

the **Y** | **175** YEAR ANNIVERSARY

2026 COMMUNITY
SUPPORT CAMPAIGN

A group of young children are playing on a grassy field. They are using colorful hula hoops (yellow, blue, green) as stepping stones or obstacles. A staff member in a teal shirt with "STAFF" written on it is supervising them. In the background, there is a wooden playhouse and trees under a clear blue sky.

THE Giving for Good PLACE

Support the Y and help sustain spaces where community creates common ground, people become healthier, families find support and young people reach their potential. The Y brings people together 365 days a year. Your donation makes that possible.

Everyone deserves a place like the Y.
YMCA of Northern Colorado • ymcanoco.org/give

WELCOME

to the Annual Community Support Campaign

Welcome to the YMCA of Northern Colorado's 2026 Community Support Campaign. I'm happy that you are joining me in this annual fundraising endeavor. The funds we raise during this campaign will allow our Ys to provide financial assistance to our fellow community members who would otherwise be unable to participate in all that the Y offers.

YMCAs across the country provide a safe place to grow strong, learn new skills and nurture healthy lifestyles. We are fortunate that our Ys do all of this and more.

My passion for the Y began when I was young. I learned to swim and to ski through the Boulder Y. As a working mother, I trusted the Y to provide safe access to sports for my son. My grandchildren attend camp every summer and look forward each year to their camp experience. But more importantly, I have seen the impact the Y has on families and individuals in times of need. Y programs provide opportunities that shape their lives now and far into the future. These opportunities might be missed but are made possible through our fundraising.

The current economic conditions and erratic government funding have placed many of our programs in jeopardy, particularly our childcare programs, which have been the backbone of our Y. It is now more important than ever to replace those

funds so that our programs may continue. Without this funding, many of our neighbors will not have the safe childcare they need and will not have the benefit of our other programs that strengthen their lives. A community with a Y is a stronger community, and it is our responsibility as supporters of the Y to see that our Y continues to grow and prosper. With your help and the money we raise, we will ensure that our community members of all ages have access to our programs and that no one is turned away from our services due to lack of financial resources.

Thank you for participating in this campaign with me. Those of us with a passion for the Y and all that it does for our communities understand the importance of continuing and growing our presence. We will do this with our fundraising efforts in this campaign. I know that each of you will work tirelessly with me toward this goal. All of us at the Y appreciate everything you can do to raise the funds our Y requires for continued growth and stability.

Susan Mercure
2026 Community Support Campaign Chair
YMCA Board of Directors



Important Dates

March 3, 8am

Campaign Kickoff at the Lafayette Y

March 3–April 8

Community Support Campaign

March 10–11

Days of Giving

April 8, 5:30pm

Campaign Celebration



Tools for Your Use

Visit the campaigner's page at ymcanoco.org/Community-Support-Campaign for helpful resources including:

- Sample ask emails and phone script
- Pledge Cards
- Campaign Flyer
- Just Giving online fundraiser guide (also see page 6)

Donating is simple and easy at ymcanoco.org/give. This page is also a great resource for information, stories, videos and more for you to share.



The Y has been such a big part of my life as I've grown up. It helped me a lot with whatever I was going through: my mom, friends. Whatever I needed, they were there. Always."

—Kiyannah, Y childcare participant

WHY SUPPORT THE Y?

Our neighbors need the Y. The Y needs You.

The YMCA of Northern Colorado is a 501(c)(3) nonprofit providing services to thousands of individuals in Boulder, Broomfield, Larimer and Weld counties. Donations from individuals, companies and grants provide nearly \$2.9 million toward a \$20 million annual budget.

The Y strengthens community through programs that focus on youth development, healthy living and social responsibility. We strive to turn no one away due to inability to pay. Thirty percent of all YMCA participants take part in Y programs and membership with financial assistance.

For decades, the YMCA of Northern Colorado has removed the obstacles that limit our neighbors' ability to thrive. From water safety classes to chronic disease prevention to programs that help children bridge the opportunity gap, we strengthen and uplift our community each and every day.

Today, as our communities face unprecedented challenges, we continue to respond to our neighbors' most pressing needs. Whether we are providing equitable childcare to thousands of families, working with partners to ensure no child goes hungry or providing cancer survivors with wellness support, the Y takes action.

When we see a neighbor who needs support, the Y stands ready to help with open arms and caring hearts. Join us and imagine the possibilities.



