

YMCA

Here for young people
Here for communities
Here for you

Legacy Proposition
Creative Refinement

**MERE
MORTALS**

22/01/26

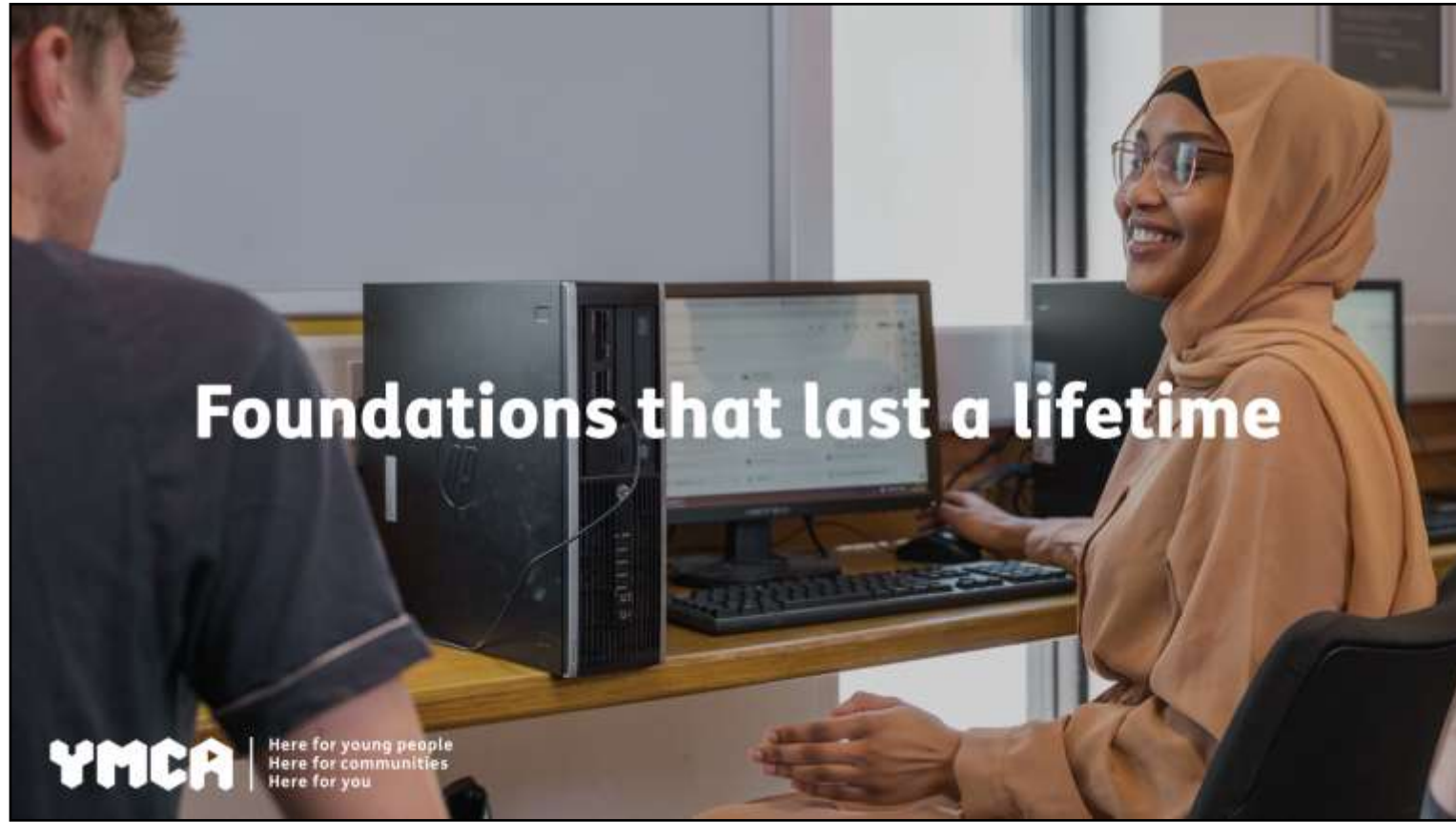
CAMPAIGN OBJECTIVES

Develop a fresh, new legacy proposition for YMCA, that's inspiring, engaging and gives the supporter a distinct role to play with their legacy gift.



