



COMMUNITY FOUNDATION of Western Massachusetts

# Fiddlehead

Serving Franklin, Hampden and Hampshire Counties • Vol. XIII, No. 2, Winter 2008

## Smart Giving Turns \$1,500 into \$25,000

Think of the last charitable gift you made. Are you confident that it was the wisest use of the charitable funds committed? Did it meet an important need? Was it a creative response to that need? Did it leverage other funds or the work of other organizations to meet that need?

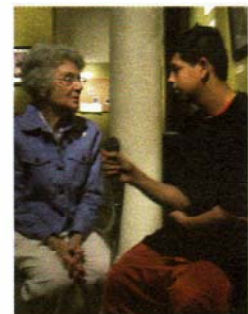
The Community Foundation believes that smart giving is really important. When donors trust us to put their charitable dollars to work, we ask charities to be creative, work together, and demonstrate the smart use of limited funds.

To celebrate this approach to giving, we launched the *Smart Giving Challenge* at our Annual Meeting in October. We gave 10 random winners \$1,500 to donate to a local charity. They had a week to choose a charity, which then had five weeks to compete for the chance to win a bonus grant of \$25,000 by showing that it had used the original \$1,500 as wisely as possible. Each agency quickly sprang into action to put \$1,500 to work and report back to the Foundation on how creatively they could meet an important need in the community.

The winning application was submitted by Wistariahurst Museum in Holyoke; they received a \$25,000 unrestricted award in December.



Carol Constant, who works for the Loomis Communities, directed the original \$1,500 gift to Wistariahurst. She is joined here from left to right by: Laurie Millman - Boys and Girls Club of Greater Holyoke, Melissa Boiselle - Wistariahurst Museum Director, Kent Faerber - Community Foundation of Western Massachusetts President, and Katie Navarra Thibodeau - Wistariahurst Museum Curator.



Elders and youth interview each other as part of Wistariahurst's Bridging Generations project.

Thinking beyond the typical mission of a historic house museum, Wistariahurst used the original gift of \$1,500 to fund *Bridging Generations: Shared Stories* - a series of youth and elder oral histories, a project designed to bridge the intergenerational, racial, and economic divides that characterize the City of Holyoke. Students from South Hadley and Holyoke High Schools, the Boys and Girls Club of Greater Holyoke, and the Enchanted Circle Theater collaborated with interns from Mount Holyoke and UMASS, and residents of

the Loomis Communities to produce both audio and video recordings of their stories, learning from each other's very different perceptions, stereotypes, and local life histories.

The Foundation is grateful to two anonymous donors who made this challenge possible. To learn more about the 10 projects that were part of the challenge, or to hear more about how the Foundation can help you make smart giving decisions, contact Katie Allan Zobel or Kristin Leutz at the Foundation.

Donate Now! The Community Foundation makes your giving easy. Just log on to [www.communityfoundation.org](http://www.communityfoundation.org)

