



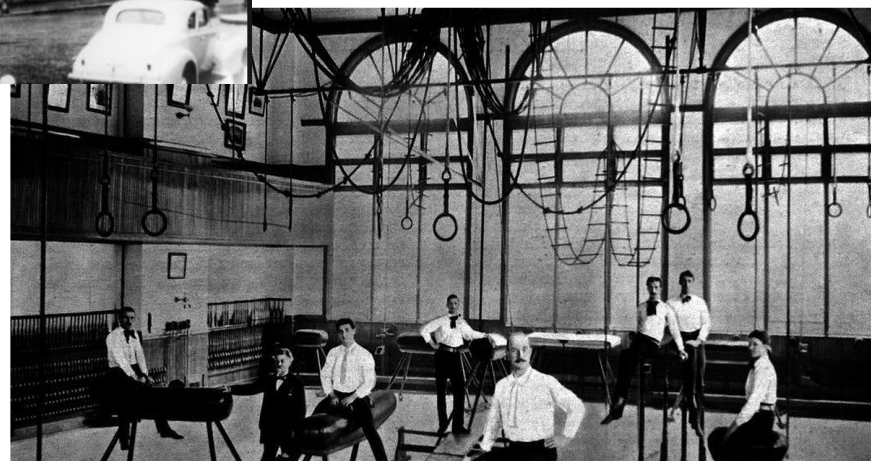
**HERE FOR OUR
COMMUNITY**
THEN, NOW, ALWAYS.



**FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY**

**Here for our Community
Then, Now, Always.**

**Cameron Nicholson
President & CEO**





FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

**Here for our Community
Then, Now, Always.**

**Brenna Finnerty
Volunteer, Annual Campaign Chair**





FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

Campaign Impact Supportive Housing Campus

Nicholas Drahozal

Community Engagement Director



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FOR SOCIAL RESPONSIBILITY

Campaign Toolkit

2025 Annual Giving Fund

Julia Mason
VP of Philanthropy



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

Mission: To put
Christian principles into
practice by promoting
youth, adult and family
activities that build a
healthy spirit, mind and
body for all.

**At the Y, we believe in the power of
community, and we are committed to
ensuring that everyone has access to
programs, memberships, and services
that help us all reach our full potential.**

**Your participation will enable us to extend
our reach even further, serving more
children and families within our
community.**

Y COMMUNITY

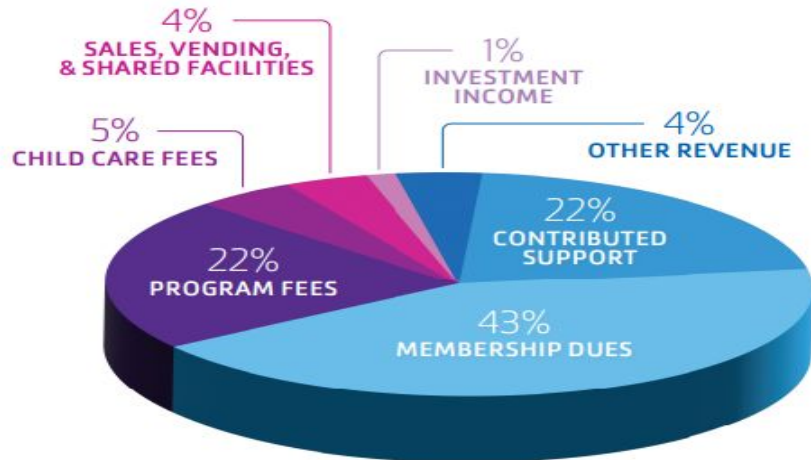




FINANCIAL RESULTS 2023

OPERATING SUPPORT & REVENUES

Contributed Support	3,414,564
Membership Dues	6,814,398
Financial Assistance	(137,915)
Program Fees	3,538,044
Child Care Fees	756,551
Sales, Vending & Shared Facilities	642,120
Investment Income	226,235
Other Revenue	586,550
Total Support & Revenue	\$15,840,547



CONTRIBUTED SUPPORT = YEAR ROUND EFFORT

- Annual Fund/ Annual Campaign
- Board and Staff Giving
- United Way
- Grants
- Special Events
- Restricted and Special Contributions

2025 YMCA of Greater Des Moines

Overall Campaign Goal \$1,300,000

Board of Directors	\$400,000
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Wellmark YMCA	\$80,750
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Walnut Creek YMCA	\$87,500
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Grubb YMCA	\$90,000
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Waukee YMCA	\$140,250
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Girls on the Run	\$36,000
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Y Camp	\$217,500
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YSHC	\$188,000
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GETTING STARTED

**SCHEDULE AN APPOINTMENT / TIME
TO CONNECT**

**FAMILIARIZE YOURSELF WITH
DONOR INTERESTS**

**REVIEW THEIR GIVING HISTORY,
ASK AMOUNT**

SELECT CAMPAIGN MATERIALS

YOUR ROLE: SHARE

THE Y HISTORY
YOUR Y STORY

INSPIRING Y MOMENTS

AUTHENTIC TO *YOU*

WHY YOU GIVE BACK TO THE Y
GIFTS OF TIME, TALENT, TREASURE

INVITE TO GIVE

1. Bestow gratitude/praise
2. Make a connection to the request
3. State a specific amount
4. State a specific purpose
5. Be Quiet

Cindy, you being a working parent know how important it is to have a safe and caring childcare environment for your children. You understand the importance of all children having the opportunity to learn and grow and parents not having to worry about their children while at work. Would you consider a gift of \$150 to help another child be a part of the YMCA afterschool program?"

WAYS TO GIVE

CASH OR CHECK,

CREDIT CARD ONLINE

MAKE A PLEDGE

DONATIONS OF STOCK

MATCHING GIFTS

BREAKOUT SESSIONS

REVIEW ASSIGNED DONORS

PICK UP UNASSIGNED DONORS

SET UP CAMPAIGNER PAGE

ASK STAFF QUESTIONS