The new legacy proposition will form the basis of future integrated campaigns building this vital income stream for YMCA.

WE TESTED 3 PROPOSITIONS



Foundations that last a lifetime

We all know what it feels like to be set adrift - to have no bearings, no sense of stability with which to ground ourselves.

Fortunately, it's a fleeting experience for most of us, but it's something that far too many young people growing up in England and Wales experience every day.

For 180 years, YMCA has been supporting young people in need by providing a safe home, education and training, guidance, friendship and belonging - the solid foundations that we all need to build a successful life.

By leaving a gift in your Will, you'll not only help a young person experiencing hardship in their moment of need, you'll give them foundations that last a lifetime.

Fit to take on the world

Today, young people face a volatile world of increasing poverty and a lack of opportunity, rising conflicts and climate change. Fear, anxiety and the sense of being ill equipped are robbing too many young people from achieving their potential.

For 180 years, the YMCA community has been helping young people to face the challenges of the day. Both here in England and Wales and around the globe as the largest youth charity in the world.

We were present during two world wars, have supported young people through booms and recessions, innovating solutions for homelessness well before it was the recognised issue that it is today. Since our very beginning we've been inspired to push further forward to tackle challenges with boldness and ambition.

When you leave a gift in your will to YMCA, you leave a legacy that equips and empowers young people - today and into the future, so that they're fit to take on the world.

Write them in

For 180 years, YMCA has been a physical presence in communities across England and Wales and globally as the largest youth charity in the world.

Many of us have a connection with YMCA of some kind, whether it be from going to our gyms, being a part of one of our local community centres or experiencing a warm welcome in our accommodation and hostels around the world; from Mumbai to Jerusalem to New York. YMCA is always a place of welcome, community and belonging.

Yet today, too many young people are lacking that community, that belonging, that hope.

That's why, when you leave a gift in your Will to YMCA, you Write them In - to all that YMCA stands for, and a future of hope.

RECOMMENDED DIRECTION



Foundations
that last a lifetime

- Build in impact on future generations
- Consider alternate expressions that are more dynamic

Fit to take
on the world

- Build in ambition of 'fit to take on the world'

Write them in

- Incorporate emotional benefits of belonging and hope

Foundations for life

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Foundations for life

By including a gift in your Will to YMCA, you'll not only help equip and empower young people in a moment of crisis, you'll give them foundations for life.

[Get Your Free Will Guide](#)

Foundations for life

Too many young people today are growing up without the stability they need to thrive. From the youth housing crisis to increasing levels of poverty and isolation, an uncertain future has left them feeling adrift, with no foothold in the world.

For over 180 years, YMCA has been an anchor of hope for young people. Rooted in the heart of communities across England and Wales, we see first-hand how the right support, at the right time, can turn a young person's life around.

When a young person feels lost, we're there with a safe home, education and training, guidance, friendship and community. And we help build stability, self-belief and confidence that can be passed on for generations to come.

Whatever challenges the future holds, you can make sure young people never face them alone. By including a gift in your Will to YMCA, you'll not only help equip and empower young people in a moment of crisis, you'll give them foundations for life.

Foundations for life

"I was 15 when my dad died. It changed everything and I lost all direction. YMCA helped me get my life back on track. I'm now a proud husband and father and I'm leaving a gift in my Will to YMCA to help the next generation of young people when they need it most."

