



YMCA OF SAN DIEGO COUNTY

# YMCA of San Diego County activates true community fundraising and unlocks \$8.4M



## **Mission**

To nurture a healthy spirit, mind, and body so all can thrive while honoring our faith-based heritage

---

## **Challenge**

## Solution

GoFundMe Pro's fundraising technology empowers the YMCA of San Diego's advocates to mobilize their community and unlock millions in generosity

“GoFundMe Pro has been a game-changer for us. It has led to a cultural change in how we ask for donations and how donors are giving. It has also been the biggest timesaver. We no longer need to spend time and money following up on pledges. Most things are instant in GoFundMe Pro, and we appreciate the speed of producing reports or looking up a transaction.”

– Courtney Cordero, Vice President of Development

## **Building a community of YMCA advocates**

Each of the YMCA of San Diego County's fourteen locations participates in the Annual Campaign, a peer-to-peer fundraiser that rallies support around the county's highest-need communities.

To ensure the success of the Annual Campaign and raise more money each year, the YMCA of San Diego County has fostered a culture of philanthropy by weaving the campaign into each of its programs. To meet this ambitious goal year-over-year, the organization relies on its biggest advocates, including program participants and families who are passionate about the mission and actively rally others to join them.

Each YMCA champion acts as a Chief Community Officer. They identify top advocates and individuals who believe in the mission, introduce them to each other, and utilize user-friendly tools like GoFundMe Pro to activate the community.

Last year, the YMCA of San Diego County raised over \$8.4M for its Annual Campaign (an 11% increase from the previous year), which ensures access for

all programs at the Y regardless of pay.

## Using GoFundMe Pro as a tool for community-building

The YMCA of San Diego County team coaches its advocates on using GoFundMe Pro to set up their fundraising page and demonstrate progress to inspire their networks. Supporters can choose the program they want to support, from sending kids to camp to gymnastics programs, life-saving swimming lessons, access to child care, transitional housing, and much more.

**“** GoFundMe Pro has been such a great partner for our fundraisers. It is an easy tool in their toolbox to coincide with the natural passion for our cause.

**Courtney Cordero**

Vice President of Development

## Annual campaign fundraising teams

**True community thrives when people share a common interest and have ways to communicate with each other.** The YMCA of San Diego County team reminds supporters that the real reward of the Annual Campaign is the act of giving itself. With GoFundMe Pro, supporters can showcase goal achievement and donor stats and celebrate beyond the dollars raised. The ease of fundraising and the power of community are why a majority of fundraisers return each year.

YMCA supporter's personal fundraising page

**“** GoFundMe Pro is used by our supporters like Larry to post authentic updates and interact with his friends. They love seeing Larry reach his goals and still want to set up lunch to connect and give again. Our supporters use GoFundMe Pro like a text message to each other!

**Emily Figueiredo**

Association Director of Development, Capital

# Personalizing the giving experience and saving time on admin tasks

For this year's Annual Campaign, the YMCA of San Diego County team is approaching things a little differently. Instead of one main campaign, each of the YMCA of San Diego County's branch locations, social services, and overnight camps will have its own campaign. This will help the data flow seamlessly from GoFundMe Pro into the YMCA of San Diego County's new CRM, Salesforce, but also allow each location to further personalize its supporters' giving experiences.

All gifts go to individual YMCA of San Diego County locations and programs. For example, a supporter might be more inclined to give to the aquatics program at the Mission Valley YMCA, which is in their neighborhood. The YMCA team can easily allocate that donation to the correct fundraiser and/or program the donor is excited to give to.

Creating separate campaigns for each YMCA location in San Diego County might seem like a daunting task, but with GoFundMe Pro's templating functionality, the YMCA of San Diego County team streamlined this process by creating a single campaign. From that campaign, the team was able to duplicate it for each location, customizing the name, hero image, and programs for each branch. This saved the team time cross-checking all of the backend settings so they could focus on creating the best giving experience.

Mission Valley YMCA's 2025 annual campaign impact blocks

## **GoFundMe Pro product features used**

Check out the product offerings that this organization used for success

---

# Get results like YMCA of San Diego County

Learn how top nonprofits use GoFundMe Pro to power their fundraising.

[Request a demo](#)

## Related Case Studies

---

Success Story

Success Story

Success Story

**Stand Up To Cancer brings in thousands of donations from participating in GoFundMe's experiments**

**Joni and Friends grew 34% year over year on Giving Tuesday with Campaign Studio**

**More than 50% of donors gave multiple gifts in a single transaction through HOPE International's Gift Catalog**

---

**gofundme**PRO™



## **SOLUTIONS**

---

Product Overview

Donation Forms

Recurring Giving

Donation Pages

Crowdfunding

Giving Cart

Live Events

Event Ticketing & Registration

Auctions & Mobile Bidding

Peer-to-Peer Fundraising

Corporate Giving

Nonprofit Pages on GoFundMe

Impact Creator Tools

## **COMPANY**

---

Story

Careers

Press & Media

Collaborative

## **PLATFORM**

---

GoFundMe Pay

Donor Dashboard

Integrations Hub

Campaign Templates

International Fundraising

Security & Scalability

GoFundMe Intelligence

Reporting

Meta Social Sharing

Federated Accounts

## **CONTACT**

---

Contact Support

Demo

Pricing

Sign In

## RESOURCES

---

[Blog](#)

[Webinars](#)

[Events](#)

[Research](#)

[Help Center](#)

[GoFundMe Pro Academy](#)

[Partners](#)

## WHO WE SERVE

---

[Case Studies](#)

[Nonprofits](#)

[Healthcare](#)

[Research & Cure](#)

[Food Banks](#)

[Human Services](#)

---

[Terms of Service](#)

[Privacy Notice](#)

[Cookie Policy](#)

[Manage Cookie Preferences](#)

© 2010–2026 GoFundMe

[Your Privacy Choices](#)

