



FOR IMMEDIATE RELEASE

CONTACT: Steve Borchers, Executive Director

Phone: 765-962-1638

Wayne County Foundation Announces 2015 Challenge Match

The Wayne County Foundation confirmed this week that it will sponsor its popular Challenge Match initiative again this year. The match period will be November 9-20, 2015.

Organizations participating in the program are given the opportunity to secure a dollar-for-dollar match from the Foundation, up to a specified match goal, based on qualifying gifts they receive from the community in the match period. There are no restrictions on the use of the money raised and very few limitations on qualifying contributions.

“The Challenge Match initiative grew out of a need to help local not-for-profit organizations raise unrestricted operating dollars more efficiently,” said Steve Borchers, the Foundation’s executive director. “It quickly became a means to help organizations strengthen their approach to fundraising.”

The program was piloted in 2011 with very few participating organizations and a relatively limited scope. In the years that have followed, the initiative has been characterized by greater numbers of participating organizations, increased funding from the Foundation and its Match Partners, and more dollars raised in the community.

Last year, 40 participating organizations raised nearly \$793,000 in 12 days to trigger \$231,000 in matching funds from the Foundation and its 12 Match Partners.

Year	Applicant Organizations	#Orgs. Selected	# Match Partners	Match Period (# Days)	Raised in Community	Fdn. Match	Total Benefit
2011	11	5 (+1)	--	5	\$126,928	\$42,133	\$169,061
2012	33	26	--	12	\$390,300	\$150,000	\$540,300
2013	35	35	3	14	\$532,787	\$169,250	\$702,037
2014	45	40	12	12	\$792,850	\$231,100	\$1,023,950

“We’ve made some changes to the program every year,” said Lisa Bates, the Foundation’s program officer. “And this year is no exception.”

One of the changes this year will require that participating organizations raise a percentage of their match goal before the Foundation's support is triggered. Another will allow smaller organizations to apply for larger match goals.

"We wanted to keep the Challenge Match challenging. More importantly, though, we see this as another way to help grantee organizations develop fundraising best practices and to promote effective philanthropy," said Borchers.

Local organizations who are interested in participating in this year's Challenge Match are encouraged to review information on the Foundation's website at www.waynecountyfoundation.org and to call the Foundation with questions. The deadline for applications - which must be submitted online - is Friday, September 18.

"We're looking for some very high-quality applications," said Borchers. "The Challenge Match is a great opportunity for organizations doing exceptional work to garner additional support for their efforts. It's also a fun way to encourage charitable giving in our community."

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