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From crisis to confidence

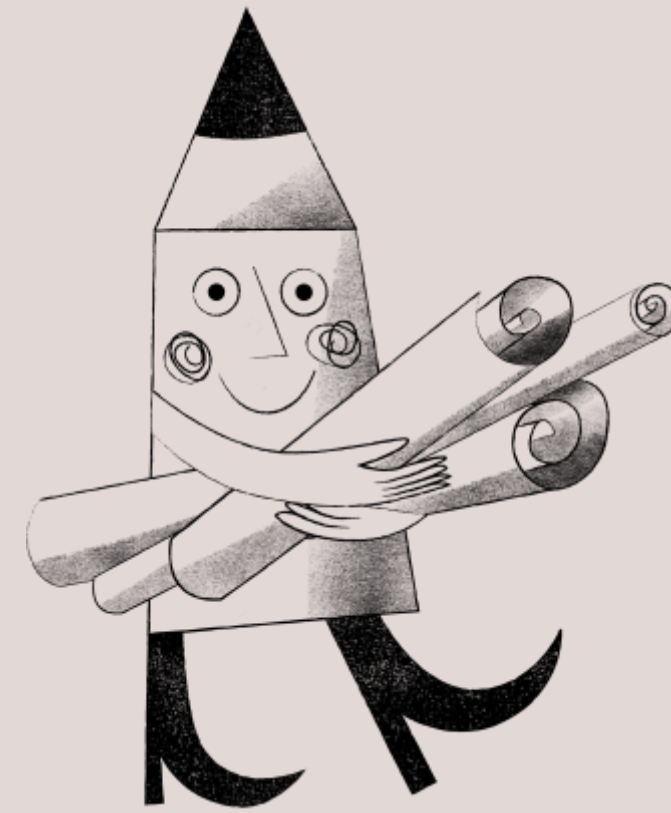
"Without YMCA, it's scary to think where I'd be right now. I felt like I had no where to turn. They helped give me the self-belief I needed to get back on my feet. Now I'm back studying again and excited about my future."

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MESSAGING IN SITU



POSTERS



Give foundations for life

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ymca.org.uk



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SOCIAL MEDIA

Facebook post header with navigation icons and YMCA profile information (10:30 AM).

Request your free Wills guide today and give young people the stability they need to thrive.

Will you give foundations for life?

A gift in your Will to YMCA helps give young people stability, self-belief and confidence that can be passed on to generations to come.

7 likes, 3 Shares

ymca.org.uk/wills
Give foundations for life [Learn more](#)

Facebook post header with navigation icons and YMCA profile information (10:30 AM).

By including a gift in your Will to YMCA, you'll give people like Molly foundations for life. Request your free Wills guide today.



From self-doubt to self-belief

7 likes, 3 Shares

ymca.org.uk/wills
Give foundations for life [Learn more](#)

Facebook post header with navigation icons and YMCA profile information (10:30 AM).

When a young person feels lost, help us be there with a safe home, education and training, guidance, friendship and community.

