

Brady to chair YMCA Strong Kids campaign, with \$170,000 goal



Brady lets out a cheer after directing kids in the YMCA's day care program to show the campaign goal.

BY STEPHEN PETRICK

Belleville – At first the number read “000,071\$.”

Sam Brady quickly got to work and made sure it correctly appeared as \$170,000.

It's always an adventure when kids in the YMCA day care program come out with numbers on paper to show the annual YMCA Strong Kids campaign goal.

But Brady, the newly-named honorary chair for the 2017 campaign, showed he's willing to work with – and on behalf of – kids.

“Sam, this is a test of your organizational skills,” hollered last year's chair, Jamie Troke, as Brady helped re-organize the order of the kids. Moments later he put his arms in the air and let out a big cheer.

In a speech earlier during the noon-hour campaign launch event at the Belleville YMCA on Wednesday, April 12, Brady made it clear he's thrilled to take on the role.

The investment advisor – a member of the local CIBC Wood-Gundy branch – said he had the good fortune of growing up in well-off family and among many positive role models and mentors.

“For others, those mentors and resources just aren't available, at home or at school,” he said. “This is where the Y comes in.”

The Strong Kids campaign raises funds to ensure that no child in the community is denied access to a YMCA program, from swimming lessons to summer camps, because of their family's inability to pay. These programs help kids stay physically fit and develop the life and leadership skills to become great community members.

Last year's campaign exceeded the \$150,000 goal by raising more than \$157,000 and the money's already going to good use.

In 2016, campaign dollars covered about \$113,000 in membership costs for youth in Belleville. Money also went to summer camp registrations and childcare costs.

“It's the goal of the YMCA to not turn any child away and that speaks volumes about the Y,” said Brady, a lifelong Y member himself.

“We're letting the community hear that our kids matter.”

As the honorary chair, Brady will be responsible in rallying the community to support the Strong Kids campaign through various special events planned through the spring.

Although the Strong Kids campaign has a strong public presence from April to June, the Y accepts donations to the campaign all year.

And some big cheques have already rolled in. During Wednesday's event, Rick Watt, chair of Operation Red Nose Quinte, a charity with a rich history of supporting Strong Kids, presented a cheque for \$30,000.

Another cheque for \$6,351, representing proceeds from the Y's April 1 polar dip event, was also presented.

YMCA staff also presented a cheque for \$32,216 representing funds donated through paycheque deductions, of which the majority will go the Strong Kids campaign.

Also well-known Belleville philanthropist Maurice Rollins donated \$10,000 and Brady opted to match 50 per cent of that contribution with a \$5,000 cheque of his own.

These funds will not just help the YMCA towards the \$170,000 goal for the Belleville branch, but also the overall \$500,000 goal for the three branches within the YMCA's Central East Ontario region; which covers Belleville, Quinte West and Peterborough.

For more information visit ymca.ca/donate or ymcaofceo.ca.

TO: All Interment Rights Holders of The Belleville Cemetery Company

NOTICE IS HEREBY GIVEN that the Annual Meeting of the members of The Belleville Cemetery Company will be held at its office located at 631 Dundas Street West, Belleville, ON

Thursday, April 20th, 2017 at 9:00 am for the following purposes:

1. Presentation of the annual financial statement for the last completed financial year;
2. Appointment of auditor
3. Election of directors

All interment Rights Holders are invited to attend the meeting.

Mark Hopper
Secretary

Jane Gunter
President

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* No purchase necessary. The Contest is open to residents of Canada who have attained the age of majority in their province or territory of residence at the start of the Contest Period. Odds of winning depend on the number of eligible entries received. There are a total of five (5) prizes available to be won each consisting of a cheque in the amount of \$200.00 CDN. The total approximate retail value of all five (5) prizes is one thousand dollars (\$1,000 CDN). Skill-testing question required. The Contest begins on April 3, 2017 at 12:01 am ET and ends on April 24, 2017 at 11:59 pm ET (the "Contest Period"). For instructions to enter and complete contest rules visit www.Save.ca/contest.

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