

NEWS



9487 Holly Road • Suite 302
Grand Blanc, Michigan 48439
Media Inquires: 614.519.1873

PRESENTED BY 

Twitter/Instagram: @AllyChallenge
Facebook: /AllyChallenge
Website: theallychallenge.com

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2024 check presentation – pictured left to right: Jeff Cumberworth (Ally), Rachele Alcini (The Ally Challenge), Laurie Prochazka (McLaren Health Care), James Gaskin (UWGC), Theresa Hurley (YWCA Greater Flint), DeAndra Larkin (YWCA Greater Flint), Jamie-Lee Venable (UWGC), Trevor Alward (Grand Blanc Community Schools), Matt Bauseman (Charlie's Forever Farm), Paige Kopczyk (First Tee Eastern Michigan), Patrick Pardington (Warwick Hills), Erin Stone (The Ally Challenge), Doug Brody (Warwick Hills)

The Ally Challenge presented by McLaren announces 2024 charitable donation

SEVENTH ANNUAL PGA TOUR CHAMPIONS EVENT GENERATES MORE THAN
\$1 MILLION FOR CHARITY IN SOUTHEASTERN MICHIGAN AND BEYOND

GRAND BLANC, Mich. – Officials of The Ally Challenge presented by McLaren announced today that the seventh playing of the official PGA TOUR Champions event, which concluded August 25, 2024, at Warwick Hills Golf & Country Club, raised a total of \$1,005,260.21 for charitable organizations in southeastern Michigan and beyond, surpassing the \$1 million mark for the fifth time in the tournament's brief history.

Since its inception in 2018, The Ally Challenge presented by McLaren has donated nearly \$8.4 million to support charity.

This year's total includes \$884,679.74 in support of Genesee County Charities. Overall, more than 31 charities were positively impacted by The Ally Challenge presented by McLaren this year, including a

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portion of the funds for 24 plus crucial programs identified by the tournament's primary beneficiary, United Way of Genesee County (UWGC).

For more than 100 years UWGC has been addressing educational outcomes, health access, financial stability, and the basic needs of Genesee County residents; the UWGC leverages donations from more than 200 workplace campaigns and individual investors to support over 150 programs. Last year dollars raised impacted over 100,000 lives representing every zip code of Genesee County.

The tournament's investment will impact more than 30,000 individuals in Genesee County through three priority areas: Financial Literacy, Affordable Housing and Employment.

"Thank you to all the fans, players and sponsors who attended the 2024 Ally Challenge," said James Gaskin, CEO, United Way of Genesee County. "Your participation is supporting home repairs with Habitat for Humanity; helping homeless veterans get back on their feet at My Brother's Keeper; teaching kids the importance of fiscal management; and more than 20 other crucial programs helping our most vulnerable neighbors. A very special thank you to Ally and McLaren for this opportunity to impact our community."

The Ally Challenge's 2024 total charitable giving amount contains money generated through several philanthropic tournament initiatives, including the Ally Charity Chip In, Tickets FORE Charity and the dollars raised by this year's Celebrity Challenge.

"Surpassing the \$1 million mark for the fifth time is a proud moment for us and reflects our deep commitment to southeastern Michigan," said Mike Rizer, executive director of corporate citizenship at Ally. "These funds will support vital programs that create stronger, brighter futures in the communities we serve. We are incredibly grateful for the unwavering support of our sponsors, participants, and volunteers whose dedication makes this achievement possible. Together, we are making a lasting difference in the lives of thousands, and we look forward to continuing this impactful journey."

"These significant charitable dollars raised through the unwavering commitment of sponsors, organizers, volunteers and patrons are a true testament to the value this tournament brings to our region," said Laurie Prochazka, VP of Community Partnerships at McLaren Health Care. "These funds will benefit thousands of people in meeting basic needs over the next year. McLaren could not be more proud to join with our tournament partners in delivering an event that makes such a positive impact on people's lives."

In addition to UWGC, The Ally Challenge presented by McLaren's 2024 tournament efforts benefited additional charities and non-profits in the region, from operational partners such as Grand Blanc Schools and Charlie's Forever Farm, to youth development programs like First Tee of Eastern Michigan, Boys & Girls Clubs of Greater Flint and Flint Junior Golf, among others. Furthermore, the tournament continues to grow stronger each year and make a meaningful difference in the region with an estimated annual economic impact of over \$20 million.

