



FOR IMMEDIATE RELEASE

January 20, 2011

CONTACT:

Andrea Paul, Marketing  
Crossroads of Michigan  
apaul@crossroadsofmichigan.org  
586.557.6707

Crossroads Receives Pay It Forward Grant From Madonna University

Detroit, MI- Crossroads of Michigan received a grant of \$4,500 from Madonna University's *Pay It Forward* project this past Thursday, January 20. This grant will be used for the Crossroads prescription drug and medical supplies program. This program benefits clients who are uninsured or underinsured including the elderly, working poor, and those who do not qualify for assistance.

The grant was given during a celebration at Madonna's Kresge Hall where students, staff and friends were invited to hear keynote speaker Roger Grein, a Cincinnati business man and the founder of "Pay It Forward". The evening was filled with inspirational stories from not only Mr. Grein, but from many of the staff and students asked to work on *Pay it Forward*.

The *Pay it Forward* grant provided by Michigan Campus Compact helps students understand the importance of philanthropy in the community, the nation and world. Four different classes were asked to select one or a number of charitable organizations to be the recipient of the \$4,500 grant. Organizations had to meet certain class criteria set by the teachers and students in order to receive the grant money. Crossroads met all those guidelines and was honored to receive the full grant amount given by Dr. Donald Conrad, a professor at Madonna University involved in *Pay it Forward*.

Crossroads is a non-profit service outreach agency offering conseling, advocacy, and emergency assistance to people in need. Crossroads serves its clients through two social service units, a Sunday Soup Kitchen, and a no fee employment service, the Crossroads Employment Office (CEO). For more information about Crossroads of Michigan or to learn about volunteer opportunities, call 313-831-2787.