Maximize Your Gift Through the Colorado Child Care Contribution Tax Credit

Eligible to Colorado Residents and Those Filing Income Tax Within the State of Colorado

Both corporate and individual donors may benefit. Taxpayers who make a cash contribution to the YMCA of Northern Colorado's Community Support Campaign may claim an income tax credit of 50% of the total donation on their Colorado income tax return. Please check with your accountant; you may need to itemize to take advantage of this tax benefit.

The Donation Amount:	Colorado Child Care Tax Credit:	Federal Tax Savings at 32%:	Colorado Tax Savings at 4.4%:	Total Donor Out of Pocket:
\$1,000 →	-\$500 →	-\$160 →	-\$22 →	\$318

Colorado Child Care Contribution Tax Credit Deadlines

- In-kind contributions of stock or property (non-monetary donations) do not qualify for the credit.
- Donors may not receive goods or services in return for their contribution.
- The credit shall not exceed \$100,000 per year.
- The credit allowed shall not exceed the tax liability for the year. Any excess credits may be carried forward for up to five years.
- The Y will provide you with the DR 1317 Child Care Contribution Credit Certification in January of the following year.
- Donors should contact their tax advisors for advice about how the credit affects their tax picture. Information provided here is not tax advice.



The Y has taken a childcare burden off of my shoulders. I'm in retail. I don't get the summers off. It's a big deal. Knowing that (my daughter) can go to camp and have the best time, and I don't have to worry about anything, it's a huge relief for us."

— Jessie, mom of a YMCA camper

THE GIVING IS GOOD PLACE

Everyone deserves a place like the Y

The YMCA reaches so many lives in so many different ways—whether we’re teaching children life-saving swim skills, expanding access to early childhood education or helping seniors combat isolation. And because of the generosity of donors like you, the possibilities are endless. More families have affordable childcare. More cancer survivors discover a community of recovery. More teens become impact-driven leaders. More kids build confidence through sports. When you give to the Y, you make hope, healing and joy possible.

THE Y’S 2025 IMPACT



250

The number of middle and high schoolers who honed their leadership skills in Y teen leadership and service programs.



4,500

The number of young athletes who participated in YMCA sports programs, learning about teamwork, hard work and sportsmanship.



1,500

The number of families that utilized YMCA licensed childcare programs, including preschool, summer day camp and before and after school care



3,750

The number of children, teens and adults who participated in swim lessons, learning vital skills to stay safe in and around water.



8,000

The number of seniors who found connection, community and wellness support at Ys in Northern Colorado each year, improving mental and physical health.



654,621

The number of times people of all ages visited Ys in Northern Colorado last year — discovering a community of wellness and support.



Champ for Camp

Every year, hundreds of local children in need access YMCA of Northern Colorado day and overnight camps with the help of the Y’s donor-funded financial assistance. In fact, Y overnight camps provided nearly \$431K in financial assistance to ensure all children and teens could boost independence and resilience while at camp.

“More than ever, our children need joy, mentorship and movement. They need a break from technology and the stress of home and school life. That’s why summer camp is so vital,” said Chris Coker, President and CEO of the YMCA of Northern Colorado.

The Y provides a social-emotional learning curriculum; all camp staff undergo Mental Health First Aid and Social Emotional Learning training to ensure children dealing with trauma, stress and big emotions have support.



It was a miracle that there was something at the Y when we needed it. If we didn’t have anything here, I don’t know what we would have done.”

— Sue, spouse of Y Parkinson’s fitness programs participant

HERE'S HOW

Your donation to the YMCA helps:



\$25

Gives Wellness

Ensures that dozens of seniors have access to a YMCA fitness class, helping them overcome isolation and stay active.



\$50

Gives Life Saving Skills

Provides swim lessons for a low-income child. Studies show that formal swim lessons are associated with an 88% reduction in the risk of drowning in children.



\$100

Gives Sportsmanship

Allows a child to play a season of soccer or basketball, giving them opportunities to learn about being a teamplayer, to develop resilience and to discover a passion for sports.



\$250

Gives Enrichment

Uplifts a child in need with a week of preschool, providing them with compassionate teachers and vital early childhood education.



\$500

Gives Opportunity

Provides a month of after-school care, offering opportunities for kids to connect with mentors and nurture friendships while their parents work.



\$1,200

Gives Outdoor Education

Allows a camper at YMCA Camp Tumbleson Lake to disconnect from technology, experience the power of nature and learn new outdoor skills for one week.



