

JOY External Communication (2023)
Direct Mail Letter:



Fname LName
 Address Line 1
 Address Line 2
 City, Prov A1A 1A1

November 2023

Hello Firstname,

It's soon that time of year when we celebrate the people and things that bring us joy. Cherished time spent together. The cozy warmth of our homes. Meals shared in comfort and laughter. Lives filled with so much hope and happiness.

This is not a reality for so many in our community, and we want to change that. When we reach out to support those around us who need a hand, it ignites joy! Firstname, that is the joy we invite you to share with us!

Here at the YMCA, we are very fortunate to experience this kind of joy year-round. You see, we are far more than a gym and swimming pool. We offer a growing hub of programming and services, inside and outside our walls, that address the unique needs and challenges faced by so many in our communities. Issues like isolation, financial barriers, child care, language and cultural barriers, mental health challenges, and so much more.

Many people in our community struggle with poverty, chronic illness, lack of resources, discrimination, mental health and other issues that unfairly limit their potential. We want to give them opportunities to overcome obstacles so they can tap into their full abilities, helping them grow, thrive and give back to their communities.

Everyone deserves the opportunity to be all they can be...to shine!

Firstname, that's where you come in. Your past support helped the most vulnerable in our community, giving them access to health and wellness supports, academic and job search assistance, a welcoming and safe community space and so much more.

As we look with hope toward a new year, please share the joy with us! Together, let's be there for our neighbours at every age and stage of life! Let's help them to build skills and confidence, to learn and grow, to meet their potential and thrive...no doubt they in turn will one day become the ones who help our community shine with success.

please turn over to keep reading...

PLEASE COMPLETE BOTH SIDES OF THIS FORM BELOW, DETACH AND MAIL IN THE REPLY ENVELOPE ENCLOSED



YOU CAN ALSO DONATE ONLINE
ymcocalgary.org/shareinthejoy

Share
in the



1123-01-A 999999

Fname LName
 Address Line 1
 Address Line 2
 City, Prov A1A 1A1

Phone: _____

Please make any necessary corrections to your contact information above
 Thank you for your support. Gifts of \$20 or more will receive a tax receipt.
 Monthly donors receive a consolidated tax receipt for their contributions
 early in the next calendar year. Charitable #: 118824168RR0001

yes! I want to share in the joy of helping others by supporting my YMCA.

TWO WAYS TO GIVE:

I want to make a **ONE-TIME** Gift of:

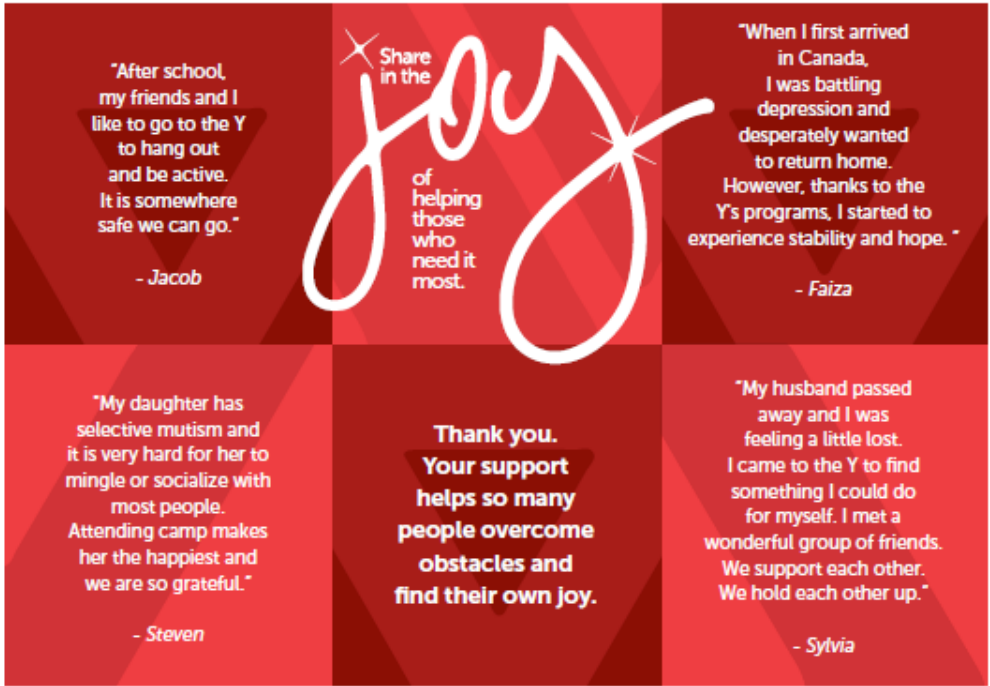
- \$XX \$XX Other: \$ _____
 \$XXX \$XXX PLEASE COMPLETE PAYMENT SECTION ON REVERSE SIDE

