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## The New Elk River YMCA Makes a Difference

**Elk River Y Partners campaign pulls in \$54,180**

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by Jim Boyle

Editor

The Elk River YMCA reached its goal of raising \$50,000 in its first Y Partners fund-raising campaign.

But under the direction of its fearless leader, Ron Touchette, there are no plans to stop there.

“That’s only a start,” Touchette said of his confidence in an ability to raise even more in the future and the community’s willingness to care about people in their community.

Dressed in shorts in hopes of bringing back summer, the YMCA community board chairman directed the board to go out and be ambassadors of the Y. He delivered a message of hope, and said it’s time to go out and distribute a message of hope.

“We need to make sure that our community knows that the Y is here, has programming for the entire family, and will not turn anybody away just because they have fallen on hard times,” he said.

Touchette admitted his goal of bringing summer back wasn’t reached, as the mercury continued to drop, but he says summer-like conditions exist within the walls of the YMCA.

Especially for the 5,000-plus people that the facility is serving. The Y Partners campaign pulled in pledges totaling \$54,180 that will be available for scholarships to potential members of the Elk River YMCA. Every single dollar raised in Elk River will stay in Elk River. The campaign was led by Kim Reichel of the YMCA Community Board.

Touchette, a real estate broker by trade, relayed a story of a man who said the YMCA wasn’t an option for his family, as it was struggling to pay the rent. “We can give people hope,” he said.

YMCA staff members laid out the Personal Pricing Plan that makes the Y affordable to many families who may consider membership out of reach. They showed in concrete terms how potential members could be eligible for discounts of up to \$75 down to \$10 a month, depending on their financial situation.

The plan assigns a membership fee discount based on household income,

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### Did You Know?

A YMCA in Spokane, Washington invented the very first Father’s Day celebration on June 19, 1910. The YMCA’s dedication to families is just one way we carry out our mission to build strong kids, strong families and strong communities.

### Our Mission

**The mission of the YMCA of Metropolitan Minneapolis is to develop the total person-spirit, mind and body-through character development programs that build strong kids, strong families, and strong communities.**

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