

April 29, 2025

Mayor Steve Soloman and Town Council,

My name is Michele Goulding, and I'm writing today to ask for your consideration in waiving the fees for the rental of the baseball diamonds in Grand Valley as we host the first annual "Pink It Out" Baseball tournament. We are proud to say both our adult children reside in Grand Valley with their families and are active within the community – volunteering with local sports clubs and participating with their children in community activities – which is one of the reasons we made the decision to hold the first annual tournament in Grand Valley. We are looking to host 8 teams (approximately 150 people) over the course of the day beginning at 8am and finishing around 6pm with 100% of the proceeds being donated to the charity.

This charity baseball tournament is in support of the Kelly Shires Breast Cancer Foundation. A volunteer run charity that helps men and women battling breast cancer by helping to remove some of the financial burden that may be associated with treatments and healing. The money doesn't go to research – there are some really good organizations that already do that – this money is used directly for patients that need it.

This charity has been a part of the Goulding family's life for the past 26 years and has grown to include our adult children and their spouses and friends as volunteers and participants. Over the years, we have done various events to raise funds – including bottle drives, car rallies, golf tournaments, dances, silent auctions, Christmas baskets and now we're adding a baseball tournament to our list.

A bit of history, Kelly (Childerhose) Shires was a friend of mine growing up. In the prime of her life, when Kelly was just 34 years of age, happily married, expecting her first child and running a successful business, she found a lump on her breast (right before Christmas 1996). To say this was an emotional time for Kelly would be an understatement. Within a week, Kelly had four surgeries, terminated the pregnancy and began six months of chemotherapy.

Kelly and her husband Ken knew they had to make some difficult decisions, so they gave up their business in Mississauga and moved north to begin a less hectic lifestyle and focus on "living with cancer". Kelly knew firsthand the challenges of a breast cancer diagnosis for the patient and their families – they didn't have insurance and not everything is covered by OHIP. The emotional, mental and physical stress of hearing "you have cancer" but then adding the financial stress of this diagnosis without health benefits was overwhelming and she knew she wanted to do something to help others.

Kelly and her friend Suzy Stenoff formed the "Snow Run for Fun" a snowmobile ride for women only and in January of 2000 the first event was held – but not really because it was rained out, so they put the registrants on a bus and toured the Midland area – all the while raising \$10,000 for the charity. Fast forward 26 years and even with Covid shutdowns for two years – the "Snowrun Family" continued to raise much needed funds to assist men and women with the financial struggles during a breast cancer diagnosis. In the past 26 years we've helped raise over 9 million dollars.

On October 31st, 2004, Kelly lost her battle with cancer but her legacy lives on in the men and women she has brought together as volunteers to carry her dream forward.

We have helped pay or paid for many items over the years. Some examples are:

- wigs
- prosthetics
- transportation to treatments
- lodging expenses
- hospital parking cost
- counseling
- food
- household bills while under treatment
- rent

Over the years, the charity found that they were able to broaden the scope of how breast cancer patients need help financially. It is always a difficult thing in any situation to admit that you need financial help. No one ever plans on getting ill or knows how an illness could potentially affect them and their family. There are some insurance companies offering “critical illness” insurance for situations such as a cancer diagnosis but not everyone is aware of it or able to afford the coverage. Applicants can apply for \$1,000 in assistance (up to 3 times in a calendar year).

MISSION STATEMENT

The Kelly Shires Breast Cancer Foundation was established to help women/men who have been diagnosed with breast cancer. There are many unforeseen expenses they may face, and which their health insurance program may not cover.

Our mission is to provide financial assistance to women/men in these situations in order to make their fight with cancer a little less challenging.

The website for the charity is <https://breastcancersnowrun.org/>

Thank you again for your consideration – it truly means so much to so many and we appreciate the opportunity to share our journey with this amazing charity.

Rob and Michele Goulding
Linsey and Jake Grisdale
Bryan and Laura Goulding