I want to make a **MONTHLY** Gift of:

- \$15 \$25 Other: \$ _____
 \$35 \$45 PLEASE COMPLETE PAYMENT SECTION ON REVERSE SIDE

Please make my gift anonymous

IMPORTANT: PLEASE COMPLETE THE PAYMENT SECTION ON THE REVERSE SIDE BEFORE RETURNING THIS FORM →



Building a healthy Calgary for over 120 years

Since our inception in 1902, YMCA Calgary has evolved into a vibrant charity offering health and wellness programs, leadership and community outreach programs, child care, and day and overnight camps. We offer six health and wellness facilities, six child development centres with licensed child care, two outdoor camp sites and dozens of community program sites across the city. With your support, we help Calgarians connect, build life-long skills, and keep active and healthy.

Firstname, please consider making as generous a donation as you can. Every dollar helps us create opportunities. Every dollar helps us serve the well-being of our community. Please complete and return the gift form below in the reply envelope provided. If you prefer, you can donate online at ymcocalgary.org/shareinthejoy or scan the QR code on the gift form below.

Thank you for sharing in the joy.

With Gratitude,

Shannon Doram
President and CEO

P.S. One of the simple joys in life is helping others. People with challenges like Jacob, Steven, Faiza and Sylvia (see above) and so many others. You create joy for all of them with your generous support. Please send your gift today. Thank you!

PLEASE COMPLETE BOTH SIDES OF THIS FORM BELOW, DETACH AND MAIL IN THE REPLY ENVELOPE ENCLOSED

1123-01-A | 999999 | Form LName

IMPORTANT: PLEASE COMPLETE THE FRONT SIDE BEFORE RETURNING THIS FORM

OUR PRIVACY PROMISE
Your support is very important to the YMCA Calgary. We value your privacy and we will not sell or trade your name with other organizations. For more information, visit URL.

Other great ways to support your YMCA

Help us share the impacts of your gift with you by providing your contact information:

Email: _____

- I have left a gift to the YMCA in my will.
- I would like to be contacted about leaving a gift in my will.
- For a gift of securities, please send an email to dietlinde.wall@calgary.ymca.ca

YMCA Calgary | 11300 Rocky Ridge Rd NW Calgary, AB T3G 5H3

Payment information

- I am enclosing a **CHEQUE** for my **One-Time Gift**
Please make cheque payable to YMCA Calgary
- I wish to use my **CREDIT CARD** to pay for:
 - My **One-Time Gift**
 - My **Monthly Gift**

TWO SECURE WAYS TO USE YOUR CREDIT CARD
To protect your privacy, do not send your credit card number through the mail.

ONLINE
Scan the QR code at right or visit ymcocalgary.org/shareinthejoy

SCAN THIS QR CODE



BY PHONE
Please call Dietlinde Wall at 403-215-5351 to donate by phone.

Thank you for your support!

Direct Mail Email Campaign:



Dear Chase,

We hope you received our letter inviting you to share in the joy of helping people in your community this holiday season!