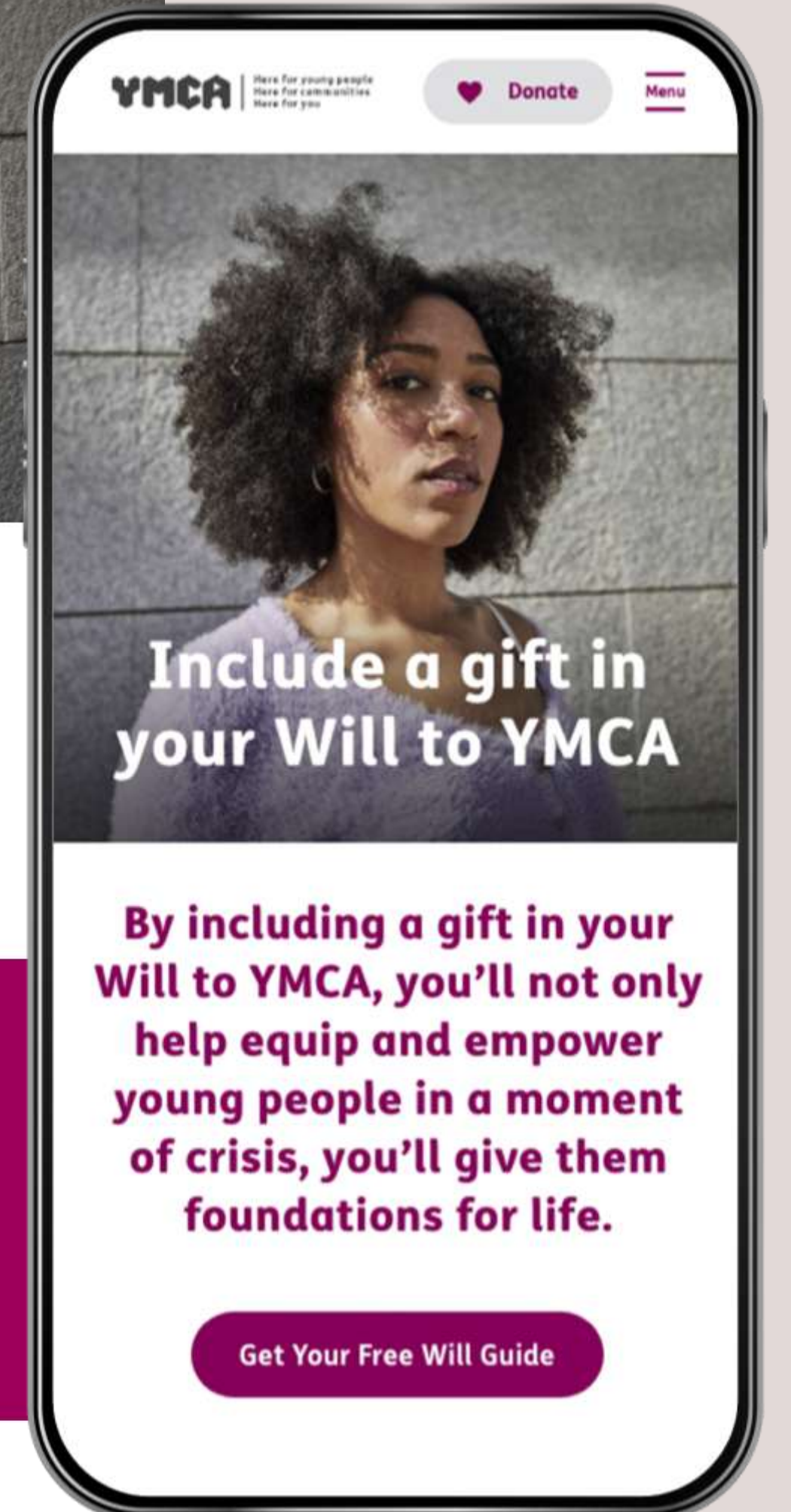
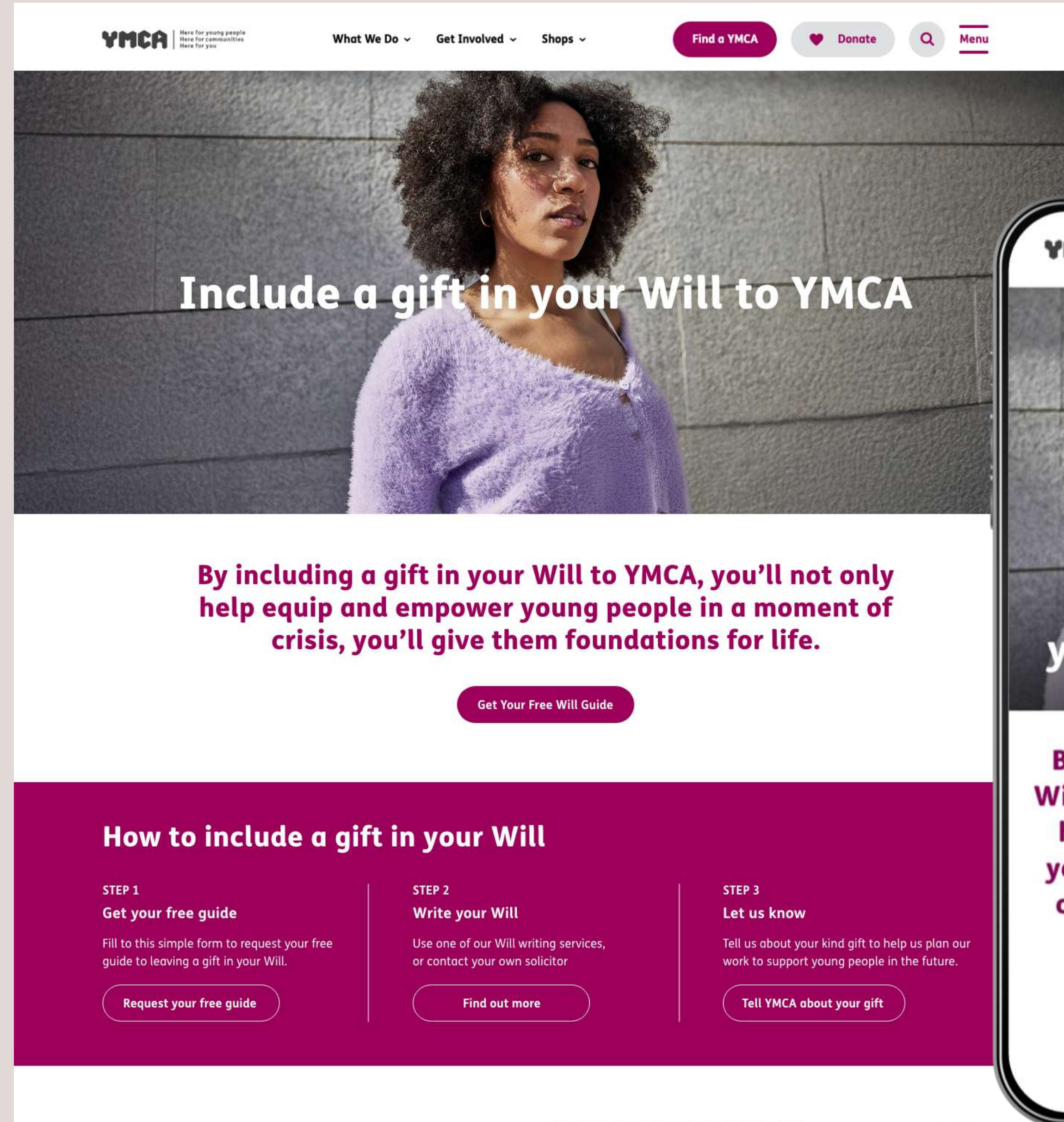