As the saying goes, it takes a village. And the Y is that village.”

—Wade Arnold, third generation Y board member and donor

STEPS TO SUCCESS

Make your own pledge first. This is the single most important thing you can do. Prepare and practice. Understand the Y's role in the community. Study the campaign materials and be able to tell the prospect why the campaign is so important, and why it is important that all of us give.

Ask your best prospect first. Sort your prospects from most to least likely to give, and then go after your best prospect first. The first "yes" will build your confidence.

Fill out the pledge card completely and accurately. If you are asking someone over the phone, fill out the card completely and follow up with an email to the donor confirming their contact information and the donation amount. Forward that email to the Y for auditing purposes.

The personal face-to-face ask works best. If you are asking someone for the first time, or if you are asking someone to increase their gift, please

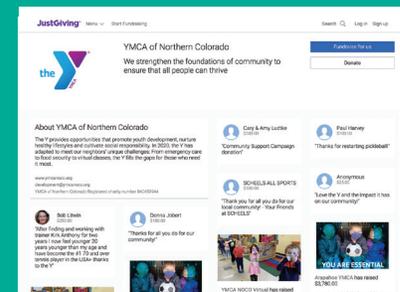
be sure to see them in person. If you are unable to meet them in person ask over the phone, email and then follow up.

Talk about people and programs, not dollars. The Y offers programs that continue to make our community a better place to live, work and raise a family.

Tell YOUR YMCA story. Your own Y story is the most valuable, convincing tool you have. Tell the story about how you first became involved with the Y, how the Y has impacted your life or how the Y has impacted someone else. We have lots of stories to share with you.

JustGiving.com

Use our Just Giving tool. Just Giving allows you to create an individual webpage that makes fundraising easier and more accessible. You can make a donation yourself and then share your page with family, friends, co-workers and your social media followers to spread our mission. Check out our Just Giving How To section on the campaigner's webpage.



YMCA OF NORTHERN COLORADO
Donate today at ymcanorco.org/give

MY PLEDGE TO THE YMCA COMMUNITY SUPPORT CAMPAIGN:

Gifts from: Business Individual Anonymous

Name: _____

Date: _____

Business Name (if applicable): _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____

Name as it should appear in recognition: _____

Add to receipt anonymously

PAYMENT OPTIONS

Cash Check (My donation of \$ _____ is enclosed)

Membership Draft (\$ _____ recurring monthly)

Credit Card (ACH)
One-time or recurring credit card or ACH donations may be set up anytime online at ymcanorco.org/give

Send an invoice for a pledge to be paid at a later date.
Please note that all pledges must be paid in full by the end of the year in which they are made.

MATCHING GIFT

My company will match my gift

I am sure my company will match my gift. Please check.

My Company Name: _____

PLEASE MAIL OR DROP OFF THIS CARD

YMCA of Northern Colorado
Attn: Development
2800 Dagny Way, Lafayette, CO 80126

Campaigner Name: _____

Signature: _____

Date: _____



STOP AND LISTEN.
It's important to stop and listen for your prospect's reaction. They may have questions, concerns, and even objections. We have answers to the most frequently asked questions, and some information on how to handle the most common objections.



PLEASE DON'T LEAVE THE PLEDGE CARD!
If your prospect isn't ready to commit, keep the pledge card and decide on a time to come back and complete the pledge card. If their answer is no or not at this time please write that on the pledge card and turn it back into the campaign staff.



PLEASE HAVE THE DONOR SIGN THE PLEDGE CARD.
This solidifies the commitment and is needed for auditing purposes. An email from the donor works as well.

OTHER WAYS TO SUPPORT THE Y



Give Through Your Membership
With our new registration system, you and your donors can give monthly along with your membership dues. Or give a one-time donation when you sign up for a program.



King Sooper Rewards
When you shop at King Soopers, you can raise funds for the Y. Just log into your King Soopers account, scroll to the bottom, select Community Rewards and search for the YMCA.

IDEAS FOR PROSPECTS

When you are identifying people to ask for a donation to our campaign, it's good to start with a few people who you know will donate to a cause that you support.



YOUR Y CONNECTION

Consider your involvement with the Y. Do you work out with others at the same time or attend classes? Are there members or families you engage with?

WHO YOU KNOW

Consider friends, family, neighbors and colleagues. People you feel would donate to the Y because of your involvement.

