



**For Immediate Release**

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## **WEGIVE365 PROVIDES A NEW WAY TO GIVE TO THE COMMUNITY**

Yesterday the Rochester Area Foundation launched a new program that makes it easier than ever to make a difference in our community. weGive365 gives its members the opportunity to donate a minimum of \$1 per day totaling \$365 each year. This payment can be made in four quarterly installments or one annual sum. Half of the funds raised through weGive365 are placed in a grants pool to be distributed to nonprofits that apply. The other half is placed in an endowed fund which will be allowed to grow to support future grants. By pooling many donations into one large fund it becomes possible for members to make large, impactful grants to improve our community today and into the future.

In addition, all members of weGive365 are given an opportunity to review grant proposals, vote on which nonprofits will receive the biannual disbursements and see their money at work through tours, reviews and updates from awardees. Members are also given the opportunity to learn about greater Rochester's charitable needs and work together to find solutions.

Be sure to mark your calendars for these upcoming weGive365 Events.

**July 11<sup>th</sup>** Jailhouse Payback and BNLX with Little Man performing 4-8:30pm 1<sup>st</sup> St.

**August 22<sup>nd</sup>** CODA event 8:30pm Rochester Area Foundation Patio

**October 16<sup>th</sup>** Celebration of Philanthropy 6pm location TBD

To become a member or receive additional information about weGive365 please visit us at [www.weGive365.org](http://www.weGive365.org).



(the above image is available for media use)

**About the Rochester Area Foundation.** For more than 68 years, the Rochester Area Foundation has partnered with donors to improve the quality of life, promote greater equality of opportunities, and develop effective methods to assist those in need in the greater Rochester area. To find out how the Foundation can connect you with the causes you care about most; call (507) 282-0203 or visit online at [www.rochesterarea.org](http://www.rochesterarea.org)

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