

# STRENGTHENING SMALL NONPROFITS THROUGH VALLEY GIVES: THE NOLUMBEKA PROJECT



**DAVID BRULE**  
*Nolumbeka Project President*

Building fundraising abilities, drawing new donors, and raising community awareness are some of the important ways that CFWM's annual Valley Gives Day supports small community nonprofits like the Nolumbeka Project.

The Greenfield-based volunteer organization works to promote a deeper, broader, and more accurate depiction of the history of Native Americans/American Indians in New England. Their work is dependent on fundraising and thus they've taken advantage of the training and the platform provided through Valley Gives.

"Our organization simply doesn't have the marketing resources to reach the regional audience that Valley Gives does or build the excitement that makes the fundraising such a success," said David Brule, Nolumbeka Project president. "We benefit hugely from the training CFWM provides in advance and from the spirit of camaraderie. While each organization is working to raise money, we are cheering for the 'competition.' It's a win-win situation. Valley Gives has helped expand everyone's awareness of all the good works that are happening in the Valley."

On Valley Gives Day 2017, Nolumbeka raised \$1,974. It's a seemingly modest amount, but for an organization with an annual budget of \$32,000 these funds can be crucial. Of equal importance, Valley Gives has enabled Nolumbeka to reach new donors – individuals whom the Project hopes to keep connected to their mission and activities, including the annual Pocumtuck Homelands Festival.



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