



FOR YOUTH DEVELOPMENT  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

**Hamilton Area YMCA**

# **STRENGTHENING OUR COMMUNITY**

**It Starts With You**



# OUR MISSION

We are a charitable organization dedicated to building a healthy spirit, mind, and body. Part of a world-wide movement, we put Christian principles into practice through programs that promote good health, strong families, youth leadership, community development, and international understanding. YMCAs are open to men, women, and children of all ages, incomes, abilities, races, and religions.

# OUR CAUSE

The Y is a cause-driven organization that is for youth development, for healthy living and for social responsibility. We believe a strong community can only be achieved when we invest in our kids, our health and our neighbors.

- The Y is community centered. Since 1951, we've been listening and responding to our community in Central New Jersey.
- The Y brings people together. We connect people of all ages and backgrounds to bridge gaps in community needs.
- The Y nurtures potential. We believe that everyone should have the opportunity to learn, grow and thrive.
- The Y has local presence and global reach. We mobilize our community to effect lasting, meaningful change.

# OUR HISTORY

What started as a loose coalition of like-minded individuals in 1951 is now the largest community organization in Hamilton Township. Originally operating in program sites like schools and churches, a temporary facility was erected in 1984 to better meet our goal of improving the community's health and well-being. Our current JKR Branch was opened in 1991, so we could better respond to a growing community need for the services and programs we provide. A second branch – the Sawmill Day Camp and Recreation Center – was created in 2002 to provide improved facilities for youth development programming. Today, the Hamilton Area YMCA is an organization of more than 14,000 members throughout Central New Jersey.

# OUR FOCUS

We believe that positive change only comes about when we invest in our kids, our health and our neighbors. That's why our programs, events and community initiatives further the following goals:

## **Youth Development**

Values and skills learned early are vital building blocks. Because of the Y, children and teens are realizing their potential, learning positive behaviors and exploring their unique talents and interests. That makes for confident kids today and engaged, contributing adults tomorrow.

## **Healthy Living**

Being healthy means more than simply being physically active; it's maintaining a balanced spirit, mind and body. At the Y, people of all ages are working toward that balance by challenging themselves to learn new skills and hobbies, engaging in activities outside their comfort zones and fostering connections with family and friends.

## **Social Responsibility**

We know that when we work as one, we move people and communities forward. The Y is committed to supporting our neighbors and providing opportunities for kids, adults and families to embrace the spirit of volunteerism.

# OUR REACH

The Hamilton Area YMCA's 14,000 members represent a diverse cross-section of Central New Jersey adults, children and families. Two-thirds of our members are from Hamilton Township, the state's 9th largest municipality. The other third hail from surrounding towns including Trenton, Robbinsville and East Windsor, and other Central New Jersey counties like Middlesex, Burlington and Ocean.

Y members range from children to active older adults from across the socio-economic spectrum. Some join simply for summer camp, while others visit the Y every day to participate in classes, activities and group meetings. Our membership is a reflection of the demographics of Central New Jersey, including many different races, creeds and abilities.

## OUR PROGRAMS

### Youth Development

- Creative Beginnings Early Childhood Learning Center
- Before and After School Care
- Y Connection Middle School Program
- Summer Day Camp
- Healthy U sponsored by Horizon
- Holiday Camp
- Arts & Humanities and Enrichment Programs
- The Studio at the Hamilton Area YMCA Dance Program
- XRKade Youth Interactive Center

### Healthy Living

- Active Older Adults
- Delay the Disease Parkinson's Prevention
- Coach Approach Fitness Training
- Hamilton Summer Workout Tour
- Nutrition Counseling
- Group Exercise Classes for All Ages
- Aquatics
- Instructional Sports
- Karate for Kids and Adults
- Youth and Adult Athletics Leagues

### Social Responsibility

- Youth Volunteer Connection
- Financial Assistance Program
- Hamilton Area YMCA Volunteer Committee
- S.P.O.T. (Safe Place for our Tweens)
- American Red Cross Emergency Training
- American Heart Association First Aid Training
- Darkness to Light Training
- S.K.O.R. Special Kids Organized Recreation
- S.O.A.R. Special Organized Adult Recreation





# OUR EVENTS

The Hamilton Area YMCA brings together business and community leaders, families and friends at a variety of events throughout the year. Each event relies on the generous support of sponsors to raise critical dollars that support our programs.

