



DESROSIERS ENDOWMENT SURPASSES GOAL

\$100K FUND SUPPORTING COMMUNITY FOUNDATION EXCEEDS FUNDRAISING EXPECTATIONS

September 12, 2016 – Stratford – Exactly one year ago today [Stratford Perth Community Foundation](#) (SPCF) Board Member and renowned Automobile Industry Analyst Dennis DesRosiers turned 65. While most people might have explored retirement plans, Dennis instead looked for a way to celebrate his milestone birthday and also make a difference in his new home community.

Instead of gifts, lunches or parties, Dennis asked his family, friends and industry associates to donate to his newly established *DesRosiers Endowment for the Advancement of the SPCF*. The Fund supports the ongoing outreach and legacy work of the Community Foundation. As part of the Fund's creation, Dennis embarked on a fundraising campaign tied to his landmark birthday celebration and also to acknowledge his 40+ years in the automotive industry. He called it the "\$65K for 65 Campaign" – a year-long promotion to raise \$1,000 for each year he'd been alive.

Today the results are in and Dennis' Fund is now sitting at \$100,000 – exceeding all expectations and surprising the awestruck Fund Holder.

"I believe strongly in giving back – to my family, my community and to the automotive industry," notes Dennis. "One of the constants in my life has been my work with charitable organizations. I'm so pleased to have started this endowment at the Community Foundation and both humbled and delighted at the results of my fundraising campaign – thanks to all of my family, friends and colleagues who made a donation."

In addition to his Fund at the SPCF, Dennis also has endowments at the University of Windsor and Georgian College.

"The SPCF is delighted to have Dennis as a Board member and the depth of his support continues to amaze us," shares Tracy Van Kalsbeek, Executive Director of the SPCF. "Dennis' devotion to our Foundation and to our community is inspiring and his generosity will live on for many years, creating a lasting legacy."

Donations can still be made to Dennis' "\$65K for 65" campaign by clicking on this [LINK](#).

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About the [Stratford Perth Community Foundation](#)

The Stratford Perth Community Foundation (SPCF) is an organization for everyone and unique because donations – large or small – are never spent but are combined and invested. The earned income is used to make grants to local charities year after year to build a vibrant not-for-profit sector in Stratford, St. Marys and Perth County. To make all this work, we share our unique understanding of community needs and help mobilize and guide donors to specific community initiatives. For more information about SPCF please visit www.spccf.ca

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Photo enclosed.