



# Strong Families Campaign

Help us build the new Y and we can do so much more!

## Gift Recognition

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All gifts to the capital campaign will include recognition:

- a thank you letter and receipt
- individual, family, or company name on our newsletters, annual reports, and donor wall
- invitations to the grand opening
- a listing on our website

Leader \$20,000-\$49,999

- prominence at the Leader level on our donor wall in the new building
- listing in our grand opening public newsletter

Partner \$50,000-\$99,999

- prominence at the Partner level on our donor wall in the new building
- press release
- sponsored print ad
- listing with your logo on our website

Community Builder \$100,000+

- prominence at the Community Builder level on our donor wall
- a second sponsored print ad
- attendance and an opportunity to speak at our Community Builder's dinner or our Annual General Meeting

Naming Opportunities Partner - Community Builder Levels

- additional recognition of signage for a space in our building recognizing your gift
- private reception for your guests before opening



YMCA-YWCA of Northeast Avalon  
tel. 709-726-YMCA (9622)

[www.ynortheastavalon.com](http://www.ynortheastavalon.com)

Charitable Registration # 108225533RR0001



# Strong Families Campaign



Ches Penney Family Y opening 2011

## Naming Opportunities

Building <i>(named)</i>	\$1,000,000	Strength Area 2	\$25,000
Aquatics Centre <i>(named)</i>	\$300,000	Stretching Area	\$25,000
Conditioning Centre (Health & Wellness)	\$200,000	Donor Wall <i>(named)</i>	\$25,000
Gymnasium	\$200,000	Play Pool <i>(named)</i>	\$25,000
Child & Family Development Centre <i>(named)</i>	\$150,000	Whirlpool <i>(named)</i>	\$25,000
Atrium & Lobby <i>(named)</i>	\$100,000	Aquatic Viewing Area <i>(named)</i>	\$25,000
Outdoor Playground	\$100,000	Elevator A	\$25,000
Fitness Studio <i>(named)</i>	\$75,000	Elevator B	\$25,000
Walking / Running Trails <i>(named)</i>	\$50,000	Upper Foyer <i>(named)</i>	\$25,000
Employment & Enterprise Centre <i>(named)</i>	\$50,000	Equipment Packages	\$25,000 - \$100,000 +
Cardio Area <i>(named)</i>	\$50,000	Change Rooms	
Multi-purpose Room A <i>(named)</i>	\$50,000	Family Change Room <i>(named)</i>	\$25,000
Multi-purpose Room B <i>(named)</i>	\$50,000	Male Change Room 1 <i>(named)</i>	\$25,000
Running Track <i>(named)</i>	\$50,000	Male Change Room 2 <i>(named)</i>	\$25,000
Administration Offices <i>(named)</i>	\$50,000	Female Change Room 1	\$25,000
Welcome Desk	\$50,000	Female Change Room 2	\$25,000
Front Entrance	\$50,000	Male Change Room 2 Lounge <i>(named)</i>	\$15,000
South Entrance	\$50,000	Female Change Room 2 Lounge	\$15,000
Welcome Garden	\$50,000	Child Care Kitchen <i>(named)</i>	\$25,000
Spirit, Mind and Body Terrace	\$50,000	Child Care Resource Area	\$25,000
Main Pool <i>(named)</i>	\$50,000	Child Care Room 1 <i>(named)</i>	\$20,000
Accessibility Package ("Open to All")	\$50,000	Child Care Room 2 <i>(named)</i>	\$20,000
Strength Equipment Package 1	\$50,000	Child Care Room 3 <i>(named)</i>	\$20,000
Strength Equipment Package 2	\$50,000	Child Care Room 4 <i>(named)</i>	\$20,000
Strength Area	\$25,000	Child Care Room 5 <i>(named)</i>	\$20,000

## Pledge Period

Pledge period from commitment date:

All gifts up to 5 years

## Levels of Giving

Donor	up to \$999	Leader	\$20,000-\$49,999
Supporter	\$1,000-\$4,999	Partner	\$50,000-\$99,999
Friend	\$5,000-\$19,999	Community Builder	\$100,000 +