

## FOR IMMEDIATE RELEASE

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### YMCA of San Diego County Selects Daxko to Provide Software Services

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Birmingham, AL –Daxko announced today a signed agreement with YMCA of San Diego County to provide software and related services to serve the greater San Diego community. The second largest YMCA in the country, YMCA of San Diego County will partner with Daxko to pursue an aggressive vision plan to provide programs and services to one in ten San Diego families over the next five years. The YMCA will use a combination of Daxko's software and consulting services, including Daxko Operations, Daxko Engage, Daxko T2 Consulting, and Daxko's API to achieve its growth goals. Daxko competed with Active Network and the YMCA's current provider, CCC, for the business.

"Today is a historic day for Daxko and YMCA of San Diego County," stated David Gray, Daxko's President and CEO. "This YMCA has a bold vision to increase its impact in the San Diego community, and Team Daxko is very excited by the opportunity to play a vital role in that growth." Daxko's solutions will help YMCA of San Diego County standardize practices across its 20 membership facilities, three overnight camps and multiple locations focused on childcare, youth and family services. The YMCA will use Daxko's software to improve service levels to 429,000 members and program participants annually, as well as progressively engage families among the 3.2 million residents of San Diego County in youth development, healthy living, and social responsibility.

"To accomplish our vision, we are committed to making big changes in the way we do business," said Baron Herdelin-Doherty, President and CEO of YMCA of San Diego County. "Our YMCA has to function as one organization across all of our locations to achieve real community impact, not separate YMCA branches with different agendas. We are confident that Daxko is, hands down, the company with the software, the expertise, the track record, and the data to get us there. Daxko's team and company culture are in lock-step with the YMCA, and together I know we can accomplish great things for San Diego County."

#### **About Daxko**

Headquartered in Birmingham, Alabama, Daxko is a leading provider of mission-critical software solutions to member-based nonprofits. Daxko's solutions help customers achieve high levels of operational efficiency, strong fiscal



management, and increasingly engage the community to expand their mission. Data show that Daxko's customers grow twice as fast as similar organizations using other solutions. Daxko employs over 200 team members across the Southeast. For additional information, please visit [www.daxko.com](http://www.daxko.com).

**About The YMCA of San Diego County**

The YMCA of San Diego County is the second largest Y in the nation, serving 429,000 San Diego County residents annually and employing more than 4,500 people. Through a variety of programs and services focused on youth development, healthy living and social responsibility, the Y unites men, women and children - regardless of age, income or background - to nurture the potential of children and teens, improve the nation's health and well-being, and provide opportunities to give back and support neighbors. The YMCA of San Diego County is dedicated to improving the quality of human life and to helping all people realize their fullest potential as children of God through the development of the spirit, mind and body. Visit [www.ymca.org](http://www.ymca.org) to find your local YMCA or call (858) 292- YMCA (9622).

