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Buffalo City Mission Announces Nearly \$40,000 Commitment from Northtown Subaru's "Share the Love" Campaign

Gift will support the City Mission's annual operations and support services for the poor and homeless across Western New York



BUFFALO, NEW YORK (May 4, 2021) – The Buffalo City Mission today announced a \$38,952.38 financial commitment from Northtown Subaru, a part of Northtown Automotive Companies.

The donation comes from Northtown Subaru's "Share the Love" campaign, where Western New York customers who bought or leased a Subaru were given the opportunity to donate \$250 to the nonprofit organization of their choice. The program ran from November 19, 2020 to January 4, 2021.

The announcement was part of a ceremonial check presentation today at the Buffalo City Mission's new community center, the Alfiero Family Center of Hope and Promise. Funds from the donation will help to support rescue and restoration services for women, and moms with children at Cornerstone Manor.

"The City Mission is extraordinarily grateful to Northtown Subaru and the residents of this community," said Aubrey Calhoun, Associate Executive Director of the Buffalo City Mission. "In Northtown's tremendous 'Share the Love' program, we recognize that people had the opportunity to select from a number of organizations. Many chose the City Mission, and for this



we are humbled and thankful. To all involved in this donation, your generosity will help us in our continued work to restore and renew the lives of those who are struggling and vulnerable in this community.”

“On behalf of the Northtown Subaru family, it is our honor to give back to the City Mission,” said Joseph Hurley, General Manager of Northtown Subaru. “We share the City Mission’s values of collaboration and community building to make Western New York a special place with opportunity for all.”

“Through our ‘Share the Love’ program, we are delighted that so many of our valued customers showed their commitment to help the City Mission’s work,” added Thomas Riggs, Northtown Subaru’s General Sales Manager and event liaison. “Today’s gift is a great demonstration of how sharing love can make an impact. I’m very proud of the support of Western New Yorkers and our Northtown Subaru associates. We couldn’t continue to have this level of success year after year without their support.”

Officially opened in March 2021, the City Mission’s 75,000 square foot Alfiero Center provides preventative services on the front end to decrease the percentage of homelessness year-over-year for those who are on the brink of homelessness. It delivers more complete care to individuals who already experience homelessness. Notable features include space for social service agencies, case management, mental health services, medical care, the first recuperative care unit in Buffalo, job training, education, food, clothing and more.

To learn more about the City Mission and how to get involved, visit buffalocitymission.org.

About the Buffalo City Mission

The Buffalo City Mission, founded in 1917, is a nonprofit organization providing preventative, emergency, and transitional housing programs to thousands of people who are homeless and impoverished every year. The Mission includes a Women and Children’s Shelter (Cornerstone Manor), the Men’s Community Center, and the Dick Road thrift store to serve the Western New York community. For more information, please visit buffalocitymission.org or call (716) 854-8181.

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