



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

PARTNERING FOR IMPACT

CORPORATE PARTNERSHIP OPPORTUNITIES



OUR IMPACT

YOUTH DEVELOPMENT

SUMMER CAMP

\$471,000

given in camp scholarships

8,500+ children

served in camp programming



SEE YOUR
IMPACT HERE



SPORTS

3,000+ kids strengthened their physical fitness and learned good sportsmanship in sport leagues and programming.



CHILD CARE

\$2,250,000

given in child care support

2,000+ children

served through our child care centers



HEALTHY LIVING

ACCESS WHERE IT MATTERS MOST

\$4,950,000 financial assistance

removed financial barriers, providing individuals and families access to YMCA facilities, programs and enrichment



FROM LOCAL TO NATIONAL

Veterans Wellness Initiative

expanded to 18 YMCA associations across the country in 2025



2,436 lives strengthened

through structured Pathway programs focused on health, resilience and recovery in 2025.

SOCIAL RESPONSIBILITY

WINTER SHELTER AND CRITICAL SUPPORT

Opened two months early

with expanded bed capacity to meet increased need

8,089 beds filled



SEE YOUR
IMPACT HERE



ADDRESSING HUNGER ACROSS OUR COMMUNITIES

300,000+ free meals and snacks provided in 2025



Serving children, families, adults and seniors across our service area

POP-UP & PLAY

674 meals and snacks served

188 children and family members engaged in summer learning and enrichment



HOW CORPORATE SUPPORT MAKES A DIFFERENCE

In 2025, River Crossing YMCA reached a significant milestone—positively impacting its 19,000th Pathway Programs participant. Funded through philanthropic and corporate investment, Pathway Programs deliver free, specialized support to individuals seeking wellness and social connection, services that are often unavailable elsewhere in the community.

9,238 IMPACTED



7th GRADE INITIATIVE
Free membership for 7th Graders

30 IMPACTED



LIFE AFTER 21
For young adults ages 21-30

326 IMPACTED



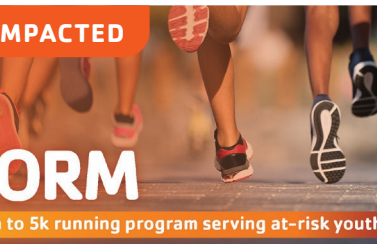
EMPOWER U
For teen girls ages 12-15

655 IMPACTED



HEALTHY LIFESTYLES
A weight loss and chronic disease prevention program

96 IMPACTED



NORM
Couch to 5k running program serving at-risk youth

15 IMPACTED



RISE
Learn to manage stress and support well-being

5,376 IMPACTED



SAFETY AROUND WATER
Swim and safety in water program

40 IMPACTED



STAND UP
For teen boys ages 12-15

638 IMPACTED



THRIVE
Cancer wellness program

1,198 IMPACTED



VETERANS WELLNESS INITIATIVE
For veterans and spouses/partners

188 IMPACTED



WE ALL WHEEL
Where every child can play with friends

600+ IMPACTED



SENIOR COMMUNITY HUB
For adults ages 55 and older

1,600+ IMPACTED



WARMING STATION
A safe place for the community

We provide over \$12 million in community impact annually through our financial assistance, essential services and Pathway programs.

MARKETING POWER THAT MOVES COMMUNITIES

PARTNERSHIP THAT PUTS YOUR BRAND FRONT AND CENTER

Align your brand with the YMCA, one of the most trusted and recognizable brands in the world, while gaining powerful, year-round visibility across River Crossing YMCA's branches, programs and digital platforms.



UNMATCHED COMMUNITY EXPOSURE

- Nearly 1.6 million annual visits to River Crossing YMCA branches
- Nearly 1.5 million annual visits to the YMCA website



HIGH-PERFORMING DIGITAL REACH

- 36,236+ Facebook & Instagram followers
- 105,400+ monthly content views on social media platforms



DIRECT ACCESS TO ENGAGED AUDIENCES

- Weekly e-blast delivered to 22,178 members and program participants
- Highly targeted, community-based messaging with strong open and engagement rates

TOTAL ANNUAL IMPRESSIONS
5,500,792

CORPORATE SPONSORSHIP OPPORTUNITIES

**PARTNER WITH THE Y. AMPLIFY YOUR IMPACT.
STRENGTHEN OUR COMMUNITY.**

Corporate partnerships fuel the Y's mission. Align your brand with River Crossing YMCA to create visible community impact while receiving meaningful recognition and engagement opportunities.

ASSOCIATION PARTNERSHIP

Organization-Wide Leadership

Association partners receive the highest level of recognition and engagement across Bucks, Hunterdon, Lehigh and Northampton counties, with exposure to more than 142,000 individuals annually.

CHAMPION	\$25,000
PRESIDENT'S CIRCLE	\$20,000
VISIONARY	\$15,000

REGIONAL PARTNERSHIP

Regional Leadership Level

Regional partners receive recognition and engagement opportunities across all branches within their selected region.

PREMIER	\$10,000
INVESTOR	\$7,500
BENEFACTOR	\$5,000

COMMUNITY BUSINESS PARTNERSHIP

Local Community Partner

Community business partners receive targeted visibility and engagement opportunities within the branch of their choice.

BUSINESS PRO	\$2,500
BUSINESS FRIEND	\$1,000

PARTNERSHIP BENEFITS AT A GLANCE

VISIBILITY

- Brand recognition across Y programs, events and digital channels
- Logo placement and promotional acknowledgment

ENGAGEMENT

- Opportunities to connect with families, members and community leaders
- Employee and client engagement through events and programs

STORYTELLING

- Donor spotlight features
- Impact stories shared through Y communications and platforms

PARTNERSHIP IN ACTION

HOW SPONSORSHIP COMES TO LIFE

2026 SIGNATURE EVENTS

High-visibility sponsorship opportunities connected to signature events that celebrate impact and bring together business and community leaders.

- Golf Outing: Friday, October 2
- Impact Gala: Saturday, October 24
- Comedy Night: Friday, November 20

YOUTH & COMMUNITY EVENTS

Engage families and community through large-scale events that promote wellness, connection and belonging.

- Race Series & Fun Runs
- Healthy Kids Day
- Let Your Colors Shine
- Boo Bash



HOW CORPORATE SUPPORT CREATES MEANINGFUL IMPACT

Every partnership with River Crossing YMCA helps remove barriers, expand access and strengthen the well-being of individuals and families across our communities. Corporate support fuels these critical pathways to opportunity, safety and connection.

YOUTH DEVELOPMENT

\$2,500

Expands access to academic enrichment and leadership programming for 10 students.

CAMP ACCESS & SUMMER ENRICHMENT

\$5,000

Provides camp experiences for 25 children, supporting confidence, learning and belonging.

WINTER SHELTER & SUPPORT

\$7,500

Delivers 267 overnight stays, offering safety and dignity during the coldest months of the year.

SAFETY AROUND WATER

\$10,000

Equips 100 children with life-saving swim and water safety skills.

VETERANS & ADULT WELLNESS

\$15,000

Expands wellness, connection and support services for 15 individuals.

FEEDING & FOOD SECURITY

\$25,000

Provides nutritious meals and snacks for 400 children, adults and families.



EVERY DOLLAR DRIVES LASTING IMPACT

When you partner with River Crossing YMCA, your investment fuels solutions that remove barriers, expand access and strengthen communities. Together, we create measurable outcomes that help individuals and families thrive—today and for the long term.

LET'S BUILD LASTING IMPACT, TOGETHER

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