



## Gay Pride Month Challenge Grant Yields over \$30,000 for Delaware Valley Legacy Fund.

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- Over 60 people responded to an anonymous challenge grant of \$10,000 with \$20,000 in unrestricted donations.

July 15, 2008 -- Like many non-profits in a time of economic downturn, the Delaware Valley Legacy Fund (DVLV) was approaching this summer with concern about cash flow. Hearing of this concern, an anonymous donor decided it was time for a philanthropic stimulus package to reverse a forecast of organizational hardship. Could a challenge grant of \$10,000 promising a 50% match to donations made during June's Gay Pride Month celebration be successful?

Absolutely! Over 60 past and first-time donors rallied with gifts ranging from \$10 to over \$3,000 and by month's end just over \$20,000 had been raised. The Delaware Valley Legacy Fund is a community fund to support the needs of the lesbian, gay, bisexual and transgendered (LGBT) communities of Southeastern PA, Central and South New Jersey and Delaware. DVLV maintains a donor-advised fund at The Philadelphia Foundation and has awarded \$47,000 in grants to area LGBT organizations this year.

Executive Director Perry Monastero said making the Challenge Grant was a real cliffhanger. He credits long-time gay philanthropist and businessman Mel Heifetz with putting this fund-raising over the top. *"The clock was ticking and time was running out,"* said Monastero. *"And not for the first time, Mel stepped in and made a difference."* The \$30,000 will go to the organization's operating budget through the summer. Monastero described June's fundraising as an all-hands-on-deck effort. Staff, volunteers, board members and the organization's Advisory Council all participated. While fundraising for the Challenge Grant, other donors appeared with over \$15,000 in restricted gifts targeted to support specific programs and additional grant-making.

*"It was a Gay Pride Month like no other I've seen,"* said DVLV President Dorothy Wax. *"Now, it's on to planning our fall campaigns, including the launch of a Straight Allies Initiative. It never stops!"*