



COMMUNITY
FOUNDATION
OF WESTERN MASSACHUSETTS



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**408 regional nonprofits raise nearly \$1.7M during sixth Valley Gives Day
\$10M raised over six years of the 24-hour giving event**

SPRINGFIELD – May 1, 2018 marked another prosperous day of philanthropy in the Pioneer Valley with the completion of the sixth Valley Gives Day, a 24-hour giving event hosted by the [Community Foundation of Massachusetts](#) (CFWM).

9,604 individuals donated \$1,697,604 to area nonprofit organizations, with an average donation amount of \$74.00. Additionally, the Community Foundation awarded \$97,360 in prize money to organizations throughout the day, for a total of \$1,794,964 raised for the greater good in the region. The prominent giving event, first launched in 2012 and inspired by community champions Paul Doherty and Al Griggs, was created to empower area nonprofits to embrace and leverage the shift to online giving and fundraising.

[The Hitchcock Center](#) has participated in Valley Gives every year. “It’s been an important part of our annual fundraising—about 10% of our Valley Gives donors each year are brand new to us, helping us to expand our visibility to our philanthropically-minded community members,” says Marcus Simon, Development Coordinator. “The collective impact of Valley Gives is undeniable — not just in terms of the millions of dollars raised by community members each year, but in terms of the community camaraderie. The Community Foundation has also brought some of the best minds in the fields of communications and fundraising to offer professional development opportunities for our staff over the years.”

“Participating in Valley Gives has legitimized our organization—which is vital when we are listed next to more established nonprofits,” says Mollie Hartford, Program Director at [It Takes a Village](#). “We’re three moms doing very grassroots work, and having access to the workshops and tools has helped level the playing field for small organizations like us. Valley Gives has elevated community philanthropy by creating an ongoing conversation to engage and re-engage donors.”

“The day felt like a holiday for the region! Such an extraordinary outpouring of generosity is compelling evidence of the deep devotion people have for this place—and for each other,” says Katie Allan Zobel, President and CEO of CFWM. “Generosity is clearly part of this Valley’s DNA, and we’re committed to continuing to develop and expand community philanthropy in our region.”

Our generous sponsors embody the remarkable and deeply ingrained community support that makes our region exceptional, and make Valley Gives Day possible. We offer our heartfelt and profound gratitude to the following Pioneer Valley businesses: Big Y Foods; Andrew Associates; Law Offices of Doherty, Wallace, Pillsbury & Murphy; bankESB; Greenfield- Northampton Cooperative Bank; Williams Distributing; Eversource Energy;

Finck & Perras Insurance Agency; Monson Savings Bank; The O'Connell Companies, UBS Keady Foard Montemagni Wealth Management Group; United Personnel; Yankee Candle Village; Astro Chemical Company; and Savers Bank.

About the Community Foundation of Western Massachusetts

Founded in 1991, the Community Foundation of Western Massachusetts administers a charitable endowment consisting of nearly 600 separately identified funds (\$142 million) serving the three counties bordering the Connecticut River in western Massachusetts (Hampden, Hampshire, and Franklin counties). For more information about the reach and impact of Community Foundation of Western Massachusetts, visit <http://communityfoundation.org>.