

YMCA MANCHESTER

▶ **CORPORATE  
PARTNERSHIP  
PACK**

**YMCA**

If you are a national or local company looking to fundraise for a well-established charity, either by donating a % of your sales, staff fundraising, or by developing a Charity of the Year partnership, then we'd love you to work with you.

Through the regular support of our corporate friends, we continue to be able to support vulnerable young people in Manchester and Salford.

# What we can offer you...

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YMCA Manchester has been part of the fabric of Manchester for 170 years, and a corporate partnership with us can be engaging and inspiring for everyone involved.

This mutually beneficial arrangement can not only help us to continue supporting some of the most vulnerable children and young people across Manchester and Salford, but help you raise the profile of your business, whilst allowing you to meet your corporate social responsibility agenda and achieve a lasting legacy.

In return for your support, as a corporate partner you will:

- Be able to use our special 'fundraising for YMCA Manchester' logo on your website/social media pages
- Receive a Fundraising Pack on request including branded fundraising materials, ranging from collection tins and T-shirts, to posters, badges, pens and balloons.
- Receive a personalised Thank You letter each time a donation is made

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## A Charity of the Year Partnership

If you choose to embark on a corporate partnership with us, we will work with you to develop a bespoke partnership programme which will make a real difference to the lives of local vulnerable children and young people. Our creative and passionate Youth and Community team will support you every step of the way by providing:

- A dedicated Charity of the Year Relationship Manager
- Fully managed social media exposure, and engagement with our Facebook and Twitter community
- Tailored cross-marketing, PR and photo opportunities
- Regular project updates and ongoing real life case studies, so you can see the impact of your corporate support
- Site visits and opportunities to see YMCA Manchester projects (where suitable) in action.
- Invitations to our annual project graduation and celebration events, and community/partner agency open evenings
- An exciting annual calendar of challenge events for you and your staff to get involved in, including running events, firewalking and dragon boat racing
- VIP invitations to our social events including auction evenings, boat trips, race nights and parties
- Volunteering opportunities which can develop your employees skills, including roles in our charity shops, and the opportunity to get directly involved in our project work on dedicated volunteer days
- Preferential corporate rates for conference and function room usage at the Castlefield Hotel, and membership rates at the Y Club



# So, why us?

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Established in 1846, we are one of the oldest YMCAs in the world and have a proud history of advocating the needs of young people in the local community. .

## We believe every young person should be able to fulfil their potential

Helping young people gain the confidence to make decisions about their own lives is an important part of our work, as is providing an environment in which they can flourish.

Education is much more than formal schooling. YMCA Manchester offers a range of accredited education and skills-based training programmes such as employability, fitness and physical activity, sport and active leisure, personal development and functional skills.

We work with young people aged 13-24 that may be at risk of exclusion, struggling with a school setting academically, have learning needs, are a young carer or care leaver. We currently work with several schools to deliver bespoke education programmes based on the needs of the young people.

Our Being Well Salford service is about promoting self-efficacy - giving people the skills and support to make lasting changes in their behaviours that will have a positive impact on their health. The service is aimed at people with multiple lifestyle risks including tobacco or alcohol dependency, lack of physical activity, unhealthy weight, low mood, anxiety or depression. Our Being Well coach works with individuals in Ordsall, one of Salford's most deprived neighbourhoods.

## We believe everyone should enjoy the benefits of good health and wellbeing



# Our unique selling point...

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One of our unique selling points has to be our trading company structure which encompasses both the Castlefield Hotel and Y Club, and allows us to engage with hundreds of visitors and members every day.

The Castlefield Hotel was one of the first hotels to venture into the Castlefield district of Manchester over 25 years ago, and enjoys a prominent position overlooking one of the most impressive historical locations in the city. Customers staying with us for business or leisure continue to help us transform local communities, and directly contribute to aiding our Youth and Community team create real positive change.

Our Y Club, with its full size sports hall, suspended running track, dance studio, large open plan weights and cardio spaces and swimming pool is arguably the biggest and most extensive health and leisure facility in the city centre.

Our current membership is drawn from all walks of life: people who live locally, office workers and students, to international sports personalities, all rubbing shoulders together. Over 3,000 people with aged from 6 months to 80 plus regularly benefit from accessing the wide range of facilities, classes and programmes we offer.

With great facilities, great people and a great ethos we do much more than most health and leisure clubs. We open our facilities to several local schools for their PE sessions, we run a Junior Y Club where under 16's can develop a passion for whatever sports interest them, we run volunteer led activity clubs and ensure that we have an experienced, highly trained and enthusiastic staff team.



