



## **Wim & Nancy Pauw Foundation donates \$100,000 to the YWCA's new Thriving Futures fundraising campaign**

**November 17, 2020: Banff, AB** – The Wim & Nancy Pauw Foundation has made a \$100,000 donation to jumpstart Banff YWCA's new Thriving Futures campaign. The YWCA's \$500,000 fundraising initiative will allow the non-profit organization to continue to provide critical programs and services to the Bow Valley during the COVID-19 pandemic and through the recovery period.

The pandemic is taking a toll on the well-being and financial security of community members. Front line YWCA staff are seeing an increase in crisis calls, domestic violence and sexual assault; rising unemployment and homelessness; and greater demand for mental health supports.

As Alberta enters the second wave of COVID, the YWCA anticipates further need for its programs and services in the months and years ahead. Thriving Futures will help ensure the YWCA remains prepared for emergency response and positioned for longer-term sustainability. Funds are also critical because all major revenue streams are on hold.

"We believe in the important work being done by the YWCA and their very real need for financial support right now. As an anchor sponsor, we encourage anyone in the community who can, to get on board and support the much-needed Thriving Futures campaign. Every contribution makes a difference, and we are very proud to contribute to this important campaign," said Cathy Geisler, Executive Director, Wim & Nancy Pauw Foundation.

"Since COVID hit, our team has been working hard to support residents and community members suffering from mental health challenges, struggling with homelessness, figuring out how to pay their bills, and women and families impacted by domestic and sexual violence. It is not easy work, and our staff continue to rise to the challenge as front-line workers. But it takes more than goodwill to sustain our work. We are so grateful for this game-changing investment in our organization from the Wim & Nancy Pauw Foundation," said Connie MacDonald, CEO, Banff YWCA.

Since 2013, the Wim & Nancy Pauw Foundation has contributed \$1.8 million toward community initiatives. The charitable organization is funded by the Wim Pauw, the primary shareholder of Banff Caribou Properties, Ltd. and Banff Lodging Company. In 2020, a budget of \$1 million was approved for disbursement to grassroots projects that meet one of three pillars: active lifestyles, education, and community building.

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