



ATTENTION NON-PROFITS, YOUTH GROUPS, AND SPORTS TEAMS!

Imagine a fundraiser so *easy* that you don't even have to plan it. All you have to do is show up, have a good time, and join us for a dip in **Blue Marsh Lake on Saturday, March 16, 2019!**
Registration at 10:00am, Plunge at 11:00am.

If this sounds like your kind of fundraiser, then join the YMCA of Reading and Berks County for our annual Polar Bear Plunge and take the 50/50 Challenge!

How does it work?

- This is a special offer for nonprofit groups **ONLY!**
- We host the event, we secure the venue, we do the marketing, we do the heavy lifting – all you have to do is put a team together and secure pledges!
- We will split the proceeds with groups raising a minimum of \$500.
- Everybody wins!

Where does the other 50% go?

- The YMCA of Reading and Berks County will use all proceeds from this event to fund financial assistance programs for youth membership dues, youth sports programs and day camp fees.

What does my organization need to be a 50/50 team?

- Valid certification as a nonprofit organization.
- Five or more participants willing to plunge into Blue Marsh Lake.
- At least \$500 in pledges
- A good spirit and excitement to help our community!

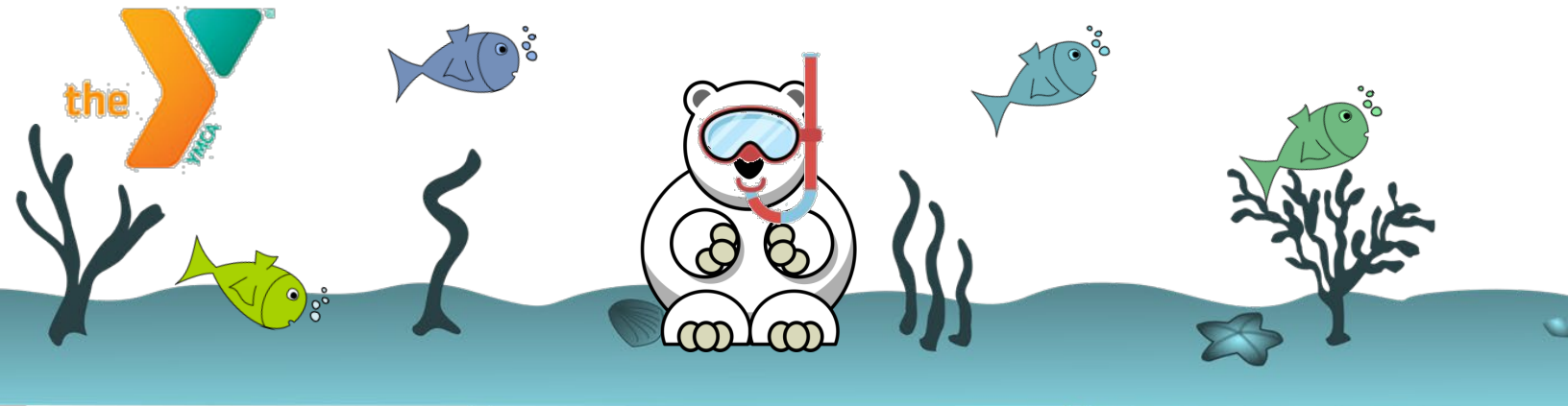
Any other cool stuff?

- Get dressed up! In addition to the plunge, we host an annual costume contest.
- Join us for an after party AWARDS Ceremony at the Sinking Spring Family YMCA
 - We provide the food, drinks, and AWARDS!
- Great team-building activity!
- This event may also count as volunteer hours for your organization—an incredibly fun and easy way to help your community!

For more information about the event, please call (610)-378-4714 or check out our website at www.ymca-berkscounty.org/2018/11/01/marshmadness/.

IF YOU WOULD LIKE TO PARTICIPATE, PLEASE FILL OUT THE ATTACHED FORM AND JOIN US SATURDAY, MARCH 16, 2019 AT BLUE MARSH LAKE (DAY USE AREA), REGISTRATION AT 10:00AM, PLUNGE AT 11:00AM!

❖ **Deadline to register your team is Friday, March 8th.**



**Non-Profit 50/50 Partner
2019 Marsh Madness**

Name of Non-Profit: _____

Tax-Exempt #: _____ Fundraising Goal: _____

Address: _____

Website: _____

Team Name (if different from nonprofit): _____

Contact Person/Team Captain: _____

Title: _____

Phone Number: _____ Email: _____

Register on FirstGiving.com!

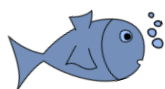
We make fundraising easy for you! Raise money and manage your team online in three easy steps!

1. Register your team as a 50/50 non-profit at www.FirstGiving.com
❖ **Deadline to register your team is Friday, March 8th.**
2. Search "2019 St. Patty's Marsh Madness"
3. Click "Join Now" on the Marsh Madness Page

I will be registering my team at FirstGiving.com: YES / NO (circle one)

Please send completed form to Michele Reinert at one of the following:

Email: mreinert@ymca-berkscounty.org Fax: 610-378-4736



THANK YOU FOR YOUR SUPPORT!

SEE YOU AT THE LAKE ON SATURDAY, MARCH 16th, 2019