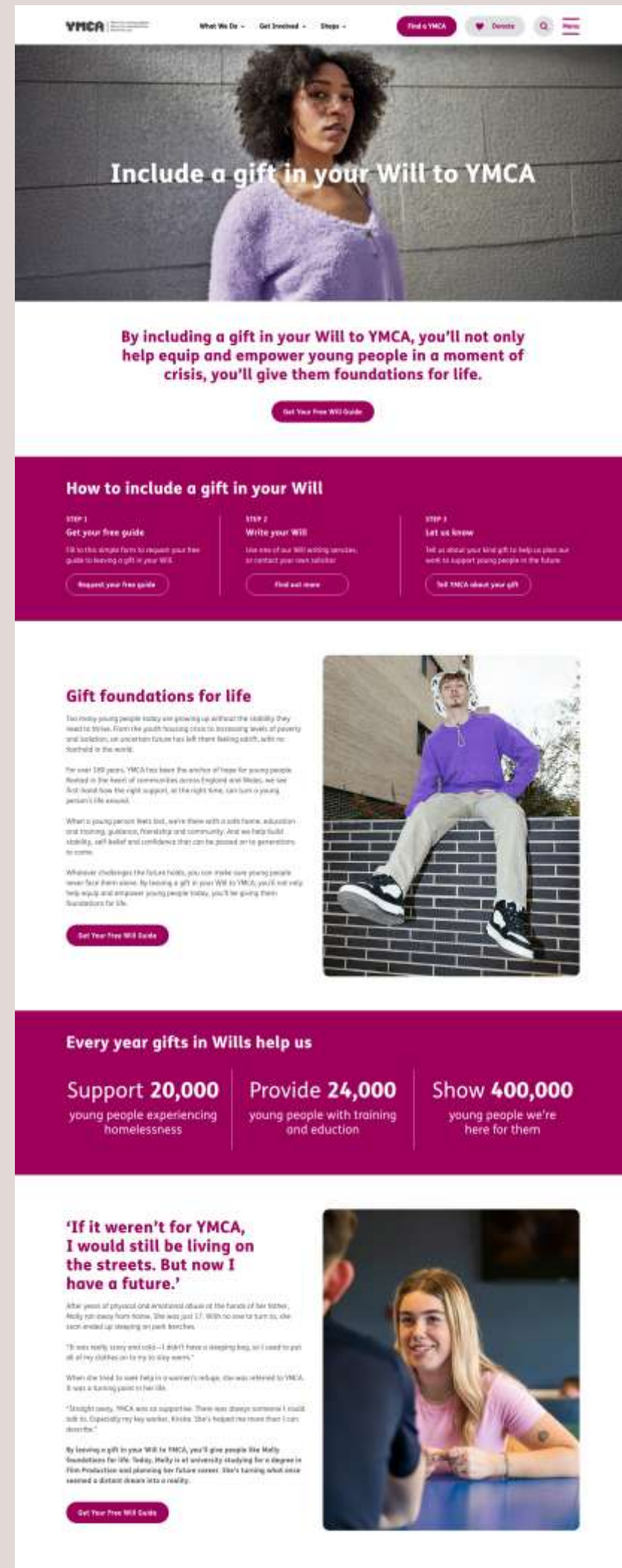
Request your free gifts in Wills guide



