



PRESS RELEASE

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Internal YMCA fundraisers make a difference in annual campaign

The Duneland Family YMCA's 2009 Strong Kids Campaign ended on August 31, raising over \$21,000 to support scholarships for Duneland area families to YMCA programs in the coming year. "The annual campaign is our primary fundraising activity", says Kym Groceman, Duneland Family YMCA's executive director. "It gives us the ability to offer our critical programs and services to the families in our communities that can't afford them".

While this year's campaign fell short of its \$40,000 goal, board president Tom Roberts says that campaign funds were raised in new and exciting places. "We're pleased that so much money was raised from inside of the organization this year", says Roberts. "It's a testament to the creativity of many of the staff, and it shows that our real commitment to the community starts from within".

This year, YMCA Childcare director Jessica Delgado challenged her staff of preschool teachers to come up with fun and exciting ways to raise funds. The teachers and their students responded with a variety of creative mini-fundraisers including a Trike-A-Thon, a book sale and a penny drive.

Elsewhere within the YMCA, fitness instructors planned and hosted their own fundraising events. Zumbathon alone contributed over \$1,000 to this year's annual campaign.

Area partners like the Duneland Resale Shop, Indiana Cardiovascular Physicians Management Group, LaPorte Savings Bank, Rieth-Riley and others are consistent contributors to the Duneland Family YMCA, and this year was no different. Over half of the funds raised during the campaign came from area businesses and not-for-profits.

Not surprisingly, private contributions from families and individuals were down considerably from last year. “It’s an unfortunate reality that when contributions dip during a poor economy, demand for our services increases”, says Groceman.

While the 2009 Strong Kids Campaign has ended, Duneland area residents and businesses are reminded that the Duneland Family YMCA can use volunteers and contributions at any time. For more information, go to dunelandymca.org, or call 926-4204.