Will you send a child to a week of summer camp for \$150?" If the person has donated in the past, encourage an increase in this year's gift. "Thank you for last year's gift of \$100. Would you consider sending a child to a week of summer camp for \$150 this year?" The #1 reason people don't give? They are not asked!

EMPHASIZE PLEDGING

Most people can give more over a period of time than at any given moment. Four payments of \$250 becomes a generous gift of \$1,000. Even just \$10 for 10 months is \$100!

ASK ABOUT MATCHING GIFTS

Ask the donor if his or her employer has a matching gifts program. If so, be sure to contact your Development Team and they will follow up with them. In order for a gift to be matched, a payment must be made out to the YMCA of San Diego County or your local branch. All organizations have to prove the gift is going to a 501(c)(3) charity for their audits.

THANK DONORS PERSONALLY

Always follow up with a personal thank you note. Donors feel very passionate about their charitable giving, and often have a personal connection to the Y. In your note, try to recreate the feeling the donor had when making the gift.





The YMCA of San Diego County Annual Campaign web page is devoted year-round to campaign information and testimonials. This is a great tool for volunteers to use to share stories, and help raise awareness in the community and among potential donors.

WHAT IS AVAILABLE ON THE WEBSITE?

VIDEOS

Hear from children, families and volunteers whose lives have been changed through YMCA programs.

INFORMATION

- Learn more about the Annual Campaign and the YMCA programs made possible by campaign contributions.
- See how donated dollars are changing lives.
- Access campaigner resources and print materials.
- Sign up to volunteer or forward the link to encourage friends to volunteer.

ONLINE GIVING

Every campaigner for the Annual Campaign will receive a link to raise funds online. You'll also be able to share your links easily via email or social media channels. Donors that don't have your personal giving link can also click the "GIVE" button at the top of the ymca.org website.

YMCA.ORG/GIVE



WAYS TO SHARE

- Share links to the website and videos through Facebook and other social media with your friends, family, colleagues and people with whom you do business—anyone you want to tell about the Annual Campaign.
- Invite others to get involved and make a gift using your own personalized campaigner page.

SHARE YOUR CAMPAIGNER PAGE

- Use social media outlets such as Facebook, LinkedIn, Twitter and Instagram to share your campaigner page. Every gift you get through your page goes straight to your goal!

FOLLOW US

- Facebook — facebook.com/YMCASanDiego
- Instagram — instagram.com/YMCASanDiego
- Twitter — twitter.com/YMCASanDiego



SOCIAL RESPONSIBILITY



Frequently Asked Questions

WHAT IS THE YMCA?

The YMCA is a nonprofit 501(c)(3) organization funded by membership and program fees, and contributions from YMCA friends, corporations, foundations and grants.

We are joined together by a shared commitment to nurturing the potential of kids, promoting healthy living and fostering a sense of social responsibility.

HOW DOES THE CAMPAIGN FIT INTO THE BRANCH BUDGET?

The YMCA of San Diego County raises funds through our Annual Campaign. All funds raised by Team Headquarters are dispersed to the branches. The dollars raised in each branch campaign stay at that branch.

WHY WOULD I GIVE A DONATION TO THE Y? I ALREADY PAY MEMBERSHIP DUES.

Your dues cover the costs of operating the Y and providing the best member experience. They do not support funding for outreach programs and scholarships. Your support in this campaign will provide safe, high quality, character-building programs for children, teens, adults and families who need our Y.

WHY SHOULD I GIVE TO THE Y? I'M NOT A MEMBER.

Your support is still needed! You benefit by having a strong YMCA in our community that provides meaningful opportunities to help young people grow into responsible adults. The YMCA makes our community a better place to live and work.

HAVE ADDITIONAL QUESTIONS?

For assistance, call your branch campaign leaders or the Development Team at any time.



