

# ENCOURAGING AND SUPPORTING NEW APPROACHES TO PHILANTHROPY: COMMUNITY-GUIDED ADVISED FUNDS



**JENNIFER LADD**  
*CFWM Donor Advised Fundholder*

When Jenny Ladd was looking to create an alternative approach to community philanthropy, she came to CFWM.

“Part of the Foundation’s mission is to see the Pioneer Valley as an entire region,” said Ladd. “That’s important to me.”

Ladd points to CFWM’s interest in innovative approaches to philanthropy and our ability to get charitable dollars out into the community as attributes critical to supporting a new type of advised fund, one that gives community members the opportunity to guide impactful philanthropy.

Although she contributed the gifts to establish these CFWM funds, Ladd doesn’t advise on grantmaking. “I don’t make the decisions at all,” she said. Instead, she asked six local experts, two from Franklin County and four from Hampden County, to take responsibility for recommending where the grants can be most effective in their counties.

For Ladd, this is a way to empower others who do not have the capacity to give, but have the knowledge and commitment to target meaningful grants. CFWM provides the scaffolding to support this new approach to grantmaking, using our expertise to facilitate an advisors’ recommendations and vet recipient organizations.

“I am happy to support the Foundation and what it does in the Pioneer Valley to make philanthropy more accessible to the broader community,” said Ladd.



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