



**ignite**  
**GIVING**  
**52-WEEK CHALLENGE**

## **Be the Spark that Ignites Potential**

Welcome to 52 Weeks of Potential, where each week creates a ripple of meaningful change across Niagara. By sponsoring one week of impactful YMCA programming, you ignite opportunities for individuals, families, and communities to grow, thrive, and belong.

### **For just \$500, you can:**

- Create meaningful experiences that empower our community.
- Be recognized as a Giving Champion on YMCA of Niagara Channels
- Increase your brand's visibility and connect with the community.



*Shine On*

[ymcaofniagara.org/ignite-giving-challenge](https://ymcaofniagara.org/ignite-giving-challenge)



# Be a Shining Example of Generosity

Want **YOUR** business to stand out as a champion of community impact? By sponsoring a week in the **Ignite GIVING Challenge**, you'll inspire others to give while showcasing your business as a leader in creating meaningful change across Niagara.

## GIVING Champion Sponsors Receive:

**\$500**

- Featured recognition on our website (throughout the 2025 campaign) — averaging 25K visits per month — with a link to your business.
- Spotlight in Monthly newsletter reaching 20K community members.
- Branded social media story on Facebook and Instagram, reaching an audience of 10K
- Listing on Website donor page and printed in our Annual Report.

## Stronger Together

All funds raised through the Ignite GIVING Challenge support the YMCA's **Stronger Together Community Campaign**, providing vital programs and services to children, youth, and families in Niagara. By removing financial barriers, your generosity ensures more people can access opportunities to grow, thrive, and fulfill their potential. Together, we can fill all 52 weeks with opportunity and inspiration, creating a brighter, healthier Niagara for all.



SUMMER DAY CAMP



COMMUNITY YOUTH PROGRAMS



SWIM LESSONS

## Let's create a brighter future—one week at a time!

Join the **Ignite GIVING Challenge** and make your mark on Niagara. Sponsor your week online or connect with us to learn more about how your generosity helps transform lives in our community.

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