7 likes, 3 Shares

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Give foundations for life [Learn more](#)

LANDING PAGE



Gift foundations for life

Too many young people today are growing up without the stability they need to thrive. From the youth housing crisis to increasing levels of poverty and isolation, an uncertain future has left them feeling adrift, with no



GIFT IN WILLS PACK

Foundations for life
Your guide to including a gift in your Will to YMCA

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“I want young people of the future to have a chance in life. That’s why I’ve included YMCA in my Will.”

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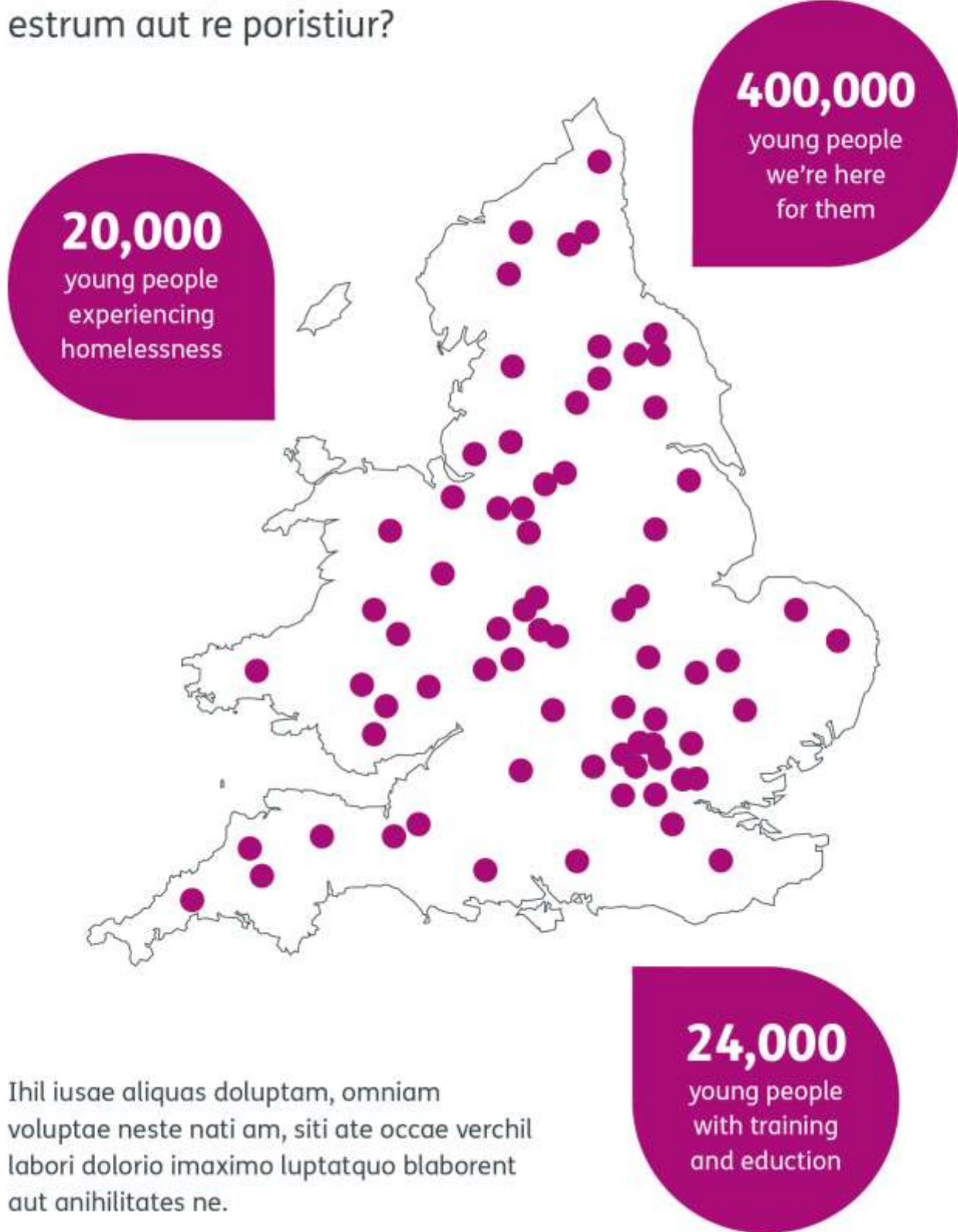
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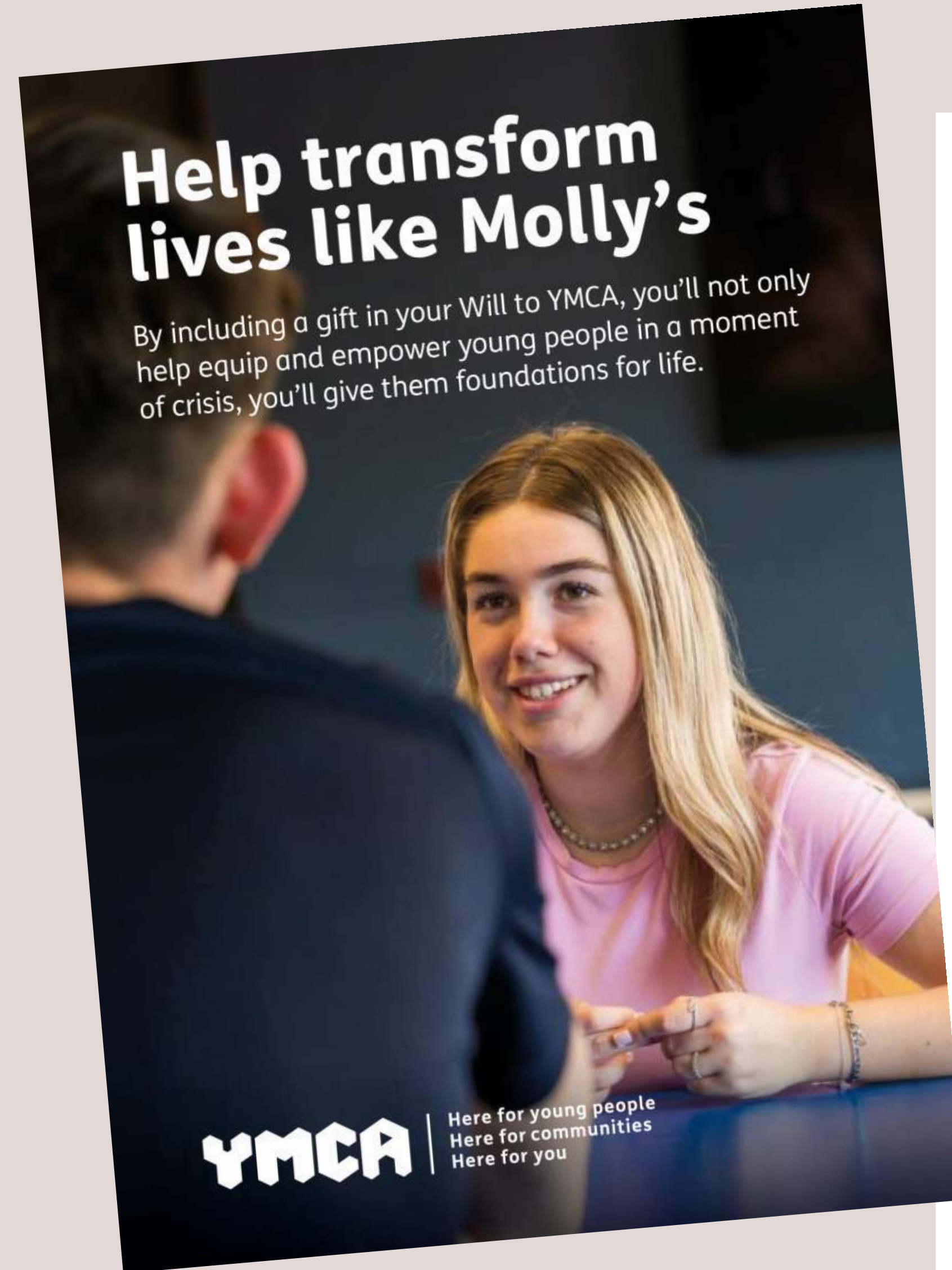
Because of gifts in Wills

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A5 LEAFLET



Include a gift in your Will to YMCA

When a young person feels lost, YMCA is there with a safe home, education and training, guidance, friendship and community. And we help build stability, self-belief and confidence that can be passed on to generations to come.