As a generous past donor, you know that YMCA Calgary strives to ignite the potential in people of all ages by ensuring everyone can participate in our programs and services, **regardless of financial circumstances.** You have already helped spark change in the lives of people in your community through past contributions. Thank you!

This holiday season, we are asking you to help once again.

Your donation goes directly to programs in your own community that provide health and wellness supports, academic and job-search assistance, a welcoming and safe community space, YMCA camp experiences and so much more.

As we look with hope toward a new year, please share in the joy with us! **Give before Dec. 31, to qualify for a 2023 charitable tax receipt,** and to help your community shine a little brighter right now!

Plus, when you give before December 24, all donations up to a total of \$50,000 will be matched, doubling your impact!

Give now to share in the JOY!

Wishing you all the joy this holiday season!

Shannon Doram
President & CEO, YMCA Calgary



Watch our JOY video to see some of the ways we spread joy at the YMCA every day.



Dear (insert name),

As we near the holidays, we continue our quest to raise as much JOY as possible this season. Whether it be the smile of a child as they jump in the pool, a high five between a teen and their leader because they solved a complex math problem or one of our members joining in their first Zumba class, moments of JOY are happening all around us.

These moments and thousands more are possible every day because of the generosity of our donors. We hope you will consider joining us in igniting opportunities for others in our community.

Share JOY. Create JOY. Partake in JOY and help the YMCA bring more JOY this holiday season.

Wishing you wonderful holiday memories, happiness and joy!

Remember to give before Dec. 31, to qualify for a 2023 charitable tax receipt and have your donation matched, doubling your impact!

Give now to share in the JOY!



[Our Company](#) | [Contact Us](#) | [Privacy Policy](#)

Email follow up to JOY donors:



Hello Chase,

Thank you for your generosity, we could not be more grateful that exceptional donors like you have chosen to support our charity. So far this year, thousands of subsidized YMCA experiences have been provided for children, youth, and adults in our community. You have invested in the potential of others and helped them achieve their goals and aspirations.

It's soon that time of year when we celebrate the people and things that bring us joy. Cherished time spent together. The cozy warmth of our homes. Meals shared in comfort and laughter. Lives filled with so much hope and happiness. And of course, amazing donors like you!

Here at the YMCA, we are extremely fortunate to experience this kind of joy year-round. You see, we are far more than a gym and swimming pool. We offer a growing hub of programming and services, inside and outside our walls, which address the unique needs and challenges faced by so many in our communities. Issues like isolation, financial barriers, child care, language and cultural barriers, mental health challenges, and so much more.

Everyone deserves the opportunity to be all they can be...to shine! Thank you for helping us realize this for our community. Your support has helped some of our most vulnerable neighbours, giving them access to health and wellness supports, academic assistance and a welcoming and safe community space.

As we look with hope toward a new year, please share in the joy of this season with us! Come join us on November 28th for a cup of hot cocoa at any of our YMCA facilities, we are looking to raise and share joy throughout this time of year and would love to see you there. Locations and times are listed below.

May your season be filled with love, laughter, and endless joy! Hope to see you soon.

Shannon Doram
President & CEO
YMCA Calgary

Have you heard? As of October 31, 2023, we have raised 70% of our annual goal of \$3.15 million dollars!! Interested in sharing a little more JOY this holiday season? Click [here](#) to donate today.

Join us in the spirit of JOY at one of our locations on November 28th:
Brookfield Residential YMCA at Seton - 8:00am-7:30pm
Shawnessy YMCA - 7:00am-7:30pm
Remington YMCA in Quarry Park - 8:00am-7:30pm
Melcor YMCA at Crowfoot - 7:00am-7:30pm
Saddletowne YMCA - 10:00am-7:30pm
Shane Homes YMCA at Rocky Ridge - 8:00am-7:30pm



YMCA JOY Awareness Email:



Dear Chase,

At YMCA Calgary, joy is more than a word. From a friendly gesture to time spent with loved ones, spreading joy is a simple way to make positivity ripple through your community. And today, on November 28th, we are dedicating the full day to celebrate JOY!



