



# RIPPLE

A citywide partnership with local businesses and corporate partners

## About the Y

For nearly 175 years, the YMCA of Greater New York has been where New Yorkers find their purpose, their people, and their place. As New York City's leading nonprofit advancing individual and community health and well-being for all, the Y empowers everyone, no matter who they are or where they're from, by providing access and opportunities for all to learn, grow, and thrive. We provide a place to play, to be healthy, and to give back. We give parents childcare, young adults job training, seniors a way to connect, and children a safe place to go. By bringing people together from different backgrounds, perspectives, and generations, the Y improves overall health and well-being, ignites youth empowerment, and connects and supports diverse communities across New York City.

## Join Ripple

To learn more, contact Alex Blair at [ablair@ymcanyc.org](mailto:ablair@ymcanyc.org)



YMCA OF GREATER  
NEW YORK

# IMPACT INVESTMENT

By providing programmatic or general operating support, your investment helps power the Y's free community programs, creating lasting impact for communities across New York City.

## **Visionary Builder (\$100,000+)**

- Recognition at major events and activations
- Invitations to VIP events
- Exclusive preview access to major capital projects\*
- Priority consideration for major naming opportunities\*
- All City Leader-level benefits

*\*For capital gifts only*

## **City Leader (\$50,000-\$99,999)**

- Co-branded annual impact brief
- Private briefing sessions
- Digital logo placement at Y branches
- Tailored engagement opportunities
- All City Champion-level benefits

## **City Champion (\$25,000-\$49,999)**

- Custom impact tour
- Dedicated social media spotlight
- Invitations to stewardship events
- All Community Builder-level benefits

## **Community Builder (\$10,000 to \$24,999)**

- Eligibility for Y branch board service
- Guided impact tours
- Recognition in The Current
- Social Media Thank-You
- All Community Partner-level benefits

## **Community Partner (\$1,000 to \$9,999)**

- Annual Y Champions Celebration
- CEO Leadership Update Opportunities
- Recognition at Y Branch (identified by donor)
- All Neighborhood Friend-level benefits

## **Neighborhood Friend (Up to \$999)**

- Y Digital Donor Wall Listing
- Subscription to The Current monthly donor newsletter (15,000+ reach)



# VOLUNTEERISM

Connect your employees to impactful community experiences across New York City. Through team-based engagement and service opportunities, your workforce plays a direct role in strengthening communities while fostering teamwork, pride, and purpose. Opportunities are available at one of our Y branches or onsite at your workplace—making it easy for your team to connect, build camaraderie, and create meaningful impact.

## **\$10,000 | Up to 30 Employees**

Full-Day Experience (~6 hours)

A deeper, immersive experience that connects your team directly with the Y's programs and community impact.

Sample Activities:

- Food distribution at Y Community Markets
- Branch beautification projects
- Large-scale community event support

## **\$5,000 | Up to 30 Employees**

Half-Day Experience (2–3 hours)

A high-energy team experience designed to foster collaboration while supporting communities across NYC.

Sample Activities:

- Backpack and hygiene kit assembly
- Community event support
- Seasonal engagement opportunities

## **\$2,500 | Up to 10 Employees**

Half-Day Experience (2–3 hours)

A focused, hands-on experience ideal for smaller teams looking to make a meaningful impact.

Sample Activities:

- Kit assembly (school supplies, hygiene kits, journals)
- Supporting community drives
- Gift wrapping for seasonal initiatives



# SPONSORSHIPS

Align your brand with meaningful community impact through event sponsorship opportunities with the Y. From signature events to local branch activations, sponsorships provide visibility, recognition, and the opportunity to connect your organization with our mission.

## **Signature Events**

Y events offer tailored sponsorship opportunities designed to align your brand with meaningful moments of community impact and engagement. Signature events include:

- Heroes of New York Gala
- Golf & Gala
- Women's Leadership Luncheon
- VIDA Awards & Reception
- Heritage Society Luncheon
- Team Y Champions Endurance Events

Learn more at <https://ymcanyc.org/events>

## **Local Y Branch Events**

Each of the 24 Y branches host unique events tailored to the communities they serve, offering a wide range of opportunities for meaningful local engagement. From sunset cruises and pickleball tournaments to family festivals and community celebrations, these events provide dynamic ways to connect your brand with neighborhood audiences while supporting programs that make a direct impact.

Contact us to learn more about Y branch-specific sponsorship opportunities and how your organization can get involved!