## **New Year, New You Health Fair – January**

Members and guests kick off each new year with a health fair showcasing both YMCA and local resources that will set them on the path to healthy living.

## **Healthy Kids Day – April**

Over 150 kids and their parents spend time at the Y learning about the role healthy eating and exercise play in their development into strong adults.

## **Senior Health and Fitness Fair – May**

Nearly 150 Hamilton Township Seniors come together to learn about activities and resources available from the Y and local vendors dedicated to promoting a full and active life.

## **Spring Fling – June**

This annual celebration of the Hamilton Area YMCA brings together nearly 300 business and community leaders throughout Central New Jersey to celebrate all we have achieved together as an organization each year.

## **SKOR Food and Cheer Tasting – September**

Hosted at our Sawmill facility, this “Special Night for Special Kids” brings 250 community members together to raise critical funds to support the Special Kids Organized Recreation program.

## **Spooky Tails and Trails 5K – October**

Over 300 runners, families and their furry friends come out in costume to celebrate the season and enjoy a run and some fall family fun in Hamilton’s Veterans Park.

## **Trunk or Treat Halloween Celebration – October**

Each year, Y families look forward to a safe, inclusive Halloween celebration at our Sawmill facility.

## **Worksite. Wellness. Network – October**

In partnership with the MIDJersey Chamber of Commerce, this event provides business leaders the tools they need to promote a healthy workplace.



# OUR IMPACT

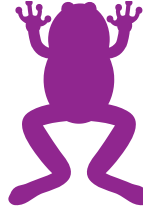
The Hamilton Area YMCA touches lives throughout Central New Jersey every day.



**14,000** enjoy the benefits of Y membership



**800** elementary school students enroll in Before/After School Care



**700** campers spend the summer at Sawmill

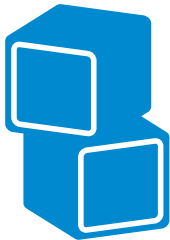


**760** guests attend our annual dance recital to see 250 dancers

**5,013 children** participate in youth programming

**2,100** people take group exercise classes each week

**217** individuals with special needs participate in SKOR



**34** pre-schoolers learn and grow in Creative Beginnings



**988** seniors participate in Active Older Adults programming



**4,500** swim lessons teach valuable skills



**2,012** athletes play youth sports

**24** seniors have "Delayed the Disease" since the program's inception

**33,000 Visits** to the JKR Branch each month.

**600** community volunteers



**60** middle schoolers rely on us for Y Connection



**413** recipients of financial assistance participate in Y programs at low or no cost

# OUR REACH

The Hamilton Area YMCA touches a diverse audience designed to maximize our impressions.



**60,000** households receive the program brochure



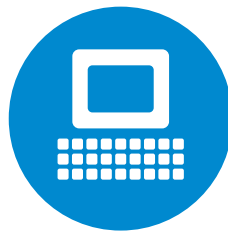
**10,000** visit our website per month



**1,500** visit the JKR Branch each day

**14,000** receive email blasts

**1,850** "like" us on Facebook



We achieve industry standard benchmark of **20%** click through rate

# YOUR SUPPORT

The Hamilton Area YMCA is a 501(c)3 non-profit organization that is sustained through the generous support of those who live, work and do business in our community. Charitable giving to the Y allows us to provide valuable programs and services that meet critical needs in our community. Because of your financial support, children grow and thrive, adults live healthier lives, and we are able to extend a helping hand to our neighbors in their time of need.

## **Our success begins with you.**

There are a number of ways you can support the Y, and our staff and volunteers will work with you to develop a partnership that is mutually beneficial. Whether you are looking to support our mission through a gift to our annual campaign or you'd like to connect with a specific audience as a sponsor of a special event, we will help you maximize the impact of your gift.

## **Community Partnership**

Community Partners are the backbone of our organization. Local businesses and organizations who commit to gifts of more than \$1000 to our Annual Campaign allow us to continue to provide programming and resources that are critical to our community. Depending on their giving level, Community Partners are recognized both electronically and in print and are often included as sponsors in one or more of our annual events. Last year, our Community Partners joined together with the larger Y family to raise nearly \$200,000 for our Annual Campaign.

## **Program Sponsorship**

Those interested in making a lasting impression on the community with a major gift are offered the opportunity to underwrite a signature YMCA program. That program is then referred to for the duration of the partnership as the "(Program Name) sponsored by (Your Name)" in all publications and signage and in communications that are seen by thousands throughout Central New Jersey.