CONTACT INFO

DEVELOPMENT STAFF

Email: _____

Phone: _____

STAFF LIAISON

Email: _____

Phone: _____



Matching Company List

Do you want to double the impact your donation makes to the YMCA of San Diego County? Some companies have a corporate match program, where your contribution to the Y is matched, dollar for dollar, by your corporation or its charitable foundation. Matching programs are a great way for companies or foundations to help support their employees' charities, while nonprofit organizations like the YMCA of San Diego County get the benefit of a doubled donation.

SOME PARTICIPATING COMPANIES

In San Diego County, we know that these companies and foundations have a corporate match program for their employees.

Note: This list is not comprehensive. Check with your company or foundation to find out if they have a matching gift program, and email us to include your organization on our master list.

THE MATCHING PROCESS

Every company or foundation handles their matching program differently. Sometimes employees must fill out a company form and offer proof of the donation. Others require a mini-grant application and more specific documentation from the charity. Still others collect your contribution through periodic payroll deductions, and the total gift — including the corporate match — is sent directly to the YMCA of San Diego County or the branch by the company/foundation.

No matter the process, we are here to help make the process easier. We have found that you should first contact your company or foundation to determine their specific steps for matching. Next, email us if you need the Y to fill out a form, send a letter or complete a grant application.

MATCHING COMPANIES

- 1st Century Insurance
- AllianceBernstein
- Allstate
- American Express
- Ameriprise Financial
- Apple
- AT&T
- AXA
- BAE Systems
- Bank of America
- Booz Allen Hamilton
- Cadence Design Systems
- Callaway Golf
- Cardinal Health
- Carmax
- Charles Schwab
- Chase Manhattan
- Cigna
- Citibank / Citicorp
- Costco
- Covidien
- Delta Airlines
- DJO Global
- Ford Motor Company
- Geico
- Genentech
- General Electric
- Goodrich / United Technologies
- Hewlett-Packard Company
- Home Depot
- Honda
- IBM Corporation
- Intuit, Inc.
- Jack in the Box
- J.P. Morgan Chase
- Jones, Lang, LaSalle
- Kaiser Permanente
- KPMG
- Liberty Mutual
- Lowes Corporation
- LPL Financial Services
- Macy's
- Mass Mutual
- McDonald's Corporation
- McGraw Hill
- Mellon Bank
- Merck
- Merrill Lynch
- Morgan Stanley
- Mutual of America
- New York Life Insurance Company
- Nissan North America, Inc.
- Northrop Grumman
- Pepsico
- Pfizer
- Prudential Financial
- Qualcomm
- San Diego Chargers
- San Diego National Bank
- San Diego Padres
- Soros Fund Management
- Sprint
- Starbucks
- Time Warner
- Towers Watson
- Toyota Motors
- Travelers
- UBS
- Union Bank
- US Bank
- Verizon
- Wachovia Bank
- Washington Mutual
- WD-40
- Wells Fargo

IMPORTANT INFO FOR MATCHING PROGRAMS

The YMCA of San Diego County is a 501(c)(3) tax-exempt organization

Federal tax ID number: 95-2039198

YMCA OF SAN DIEGO COUNTY CONTACT INFO

3708 Ruffin Rd.
San Diego, CA 92123
COURTNEY CORDERO
Association Director of Annual Campaign
858-292-9622 ext. 10120
ccordero@ymca.org



STORYTELLING

Storytelling has emerged as one of the most powerful methods for communicating the Y's cause and advancing critical efforts such as fundraising; engaging staff, members, boards and community representatives; and building a cause-driven culture. Storytelling is a key technique that celebrates and reminds us to live our cause every day.

As a YMCA volunteer, it is important that you can share your own story with people in the community. Below is a prompt to help you think about your Y story. Fill out the prompt to help you articulate how the Y has made a difference in your life or someone you know, then practice your story with a friend. This tool will help you communicate the Y's cause to your potential donors. Give it a try!



