



YMCA Guides & Princesses

Vendor Application Guide

Mailing Address:

YMCA of the Triangle
801 Corporate Center Drive, Suite 200
Raleigh, NC 27607
Attn: Y Guides-Vendor Relations

Physical Address:

YMCA of the Triangle
YMCA Guides & Princesses Program Office
801 Corporate Center Drive, Suite 118
Raleigh, NC 27607

www.arapahoe-nation.org

Table of Contents

About the YMCA Guides & Princesses Program	1
About the YMCA	2
WeBuildPeople-YMCA Philanthropy	3
Vendor Guidelines and Frequently Asked Questions	4-7
How will Your Company, Organization, Activity or Event Partner with the Y Guides & Princesses Program?	8

About the YMCA Guides & Princesses Program

Y Guides & Princesses Purpose

The purpose of the YMCA Guides & Princesses Program is to promote the one-on-one relationship between father and child.

YMCA Guides & Princesses Program Participants

The program is open to first through third graders and their fathers. Fourth graders and up are invited to participate in the Trailblazer Program. Participants are grouped into small “tribes.” Tribes are led by a volunteer “Chief.” Tribes typically have one outing and two meetings per month. Tribal leadership is responsible for planning their outings/meeting venue and activity on a monthly basis beginning in August. The typical program year begins in August and ends in May. However, many tribes will enjoy outings together during the summer.

Non-profit Status

The YMCA of the Triangle Area and its subsidiaries, including the YMCA Guides & Princesses Program, are designated as a 501 (c)3 charity. The YMCA of the Triangle is one of the largest philanthropic organizations in the area, dedicated to helping children and families live healthier, more productive lives in spirit, mind and body.

History

The Y Guides Program was started nationally in St. Louis in 1926. With a humble beginning of five tribes, the Y Guides program began in 1968 in Raleigh, with the Y Princesses Program to follow in 1976. Over the last half century the program has grown to more than 800 tribes annually, with a yearly attendance of 13,000 members. The YMCA of the Triangle’s Y Guides & Princesses Program is the largest YMCA family program in the country.

About the YMCA

The YMCA Guides & Princesses Program is part of the YMCA of the Triangle and is based in Raleigh, North Carolina. The YMCA of the Triangle serves Wake, Durham, Johnston, Lee and Pamlico counties. YMCA Guides & Princesses participants are in these counties and more. We have tribes spreading all the way to Goldsboro, Wilson and beyond.

YMCA Mission

To put Christian principles into practice through programs that build healthy spirit, mind and body for all.

YMCA Vision

To build caring communities that create opportunities for life-changing relationships.

YMCA Principles & Practices

To practice the principles of caring, honesty, respect and responsibility, drawn from our foundation of faith in God.

- We **model our principles** and use them as a standard for personal and organizational behavior.
- We commit to the financial **accessibility** of the YMCA and work to involve everyone in our activities and programs.
- We offer a wide variety of **programs and activities** in an environment of fun and play that give all participants opportunities to build positive skills.
- We promote **health and wellness** as a priority in all of our programs.
- We make the concept of **belonging** central to our work as we build **relationships** and involve people more deeply in the mission and values of the YMCA.
- We strengthen **children and teens**, providing experiences to help them become healthy, caring and competent adults and leaders.
- We offer programs designed to strengthen **families** and resources to help individuals and organizations succeed in raising healthy children.
- We engage **volunteers** as we promote and practice **philanthropy**, teaching that giving of time, talent and treasure is not extraordinary, but ordinary.

WeBuildPeople Changes Lives

WeBuildPeople is the YMCA of the Triangle's Annual Campaign, a community-wide effort to raise funds for children, teens, families and adults who otherwise could not afford YMCA programs or services. Every dollar raised from WeBuildPeople is invested in the lives of people with needs.

WeBuildPeople provides scholarships and financial assistance for all YMCA programs including summer day camps, after school programs, youth sports, and adult fitness programs and activities. Through the generosity of volunteers and donors, no one is ever turned away from the YMCA of the Triangle for the inability to pay for programs.

\$85 pays for a father and child to participate together in the **Y Guides & Princesses Program**

\$112 gives a child a month of skill development, new friendships, and strong role models in YMCA **Tracking Out**.

\$163 allows a child to experience one fun filled week of exciting activities and character development in YMCA **Summer Day Camp**.

\$367 allows an at risk child to learn new talents and grow in character for one year of **Y-Life**.

\$719 provides 6 months of a loving, safe and nurturing environment, 2 days a week, in YMCA **Preschool**.

\$1,048 provides a child with recreation, role models and homework assistance for 6 months of YMCA **After School** care.