Gather your friends and family for a movement break and be sure to stop by our JOY booth for a cup of cocoa from morning to 7:30 p.m. at all YMCA branches. Members can also bring a friend for free all day long with valid ID. We are looking forward to connecting with you!

Are you unable to stop by the YMCA today but still want to spread some joy?

Make a donation to our JOY campaign and help us continue to meet the growing needs of our community. Issues like isolation, financial barriers, child care, language and cultural barriers, mental health challenges, and so much more continue to grow.

Together, when we can remove these barriers and help everyone achieve their full potential to be the best they can be.

Until December 24th, all donations to JOY will be matched dollar-for-dollar, up to \$50,000!

Whether it is here at the YMCA or elsewhere in our city, we hope you take time to spread joy this holiday season!



[Our Company](#) | [Contact Us](#) | [Privacy Policy](#)

YMCA Calgary Member Newsletters:



Hello Chase,

November is a month for gratitude and reflection. A time to be thankful for what we have, the country we call home, and the caring community that surrounds us.

We are grateful we get to play a role in keeping you and your loved ones healthy and well.

Save the Date: November 28 is JOY Day

Joy! It's something that lives within all of us. We can feel it, receive it and pass it along.



At the YMCA, we dedicate the entire holiday season to celebrate joy, and it all kicks off on JOY day! Join us on Tuesday, November 28 (Giving Tuesday) for a cup of cocoa and to learn more about the different ways you can spread joy with us this year.

And, to express our gratitude to our members and help raise more joy in our community, **all members are invited to bring a loved one with them to the YMCA on Joy Day (November 28) for free.** Together, you can check out a group fitness class, go swimming, play a fun game, or grab a cup of cocoa at our JOY booth.

Join us for Joy Day on November 28

You may have heard that JOY is a big deal at YMCA Calgary.

Let's come together to experience joy and turn it into more than just a word. **All members are invited to bring a loved one with them to the YMCA on JOY Day (November 28) for free.** Together, you can check out a class, go swimming, or grab a cup of cocoa at our JOY booth and learn how you can be part of making someone's world a bit brighter.

Friends are welcome with valid ID at all YMCA Calgary branches.



Learn how you can help raise more JOY this year!

A Reflection on JOY Day



Whether you were a volunteer, a donor, brought a friend, stopped by for some cocoa or liked one of our videos on social media, your contribution to JOY Day was felt by us all.

And together, we raised over \$33,000 for our JOY campaign!

And through the generosity of our Lead Up donors, that \$33,000 raised will become \$66,000 towards our goal, helping us make an even bigger impact on the lives of those who

need support! Thank you from the bottom of our hearts for your time and generosity in making this our most successful JOY Day yet.

PS - We aren't stopping here! There is more joy to be spread this December, and right now **you can double your impact when you make a donation** before December 24.

[Click here to make a donation.](#)

Extra Kindness and Care Needed at this Time of Year

This Op-ed by Shannon Doram, President & CEO of YMCA Calgary, was originally published in the Calgary Herald on December 2, 2024.

With less than 30 days remaining in 2023, many of us are feeling the pressure of another year's end. The holiday season can feel like the most wonderful time of the year, and it can also be emotionally, financially, and physically taxing. From shorter daylight hours, pressure to meet year end deadlines, extra expenses, and fatigue from global crisis, many people are left feeling overwhelmed and anxious about how to make things merry and bright.

Calgary Foundation's 2023 Quality of Life report reveals that 1 in 4 of Calgarians are struggling to meet their basic financial needs. This is up dramatically from previous years. On the mental health side, 59% of young people aged 18-24 report feeling stress and anxiety, up almost 20% from 2022.

[Click here to continue reading.](#)