OUR PROSPECTS

The Y has current donor cards that need to be reassigned to campaigners. If you're interested in being the contact for some of these donors, let your staff lead know.

HOBBIES AND CLUBS

Are there classes that you attend or organizations that you are a part of where you could ask people to give to a worthy cause?

CIVIC/COMMUNITY

Are you a part of something in the local community that would allow you or Y staff/volunteers to speak with fellow members about the Y?



Overcoming Common Objections

Objections are not personal. An objection is never directed against you, it is directed at the idea you're presenting.

Be sympathetic and listen carefully. Listen to what your prospect says and sympathize with them. You can be sympathetic and concerned without agreeing with them. You can respond to an objection with simple statements like:

- "I can appreciate that"
- "That's interesting — I'll look into it and have someone follow up with you"

Encourage your prospect to talk. When they raise an objection, let them expand on it at length. If it's sincere or logical, please let them know that Y staff will follow up with them and be sure to pass their concerns on to the staff.

Always thank your prospect, whether you receive a donation or not!



Friendly atmosphere. Safe congenial feeling. Welcoming. Feels like 'coming home' having grown up in the Y's in NE. Love the quietness. The pool is serene and warm. The welcome when you walk in the door! I get to collect smiles there from everyone. There is something for everyone."

—Review from a Y member

FAQS

Q. How does the Y qualify as a nonprofit?

A. The Y is a private, membership-based, volunteer-founded 501(c)(3) tax-exempt organization with no ties to political or religious groups. The Y qualifies as a nonprofit because it is a charitable organization, with the philosophy that no one is turned away because of an inability to pay. We provide financial assistance to those who need it, we keep our fees affordable, and we are accessible to all.

Q. How will my donation be used?

A. Donations are used to provide help for children who would otherwise not be able to participate in programs such as childcare, sports, summer camp and swimming and provide financial assistance to adults, families and seniors for other Y programs. Some donations are used to directly subsidize programs for young teens that are designed to reduce risk behaviors and encourage social responsibility.

Q. Will my donation be tax-deductible?

A. Yes! The Y is a charitable organization under Section 501(c)(3) of the Internal Revenue Code. Gifts to the Y are tax deductible to the extent allowed by law.

Q. Do I have to give now? Now isn't a good time.

A. We're glad that you want to help. If it's more convenient for you, you can make a pledge now and the Y can

bill you for payments later in the year. All pledges need to be paid in full by December 31.

Q. My kids are no longer in Y programs. Why should I continue to give?

A. The Y currently serves the community with youth programs in countless locations throughout Boulder, Broomfield, Larimer and Weld Counties. Sooner or later, your children, whether as youth, young adults, or parents themselves, may be impacted by the Y's far-reaching programs. The Y is a vital community resource.

Q. I don't have any children. Why should I give?

A. A strong YMCA makes any community a better place to live and do business. Tens of thousands of individuals – many adults and seniors, also experience the positive effects of Y programs and activities. We all benefit from a strong YMCA.

Q. Can I give property or securities and save capital gains tax?

A. Yes! And you get a current year charitable deduction based on the fair market value of the asset. Property or securities do not qualify for Colorado Child Care Contribution Tax Credit.

Q. I'm a Y member; doesn't my membership fee already pay for these programs?

A. We are happy that you are a member, and your membership is

important to us. However, membership fees are used to cover the basic costs of operating our programs and are not high enough to cover the additional costs of scholarships or subsidizing those programs that need it. Consider your membership something you do for you; your donation something you do for others.

Q. Does part of my donation pay for buildings and equipment?

A. No. All of the money raised in the Community Support Campaign goes to support programs such as school age childcare, summer camps, sports, teen programs and financial assistance for families and individuals who need help with the cost of their membership.

Q. What is the legal name, address and federal tax ID if including the YMCA of Northern Colorado in my giving plans?

A. Legal name: Young Men's Christian Association of Boulder Valley, DBA as the YMCA of Northern Colorado

Address: 2800 Dagny Way, Lafayette, CO 80026

Federal tax ID number: 84-0459944

Q. Does the YMCA accept employer matching gifts?

A. Yes! Employer matching gifts are a great way for donors to double or even triple their impact. Not sure if your employer will match your donation? Reach out to your employer HR or Benefits team or ask our development team.



My granddaughter Lily, who works for the Y during school breaks from college, put it on her Christmas wishlist that we donate to the Champ for Camp effort. She recognizes that cuts in funding will affect families this year.”

—New donors