"On behalf of HNS Sports Group and our tournament staff, I would like to thank Ally, McLaren Health Care and all our sponsors and fans for helping make the gift of these funds a reality," said Erin Stone, Director of Business Development and Community Relations, The Ally Challenge presented by McLaren. "The tradition of giving this tournament has established in the southeastern Michigan community is inspiring and we are committed to growing that charitable spirit for years to come."

The 2025 Ally Challenge presented by McLaren will take place the week of August 18 – 24 at renowned Warwick Hills Golf and Country Club.

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The Ally Challenge will be one of the premier Regular Season events on the PGA TOUR Champions in 2025, which will give way to the Charles Schwab Cup Playoffs—a season-ending, three-tournament series used to determine the TOUR's season-long champion.

All three rounds of The Ally Challenge presented by McLaren will be broadcast on Golf Channel.

For more information about The Ally Challenge, please visit theallychallenge.com. For the latest Ally Challenge news and updates on social media follow the tournament on Twitter and Instagram at @AllyChallenge and on Facebook at Facebook.com/AllyChallenge.

About The Ally Challenge presented by McLaren

The Ally Challenge presented by McLaren is an official event on the PGA TOUR Champions owned and operated by Tournaments for Charity, a Michigan non-profit corporation. This 54-hole stroke play golf tournament features 78 PGA TOUR Champions professionals competing for a \$2.2 million purse at the historic Warwick Hills Golf & Country Club in Grand Blanc, MI. The event is designed to showcase the best golf on the PGA TOUR Champions for the enjoyment of spectators and to benefit local charities in the greater Flint area. All three official rounds will be internationally televised on the Golf Channel.

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About Ally Financial

Ally Financial Inc. (NYSE: ALLY) is a digital financial services company committed to its promise to "Do It Right" for its consumer, commercial and corporate customers. Ally is composed of an industry-leading independent auto finance and insurance operation, an award-winning digital direct bank (Ally Bank, Member FDIC and Equal Housing Lender, which offers mortgage lending, point-of-sale personal lending, and a variety of deposit and other banking products), a consumer credit card business, a corporate finance business for equity sponsors and middle-market companies, and securities brokerage and investment advisory services. A relentless ally for all things money, Ally helps people save well and earn well, so they can spend for what matters. For more information, please visit www.ally.com and follow @allyfinancial.

For more information and disclosures about Ally, visit <https://www.ally.com/#disclosures>.

For further images and news on Ally, please visit <http://media.ally.com>.

About McLaren Health Care

McLaren Health Care, headquartered in Grand Blanc, Michigan, is a \$7.3 billion, fully integrated health care delivery system committed to quality, evidence-based patient care and cost efficiency. The McLaren system includes 13 hospitals in Michigan, ambulatory surgery centers, imaging centers, a 640-member employed primary and specialty care physician network, commercial and Medicaid HMOs covering more than 732,838 lives in Michigan and Indiana, home health, infusion and hospice providers, pharmacy services, a clinical laboratory network and a wholly owned medical malpractice insurance company. McLaren operates Michigan's largest network of cancer centers and providers, anchored by the Karmanos Cancer Institute, a National Cancer Institute-designated comprehensive cancer center. McLaren has 28,000 full-, part-time and contracted employees and more than 113,000 network providers throughout Michigan, Indiana and Ohio. Learn more at mclaren.org.

About HNS Sports Group

HNS Sports Group is a Dublin, Ohio-based LLC founded in 2000. The company offers over 125-plus years of collective experience and is committed to providing professional, efficient and effective client representation in the categories of sponsorship consultation, event management, hospitality management, sales representation and tournament operations within the golf market. To learn more about HNS Sports Group, visit www.hnssports.com.

Media Contact

Thomas P. Sprouse
Director of Communications,
The Ally Challenge presented by McLaren
E-Mail: tsprouse@hnssports.com
Office: 614-889-6791
Mobile: 614-519-1873

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