ASK ME WHY

I've been involved with the Y since: _____
year

My first experience with the Y was as a/an: _____
child /adult

when I _____
describe how you first got involved

Currently, at the Y I am a/an: _____
job title

and serve our members and participants by: _____
describe what you do

The person I am most thankful for meeting at the Y is: _____
name

They come to the Y to/for: _____
program, service or job

What inspires me about them is: _____
describe your inspiration

The Y has helped him/her by: _____
how has the Y helped

ASK ME WHY...

If I had just 30 seconds to share with someone how the Y is so much more,

I would share _____'s story and say:
member, participant, volunteer or staff





MAKING THE ASK – A SCRIPT

INTRODUCE YOURSELF

“HI, FRIEND NAME, this is YOUR NAME. As you may know, I’m a volunteer with the YMCA and we’re conducting our Annual Campaign. Thanks again for taking the time to talk with me about the YMCA and the good work we’re doing.”

DISCUSS THE YMCA

“I’m a volunteer in the Y Campaign because I (tell about your Y involvement if it’s appropriate)... “Have you had any experiences with the YMCA?”

- If “Yes”... “Tell me about your experience with the Y.” (Respond appropriately to the experiences related with positive statements about the Y’s values.)
- If “No”... “Are you familiar with all the work that the Y does in our community?” (Wait for response and respond appropriately.)

DISCUSS THE CASE FOR SUPPORTING THE YMCA

“This year, we’re planning to raise \$_____ to support programs and services that will help children and families throughout our community.”

- “What’s unique about the YMCA is that we do not turn anyone away because of an inability to pay. Annual Campaign dollars underwrite scholarships for things like afterschool programs, summer day camp, swim lessons and YMCA memberships.”
- “What’s even better is that we weave character building values into every program that we run. That’s one reason why we say that the YMCA ‘strengthens the foundations of our community.’”
- Use your storytelling script on page 12.

REQUEST A SPECIFIC DOLLAR AMOUNT

“Will you consider a contribution of \$_____ this year, or \$_____ per month for 10 months?”

(Silence...let them answer.) If prospect is unresponsive...

“Let me give you a better idea of how you can help...”

- A gift of \$100 _____
- A gift of \$250 _____
- A gift of \$500 _____
- A gift of \$1,000 _____
- A gift of \$2,000 _____

SUGGEST ONLINE GIVING WHEN APPROPRIATE

“You can also make a donation online at www.ymca.org. Just click the ‘GIVE’ button on the home page and it will take you to a secure page.”

- “Enter your contact information and the amount you’d like to contribute. Select the [BRANCH NAME] from the pull-down menu and then add my name in the comments section. It’s safe and easy.”
[or reference your personal campaigner profile]
- “You can also make a donation online using my personal campaigner profile page. I’ll send you the link now.”

AGREE ON AN AMOUNT

“Thank you so much. You’ll receive a confirmation letter (email for online giving) from the Y in the very near future. Let me check if the contact information I have for you is correct. Would you prefer to pay your gift in full or on some other basis?” (Complete details of the pledge.) “The YMCA really appreciates your generous support...and so do I.”

THINGS TO REMEMBER

- Just tell your story and connect it to the Annual Campaign’s significance.
- People don’t give because they haven’t been asked.
- Being asked to give is a chance for someone to feel good and do good.

To feel best prepared, try to answer the following questions in your response: Why do I volunteer? Why do I give? What benefits have I received from the YMCA? What is the best part of the Annual Campaign?





GOAL

Association Goal \$

Personal Goal \$

Branch Goal \$

Number of Gifts

Team Goal \$

Volunteers

MY CONTACTS

Team Name

Team Leader

Contact Information

My Teammates

Contact Information

YMCA Staff Names & Titles

Contact Information



CIRCLE OF INFLUENCE WORKSHEET



MY PROGRESS

Total Gifts/Pledges	\$ Raised	% of Goal
Week 1		
Week 2		
Week 3		
Week 4		
Week 5		
Week 6		

OUR MISSION

The YMCA of San Diego County is dedicated to improving the quality of human life and to helping all people realize their fullest potential as children of God through the development of the spirit, mind and body.