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, December 4, 2021! 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)-378-4717 or check out our website at [www.ymcarbc.org](http://www.ymcarbc.org).

**Interested? PLEASE FILL OUT THE ATTACHED FORM AND JOIN US SATURDAY, DECEMBER 4, 2021 AT BLUE MARSH LAKE (DAY USE AREA), REGISTRATION AT 10:00AM, PLUNGE AT 11:00AM!**

- Deadline to register your team is Friday, November 26th.
Non-Profit 50/50 Partner
Marsh Madness 2021

Name of Non-Profit: ____________________________________________________________
Tax-Exempt #: ________________________ Fundraising Goal: ________________________
Address: _____________________________________________________________________
Website: _____________________________________________________________________
Team Name (if different from nonprofit): ____________________________________________
Contact Person/Team Captain: ____________________________________________________
Title: ________________________________________________________________________
Phone Number: _________________________Email: _________________________________

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

1. Complete this form or register your team online at bit.ly/MMTeams21.
   ✷ Deadline to register your team by submitting this form to Kris Danner by Friday, November 26th.
2. A staff member will reach out to you with information regarding team member campaign link setup.
3. Start raising money! Share your personal link on social media.

Please send completed form to Kris Danner at one of the following:
Email: kdanner@ymcarbc.org         Fax: 610-378-4717

THANK YOU FOR YOUR SUPPORT!
SEE YOU AT THE LAKE ON SATURDAY, DECEMBER 4th, 2021