## **Capital Campaign Giving**

In the next year, the Y will embark on a program to redevelop the Sawmill Day Camp and Recreation Center. The existing athletic fields have deteriorated over time, and drainage problems render them unplayable for days at a time after foul weather. At a time when the current inventory of athletic facilities in our area is not keeping up with the growing field of youth sports, we need to take action. Our kids need the type of facility that will be conducive to their safety and success. As part of the \$2.6 million Sawmill Improvement Project, the current fields will be transformed into a turf field athletic complex that will provide greater access to safe, high-quality facilities for sports leagues throughout Central New Jersey.

## **Event Sponsorship**

Our signature fundraising events attract a variety of audiences throughout the year ranging from business and community leaders to family and friends.

### **Spring Fling**

- \$5000 Presenting Sponsor
- \$3500 Corporate, Video or Gift Sponsor
- \$2500 Entertainment, Cocktail Napkin Sponsor
- \$2000 Decoration Sponsor
- \$1500 Partner Sponsor
- \$500 Friend of the Y

### **SKOR Food and Cheer Tasting**

- \$5000 Champagne Sponsor
- \$2500 Bordeaux Sponsor
- \$1500 Invitation or Cocktail Napkin Sponsor
- \$1000 Merlot Sponsor
- \$500 Chardonnay Sponsor

### **Spooky Tails and Trails 5K**

- \$1000 5K Start/Finish or Kid's Run Sponsor
- \$500 Pet Walk, Pavilion or Prize Sponsor
- \$250 Raceway Sponsor
- \$100 Table Sponsor

### **Healthy Kids Day**

- \$500 Sponsor

### **New Year, New You**

- \$500 Sponsor

### **Senior Health and Fitness Fair**

- \$500 Sponsor

### **Trunk or Treat Halloween Celebration**

- \$500 Sponsor



# YOUR CHOICE

Donor recognition packages can be tailored to meet the unique needs of your organization. Community Partners are recognized in print, on-line and in our publications. Depending on the level you choose, event sponsorships and tickets can be included in order to maximize your reach to specific audiences. Your gift can be unrestricted allowing the Hamilton Area YMCA to apply the funds to a variety of programming needs, or you can designate a program area that your organization is compelled to support.

## **\$15,000 and Up – Mission Partner**

- Recognition by the YMCA as our chosen partner in your field (exclusive by business sector)
- Regular contributor to our organizational newsletter providing valuable expertise to our membership
- Recognition as a Mission Partner in our Program Brochure
- Member of the Chairman’s Roundtable
- Prominent placement of company name and logo on our Partner Wall in the JKR Branch
- Company name and logo on a Community Partner banner that travels to all Y public events
- Company name, logo and website link listed on the Community Partner section of our web page
- \$7000 value in special event sponsorships and tickets customized to your particular needs
- Youth sports team sponsor
- Tax deductible contribution of \$14,600

## **\$10,000 – Community Partner: Leadership Circle**

- Recognition as a Community Partner in our Program Brochure
- Member of the Chairman’s Roundtable
- Prominent placement of company name and logo on our Partner Wall in the JKR Branch
- Company name and logo on a Community Partner banner that travels to all Y public events
- Company name, logo and website link listed on the Community Partner section of our web page
- \$7000 value in special event sponsorships and tickets customized to your particular needs
- Youth sports team sponsor
- Tax deductible contribution of \$9,600

## **\$7500 – Community Partner: Positive Change Circle**

- Recognition as a Community Partner in our Program Brochure
- Member of the Chairman’s Roundtable
- Placement of company name and logo on our Partner Wall in the JKR Branch
- Company name and logo on a Community Partner banner that travels to all Y public events
- Company name, logo and website link listed on the Community Partner section of our web page
- \$5000 value in special event sponsorships and tickets customized to your particular needs
- Youth sports team sponsor
- Tax deductible contribution of \$7,140

## **\$5000 – Community Partner: Strong Families Circle**

- Recognition as a Community Partner in our Program Brochure
- Member of the Chairman’s Roundtable
- Placement of company name and logo on our Partner Wall in the JKR Branch
- Company name and logo on a Community Partner banner that travels to all Y public events
- Company name, logo and website link listed on the Community Partner section of our web page
- \$3000 value in special event sponsorships and tickets customized to your particular needs
- Youth sports team sponsor
- Tax deductible contribution of \$4,780

