

News Release

July 3, 2018

FOR IMMEDIATE RELEASE

YouthReach donors smash fundraising goal to pay for recreation programs for local kids

Three hundred and thirty eight children from low-income families in Simcoe County will attend recreation programs this year thanks to donors who supported [YouthReach](#) at its recent [fundraising gala](#). Gala attendees gave \$85,000, exceeding the organization's goal of \$35,000 by 2.5 times.

"Recreation programs have an immediate positive impact on a child's life. Our donors recognize this," says Jeanette Heywood, YouthReach executive director. "I was brought to tears by the philanthropy of our supporters who were motivated to nearly triple the number of local kids we can help this year."

YouthReach provides up to \$250 per child, per year to cover a recreation activity of the child's choosing. Eligible activities include sports, camps, arts programs and more. [Families qualify for financial support](#) by submitting income information and a contact for an objective third party who is aware of the family's financial challenges. Families with a household income that is \$50,000 and under can receive funding. Applications are accepted year round and must be submitted before or during the activity, not after it has taken place.

"We encourage teachers, faith leaders, social workers, neighbours — anyone who is aware of a family with a child who might benefit from our program — to share the news that this local support is available," says Heywood. "And, please, consider [giving](#) and tell others. A donation of \$20 per month can help one child per year. We have the ability to help kids here at home in a really simple but profound way, and demand for financial support continues to grow."

About YouthReach

YouthReach has provided more than 600 activity grants to local youth since 2016. The organization was founded in 2015 and achieved charitable status in 2017. YouthReach receives support from The Ontario Trillium Foundation and the County of Simcoe as part of their poverty reduction strategies. Visit [youthreach.ca](#) for more information and to [donate](#) or [apply for funding](#)

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