\$1,506 gives a student who is below grade level the chance to improve reading skills and enhance academic performance through one year of **Y Learning**.

\$2,206 gives a child who is struggling academically a year of faith based mentoring and literacy development through **Community HOPE**.

WeBuildPeople is made possible by volunteers. 100% of the money raised and time invested goes directly to kids and families served by our local YMCA branches. Join our team!

You may make a donation by contacting the Development Office at 919-719-9622 or checking the box on the application and someone will contact you.

Vendor Guidelines and Frequently Asked Questions

Thank you for your interest in the YMCA Guides & Princesses Program. We are excited to have the opportunity to work with businesses and other non-profits in our community. Our preferred vendors will be able to offer our participants a high quality outing, service experience, or product, especially during times when the YMCA Guides & Princesses Program is not hosting any events.

Dads are continually looking for fun, affordable activities, to enhance their Y Guides experience. Frequently they choose events that are pre-packaged and do not require a lot of planning or preparation. We look forward to your support and participation in our program.

The Y Guides Program recognizes four main types of vendor relationships:

- **Product** (*i.e.*, vests, patches, hats, t-shirts, food, etc.)
- **Special Event** (*i.e.*, sporting event, circus, off-Broadway show)
- **Recreational Activity** (*i.e.*, miniature golf, horseback riding, pottery painting)
- **Non-profits** (opportunities to give back to the community)

How do I become a YMCA Guides & Princesses Approved Vendor?

To be considered as an approved vendor you must go through the formal application process. Please complete the Vendor Application Form and return it to the Y Guides Program Office. Please note that your acceptance as a YMCA Guides & Princesses Approved Vendor does not automatically make you an approved vendor for the entire association of the YMCA of the Triangle. Furthermore, the YMCA of the Triangle and the YMCA Guides & Princesses Program reserves the right to remove your business from our Approved Vendor List at any time and for any reason.

The Vendor Application Form allows us to learn more about your business. We want to ensure that your services, products, and events are an appropriate match for our programs.

The Y Guides Office must receive your application in the month of October to be considered. All applications will be reviewed, and vendors will be contacted by December 31.

Effective immediately upon approval, each vendor will be placed into a tier based on the perceived benefit to the Y Guides & Princesses Program and its participants. Refer to page 7 for more information on the tier system.

How do I contact the YMCA Guides & Princesses Program Office?

By mail: YMCA of the Triangle
 801 Corporate Center Drive, Suite 200
 Raleigh, NC 27607
 Attn. Y Guides – Vendor Relations
By phone: 919-719-9692
By email: vendor.relations@ymcatriangle.org
Online: www.arapahoe-nation.org
Fax: 919-828-6246

How can I promote my business or organization to the YMCA Guides & Princesses participants?

The priorities of the YMCA Guides & Princesses Program are to provide a high-quality YMCA program and to protect the relationship with our participants. **We do not sell or provide any contact information to businesses or other non-profit organizations.**

- **Email**

We have a very strict email policy. The YMCA does not share the email addresses of any participant. Also, the Y Guides Program Office **will not** email the participants on your behalf.

- **Mailings**

Tier 1 Vendors have the opportunity to mail brochures or event flyers to participants by using the YMCA's mail service vendor. **You may not use your own mail service or any other.** You must contact the YMCA Guides & Princesses Program Office for approval of your mailing, and then staff will put you in contact with our mail service vendor.

- **Handouts**

Tier 1 Vendors have the opportunity to display event materials, promotions, product information, etc., at select YMCA Guides & Princesses events. These must be pre-approved, and it is the responsibility of your business or organization to provide current handouts in adequate supply to the Y Guides & Princesses Program in advance of the event.

- **Internet**

All Approved Vendors have some opportunity to promote their relationship with Y Guides. All policies regarding the use of the logo do apply. Depending on the Tier in which you are placed, there are different levels of permission allowed for being included on the YMCA Guides & Princesses Web site and for including the YMCA Guides & Princesses Program as part of your Web site.

All mailings, emails, handouts, and Web pages must be pre-approved by the YMCA Guides & Princesses Office. Additionally, we reserve the right to refuse any mailing, handout, or Web page that does not adhere to our program mission and guidelines. Due to the high volume of internal promotions, the YMCA Guides & Princesses Office will not approve any mailings, handouts, or event promotions during the month of January.

Am I required to provide a patch at my event or business?

As part of the Y Guides Program, dads and their children collect patches which signify achievements and events to put on their program vests. Patches are an important part of every tribal outing. Approved Vendors are required to offer a patch for events. Patches typically cost \$.50 to \$1.00 each and can be ordered from a variety of suppliers. Patches need to be rendered to the participant no later than three weeks after the approved event or service project. Vendors must explain in their promotional material when participants should expect to receive their patches.