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'If it weren't for YMCA, I would still be living on the streets. But now I have a future.' – Molly

If you'd like to talk to someone in confidence about your decision, email giftinwills@ymca.org.uk or phone **020 7186 9521**

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PULL UP BANNER

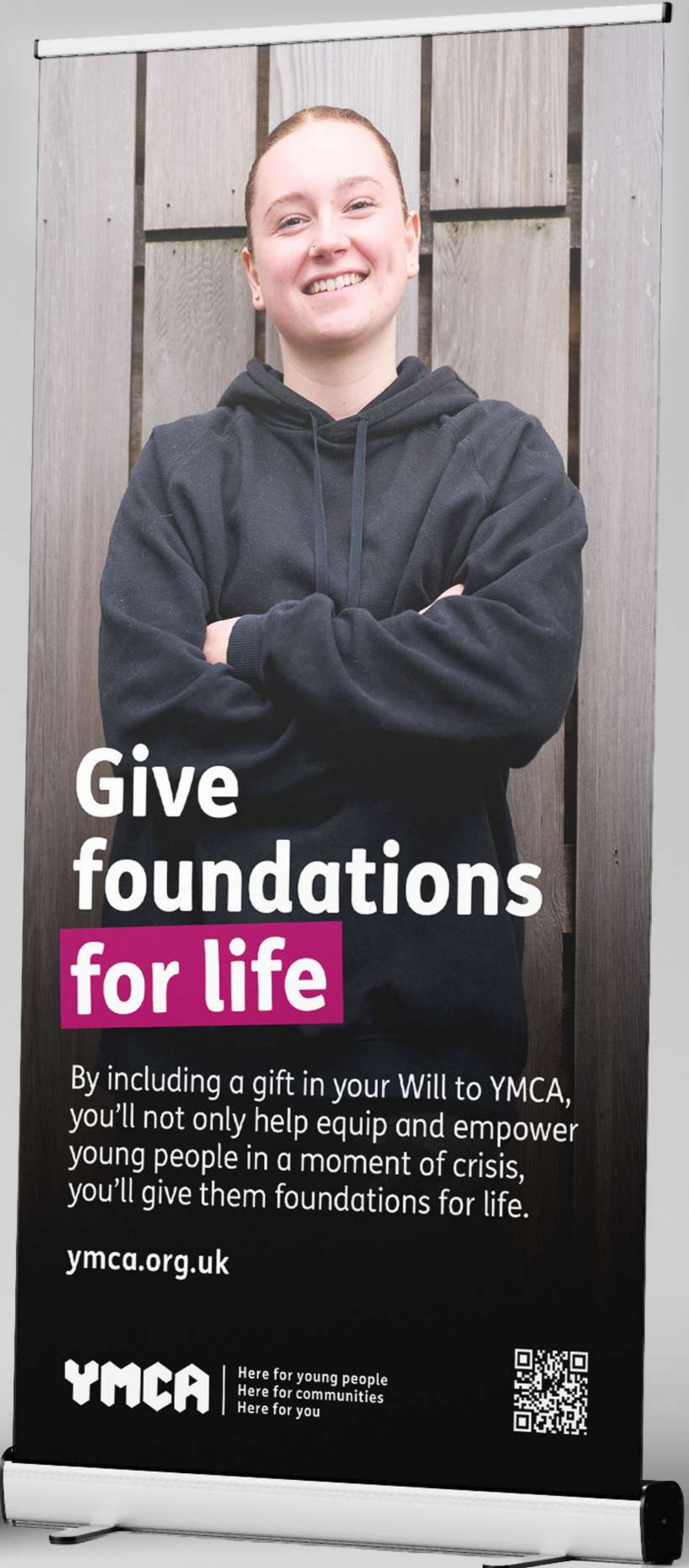



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