



## FOR IMMEDIATE RELEASE

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## AREA NONPROFITS COMPLETE 900 PROJECTS BY UTILIZING 14,000+ VOLUNTEER HOURS, SAVING NEARLY \$3M AND ADVANCING CRITICAL WORK FOR COMMUNITY BENEFIT

Central Virginia, March 2022 – The Charlottesville Area Community Foundation (Community Foundation) recently convened a peer learning event in support of year two of its partnership with [Catchafire](#), which is an online tool that connects social good organizations with talented professionals looking to donate their time and talents in areas including finance and operations, fundraising, human resources, marketing and communications, strategic planning, and technology.

This partnership represents part of the Community Foundation’s continued evolution of responsive, equitable philanthropy, leveling the playing field and allowing organizations, often led by people of color, to better access critical resources to advance community-based initiatives.

More than 30 nonprofit practitioners came together to learn from and share with one another, highlighting successes in helping their organizations connect with pro bono expertise, enhance capacity, and save money.

Anna Pillow, Executive Director of The Arts Center in Orange, reflected “Our work with Catchafire has allowed us to create a really strong framework for moving forward.” Anna and other panelists shared their experiences accessing leadership coaching, translation services, support evaluating unified technology solutions, and much more.

### **Highlights of the program since inception include:**

- 127 organizations matched on a project or call
- More than 900 projects and calls completed
- Over 14,700 volunteer hours contributed to area nonprofits
- \$2.8M plus of savings for nonprofits, resulting in 18x return on the Community Foundation’s investment

“We are thrilled with the return on our investment and the deep impact experienced by Catchafire participants to date,” said Community Foundation Senior Program Manager Aiyana Marcus. “This partnership is just one example of how we continue to reimagine our work in the community, and to strategically deploy our resources toward realizing a region in which everyone can belong, contribute, participate, and thrive.”

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The Charlottesville Area Community Foundation was established in 1967 – on the ideals of interconnectedness, of neighbor helping neighbor, and of valuing the lives of others – as an engine for positive change in Charlottesville and the surrounding counties of Albemarle, Buckingham, Fluvanna, Greene, Louisa, Nelson, and Orange. The Community Foundation works with local residents, nonprofits, and public and private organizations to facilitate philanthropy and create an equitable region where everybody can thrive. For more information, visit [www.cacfonline.org](http://www.cacfonline.org).