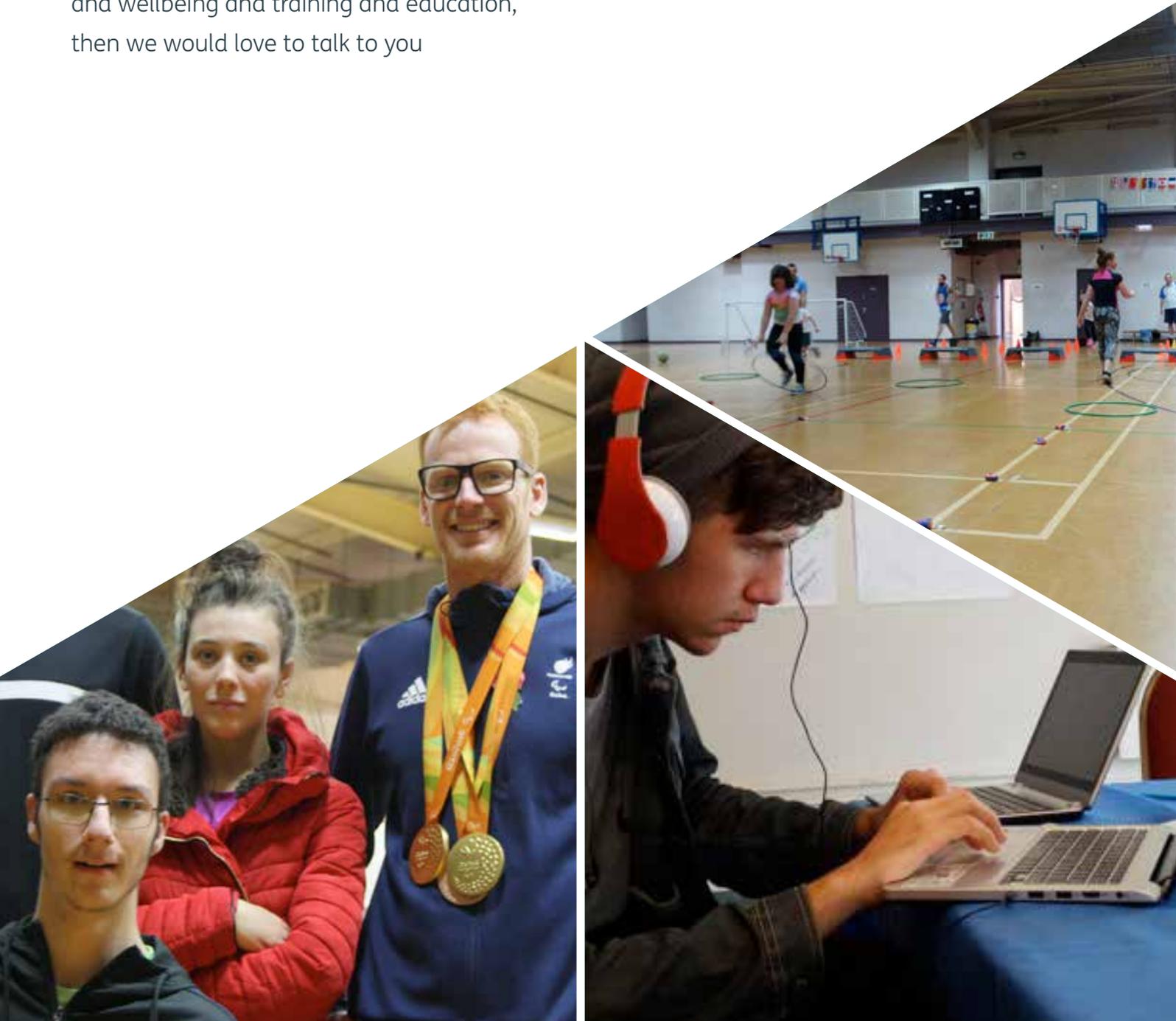
# What we are looking for..

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Business organisations based in our key stakeholder areas of Manchester and Salford who want to align their brand with a strong national charity which forms part of a wider international federation.

If you and your staff are passionate about meeting the needs of the local community and share in the YMCA Manchester ethos of creating positive change across our three key areas of work - support and advice, health and wellbeing and training and education, then we would love to talk to you

**Make us your Charity of the Year and together we can make it a great year for the local community.**



# Tapi's Story...

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I moved to Croydon in 2012 from Zimbabwe when I was 12 to live with my mum. I was bullied at school and my behaviour started to change. I got involved with a group and started getting into trouble by fighting and stealing.

When I was 13 I moved into a foster home. I lived in three different care homes and foster homes in two years. When I moved to the third foster home, my older foster brother smoked and I wanted to hang around with him and his friends. I started to get involved in criminal activity such as stealing from people and handling drugs. My foster brother got moved because they thought he was influencing me.

I got expelled from school at 14 and started to get involved with other groups. I got caught up in some very serious gang crime and I went missing several times. Most of the people I was involved with at that time are currently in prison.

At 15 I decided I wanted to stop being involved with the gangs but people started to make threats to me. I asked my uncle to live with him and I moved up to Salford in October 2015.

Salford Council were unable to find me a school place so they supported me with an alternative curriculum. I did functional skills and a sport and active leisure diploma

with YMCA Manchester on a Monday and Wednesday, alongside a personal development and employability programme with Princes Trust, and a spray paint course with the Skills Company.

I completed all my courses and got an apprenticeship place with Skills Company. I now work at a garage in Urmston doing my Level 2 Light Vehicle Maintenance course. I hope to go into the Army when I'm 18 to do mechanics.



It's been hard moving to Manchester and away from the people I knew. I've had to get used to the differences with the way people speak up here and had to be taught what a 'brew' is! It's been difficult changing my life but YMCA Manchester has really helped, and I'm pleased with the positive choices I've made. I enjoy not having to worry so much anymore and I like earning money by working hard for it.

▶ YMCA Manchester  
Liverpool Road  
Manchester  
M3 4JR

T 0161 837 3535  
E [info@ymcamanchester.org.uk](mailto:info@ymcamanchester.org.uk)

[www.ymcamanchester.org.uk](http://www.ymcamanchester.org.uk)

**YMCA**

YMCA enables people to develop their full potential in mind, body and spirit. Inspired by, and faithful to, our Christian values, we create supportive, inclusive and energising communities, where young people can truly belong, contribute and thrive.

SUPPORT & ADVICE

ACCOMMODATION

FAMILY WORK

HEALTH & WELLBEING

TRAINING & EDUCATION