

Monday, March 9, 2020
For Immediate Release



Baker Tilly partners together with YMCA and challenges local businesses to support membership assistance for our neighbours facing financial hardship

Owen Sound, ON – The YMCA of Owen Sound Grey Bruce (OSGB) has launched its annual Strong Kids fundraising campaign in support of membership assistance for families and individuals in Grey and Bruce Counties.

As part of the 2020 Strong Kids Campaign, YMCA Board President and Partner at Baker Tilly, Gwynne Potter, has launched a **challenge to other businesses in our community**. The Baker Tilly team, which consists of Partners Gwynne Potter, Kristine Kreuzweiser, Karen Marcell and Devin Morrison, has made a three-year pledge of \$1,200 per year to support three years of one family's membership. **"Team Baker Tilly" challenges other local businesses to do the same!**

"Having the ability to improve the lives of others is a privilege. We are thrilled to be able to assist the Y in extending its reach to everyone in our community. The cost of supporting one family's YMCA membership for a year is \$1,200 and we feel that the three-year term will provide consistency for the family being supported. We can see how our donation has a direct impact on improving the community," adds Potter. "Also, helping others feels good, so we are also improving our emotional well-being as well. A win-win situation."

Right now, 1 in 7 members receive financial assistance to access our YMCA. They may be single parent families, families with low income or those experiencing financial hardship due to illness, crisis or loss of employment. Any of these circumstances are very real possibilities. In 2019 more than 1,100 individuals received financial assistance. For each person this **enabled change and started the journey to better health**.

To ensure YMCA remains accessible to all, this year's fundraising goal is \$75,000. In addition to the business challenge, the YMCA encourages the community to continue its generous financial support this month and throughout the year. 'Every dollar counts!' Donations can be made online, or in person our YMCA location.

Connection starts here. Belonging starts here. Inclusion starts here. A Healthier Tomorrow Starts Here! To accept the 'Baker Tilly Challenge,' local businesses are asked to contact the YMCA of OSGB directly.

The YMCA of Owen Sound Grey Bruce is a charity dedicated to building a caring, healthy community by creating opportunities for all people to achieve personal growth in spirit, mind and body. Serving our community since 1877, the YMCA of Owen Sound Grey Bruce enriches the lives of people of all ages and is open to all members of our community. At the YMCA we work together to build strong kids, strong families and strong communities throughout Grey and Bruce counties.

INTERVIEW OPPORTUNITY: Gayle Graham, CEO, YMCA of Owen Sound Grey Bruce

To arrange an interview, for more information, or to donate, please contact:

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