### **\$2500 – Community Partner: Healthy Living Circle**

- Recognition as a Community Partner in our Program Brochure
- Member of the Chairman’s Roundtable
- Placement of company name and logo on our Partner Wall in the JKR Branch
- Company name and logo on a Community Partner banner that travels to all Y public events
- Company name, logo and website link listed on the Community Partner section of our web page
- \$1000 value in special event sponsorships and tickets customized to your particular needs
- Youth sports team sponsor
- Tax deductible contribution of \$2,390

### **\$1,500 – Community Partner: Youth Development Circle**

- Recognition as a Community Partner in our Program Brochure
- Member of the Chairman’s Roundtable
- Placement of company name and logo on our Partner Wall in the JKR Branch
- Company name and logo on a Community Partner banner that travels to all Y public events
- Company name, logo and website link listed on the Community Partner section of our web page
- \$500 value in special event sponsorships and tickets customized to your particular needs
- Youth sports team sponsor
- Tax deductible contribution of \$1,390

### **\$1,000 – Commitment to Community**

- Recognition as a Community Partner in our Program Brochure
- Member of the Chairman’s Roundtable
- Placement of company name and logo on our Partner Wall in the JKR Branch
- Company name and logo on a Community Partner banner that travels to all Y public events
- Company name, logo and website link listed on the Community Partner section of our web page
- Tax deductible contribution of \$1,000



# YOUR COMMITMENT

Name/Company \_\_\_\_\_

The above name is the way it should be recognized in printed materials.

I/We do not wish to be recognized in any printed materials.

I/We believe in the mission of the Hamilton Area YMCA. I/We commit to supporting the organization at the following level:

- \$15,000 Mission Partner
- \$10,000 Community Partner: Leadership Circle
- \$7,500 Community Partner: Positive Change Circle
- \$5,000 Community Partner: Strong Families Circle
- \$2,500 Community Partner: Healthy Living Circle
- \$1,500 Community Partner: Youth Development Circle
- \$1,000 Commitment to Community

My selection above entitles me to \$\_\_\_\_\_ in event sponsorships (refer to package descriptions). Please allocate accordingly:

## Spring Fling

- \$5000 Presenting Sponsor
- \$3500 Video Sponsor
- \$3500 Gift Sponsor
- \$3500 Corporate Sponsor
- \$2500 Entertainment Sponsor
- \$2500 Invitation Sponsor
- \$2500 Cocktail Napkin Sponsor
- \$2000 Decoration Sponsor
- \$1500 Partner Sponsor
- \$500 Friend of the Y

## SKOR Food and Cheer Tasting

- \$5000 Champagne Sponsor
- \$3000 Video Sponsor
- \$2500 Bordeaux Sponsor
- \$1500 Invitation Sponsor
- \$1500 Cocktail Napkin Sponsor
- \$1000 Merlot Sponsor
- \$500 Chardonnay Sponsor

## Healthy Kids Day

- \$500 Sponsor

## Spooky Tails and Trails 5K and Kid's Run

- \$1000 5K Start/Finish
- \$1000 Kid's Run Sponsor
- \$500 Pet Walk Sponsor
- \$500 Pavilion Sponsor
- \$500 Prize Sponsor
- \$250 Raceway Sponsor
- \$100 Table Sponsor

## New Year, New You

- \$500 Sponsor

## Senior Health and Fitness Fair

- \$500 Sponsor

## Trunk or Treat Halloween Celebration

- \$500 Sponsor

## Payment Options

Check is attached for the entire amount made payable to the Hamilton Area YMCA.

Please bill me quarterly.

Charge my credit card:

Visa  MC  AMEX  DISC

Card # \_\_\_\_\_

Name on Card \_\_\_\_\_

Expiration Date \_\_\_\_\_ SID# \_\_\_\_\_

Please draft my credit card:  One time/Full Amount  Monthly  Quarterly

Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Return completed form to: Development Office, Hamilton Area YMCA • 1315 Whitehorse-Mercerville Road, Hamilton, NJ 08619



**Hamilton Area YMCA**

**JKR Branch**

1315 Whitehorse-Mercerville Road  
Hamilton, NJ 08619

**Sawmill Branch**

185 Sawmill Road  
Hamilton, NJ 08620

609.581.9622  
hamiltonymca.org