A final proof of the patch must be pre-approved by the YMCA Guides & Princesses Program Office.

Listed below is our current patch supplier:

AB Emblem, Sandy Parrott, 1-888-438-4071, sandyp@abemblem.com

May I use the Y Guides Logo?

By signing the Vendor Application, the vendor agrees to use the Y Guides logo in the correct manner. Please follow these guidelines:

- Only use the currently approved YMCA Guides & Princesses Logo and program name.
- A copy of any materials including the logo **must be submitted to the YMCA Guides & Princesses Program Office for approval prior to its production and distribution.** This includes, but is not limited to, patches, flyers, brochures, press releases, Web pages, banners, etc.
- The logo must not be redrawn or altered in ANY way. Do not stretch the logo or change the proportions.
- Please leave adequate white space around the logo.
- Reproduce the logo in the correct colors or in black and white.
- Never integrate with other graphic elements or photography.
- Never use the logo within a body of text.

All YMCA logos are the property of the YMCA of the Triangle Area, Inc. Use of any logo must be pre-approved by the Y Guides Program Office.

Are you interested in a fund-raising opportunity for the Y Guides Program?

Thank you for considering the YMCA of the Triangle Area in your fund-raising efforts. Currently, we do not participate in any event-based fund-raising. The YMCA also does not barter goods or services in exchange for donations. If you are interested in supporting the efforts of the WeBuildPeople Campaign, we invite you to contact the Development Office at 919-719-9622.

- If we are added to the approved vendor list, will we have to reapply the next year?

Vendors who are selected through the vendor application process will be approved for a two year period. You will need to reapply in two years after the approval of your application.

- Are there any off-limit times in the Y Guides calendar?

Due to the high volume of internal events, the Y Guides Office *will not* promote or allow any vendor events in January.

- How will my business be rated and placed into a tier?

A committee of YMCA professionals and program participants will evaluate your business, event, or organization and place it into the appropriate tier based on the following criteria:

- Alignment with the mission of the YMCA Guides & Princesses Program and the YMCA as a whole
- Cost to participants
- Perceived value to the participants
- Discounts, special values, services or events which focus on our participant base
- Participant satisfaction and customer service provided to the YMCA Guides & Princesses participants
- Convenience
- Geographical accessibility to participants in all of our service areas: Wake, Johnston, Durham and Lee counties
- Proposed partnership to the YMCA Guides & Princesses Program to offer the best product, service, event, or service opportunity

How will Your Company, Organization, Activity or Event Partner with the YMCA Guides & Princesses Program?

Upon approval of your application, your organization will be placed into a Tier of Support. You will be assigned your tier based on the perceived benefit to the YMCA Guides & Princesses Program and our participants. The YMCA Guides & Princesses Staff reserve the right to remove any organization from our approved vendor list if they are not adhering to the Vendor Guidelines or if the service they are providing is no longer aligned with program initiatives.

The Y Guides Staff also reserves the right to attend and observe any event or service provided by your organization to ensure the quality of the program offered to our participants.

Tiers of Support	Benefits
Preferred Supplier*	<ul style="list-style-type: none"> • Given permission to use the Y Guides logo; materials must be pre-approved • Invited to attend select events (<i>i.e.</i>, Orientation at the McKimmon Center, Dad’s Trainings, outings, etc.) • Included in the Program Handbook and on our website with your business logo, business contact information, etc. • Allowed to promote to our participants • Invited to January and August Chief Meetings <p><i>*Note: Periodically we will bid out our supply business to vendor categories to ensure we are receiving the best products based on cost and perceived value to our participants.</i></p>
Tier 1	<ul style="list-style-type: none"> • Listed in the “Fun” section of the Web site • Allowed to promote to our participants • Invited to January and August Chief Meetings • Promoted on our Events and Program Calendar • Allowed to use the YMCA Guides & Princesses Logo on promotional material; materials must be pre-approved
Tier 2	<ul style="list-style-type: none"> • Listed on the “Outings” or “Resources” page of the Web site • Allowed to promote to our participants • Allowed to use the YMCA Guides & Princesses Logo on promotional material; materials must be pre-approved
Non-profit Tier	<p>Your organization will be:</p> <ul style="list-style-type: none"> • Featured on the “Service” page of our Web site • Invited to January and August Chief Meetings • Promoted on our Events and Program Calendar • Allowed to use the YMCA Guides & Princesses Logo on promotional material; materials must be pre-approved

Refer to the Frequently Asked Questions section to ensure that you are following all specific policies and guidelines in regards to these benefits.