



SUPPORT MATERIAL
BASIC INFORMATION

OCTOBER 13th
2012

The Idea

Imagine a global celebration with 5 million people...

The aim of the YMCA World Challenge is to tell the YMCA story by mobilizing 5 million people on the same day.

A day to show to our communities and the world how the YMCA is empowering young people and transforming communities, using culture, sports, education, exchange programs, spiritual development and many other tools and activities.

This is also a day for us to get to know more about ourselves as a global organization and our collective potential to do things together, connecting the whole world and have fun while doing it!

One local event to
showcase
THE BEST
of YMCA's activities

Ok; but what should I do?

All you have to do is to organize a local YMCA event and invite your YMCA members and surrounding communities, to showcase the best of our programs, projects and initiatives.

It can be anything that comes to mind. A concert, a photo exhibition, a conference, a basketball tournament , a lecture, a service etc. Be innovative! You are the best placed to define what is attractive to your community.

What you have to remember is that the main focus is to introduce the **YMCA as a global movement empowering young people!**

Two little things
That we all
Can do

Common activities

1. For the year 2012 we shall have a common activity integrated to our events locally. It is a collective basketball shoot.

All the guests/participants of your local event should be invited to shoot a basketball and by doing this, we will also attempt to reach the largest number of people shooting basketballs in one day!

2. Send, if possible, photos of the event to be published on our special website on the same day. A special e-mail address will be announced.

Why Basketball?

Basketball is a YMCA invention. It is tool for empowering young people and transforming communities

Let us make
History

Register your event!

As important as the event itself, is the possibility of getting to know all the event leaders and what they plan for the big day.

That's why we need you to register your contact details, the event idea and your expectation of how many people you can mobilize in your local YMCA.

This is a very simple step that you can do at our special website <http://challenge.ymca.int>

We will also send you updates of everything related to the challenge.

Set up ambitious goals for your event and go for it!

**Create&
Innovate.**

Make it fun!

Recognition/Prizes

The World Alliance will recognize all events registered with a participation certificate.

Small prizes will also recognize different event categories such as:

- The local event with the biggest number of participants
- The best photo of the event
- The event organized in the most iconic place
- Etc.

Categories will be announced in the event website.

Do you need
Help?

Support Material

You will find in your special website ideas, templates and other information that can help you to get inspired for this initiative. <http://challenge.ymca.int>

You will discover, for example, ideas of how you can adapt an existent event and include it in the YMCA World Challenge and how to make possible the basketball shooting element

You will also find the event logo in different colors, languages and formats for you to add to your communication materials.

As a world family we should do our best to communicate in similar standards. That's why the use of the YMCA World Challenge logo is so important. We invite you to use it in association with your local/national logos and brand strategy.

About the Logo

The logo includes a globe and vibrant colors to represent the vibrancy and internationality of the YMCA. This is “Challenge” for the YMCA movement to spread its stories and propagate a united profile. It is a “Challenge” to attempt a mass mobilization of people has never done before.

The expression “Hoop Springs Eternal” in the YMCA World Challenge logo is inspired by a phrase from the book “An Essay on Man” by Alexander Pope. “Hope Springs Eternal” means that people always hope for the best, even in the face of adversity.

October 13th, 2012 is a day for us to renew our hopes by empowering young people.

The logo was designed by the YMCA of São Paulo, Brazil.



How can we
Help You?

Let us know by writing to:
challenge@ymca.int

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12 Clos-Belmont
1208 – Geneva - Switzerland

www.challenge.ymca.int



YMCA

EMPOWERING YOUNG PEOPLE