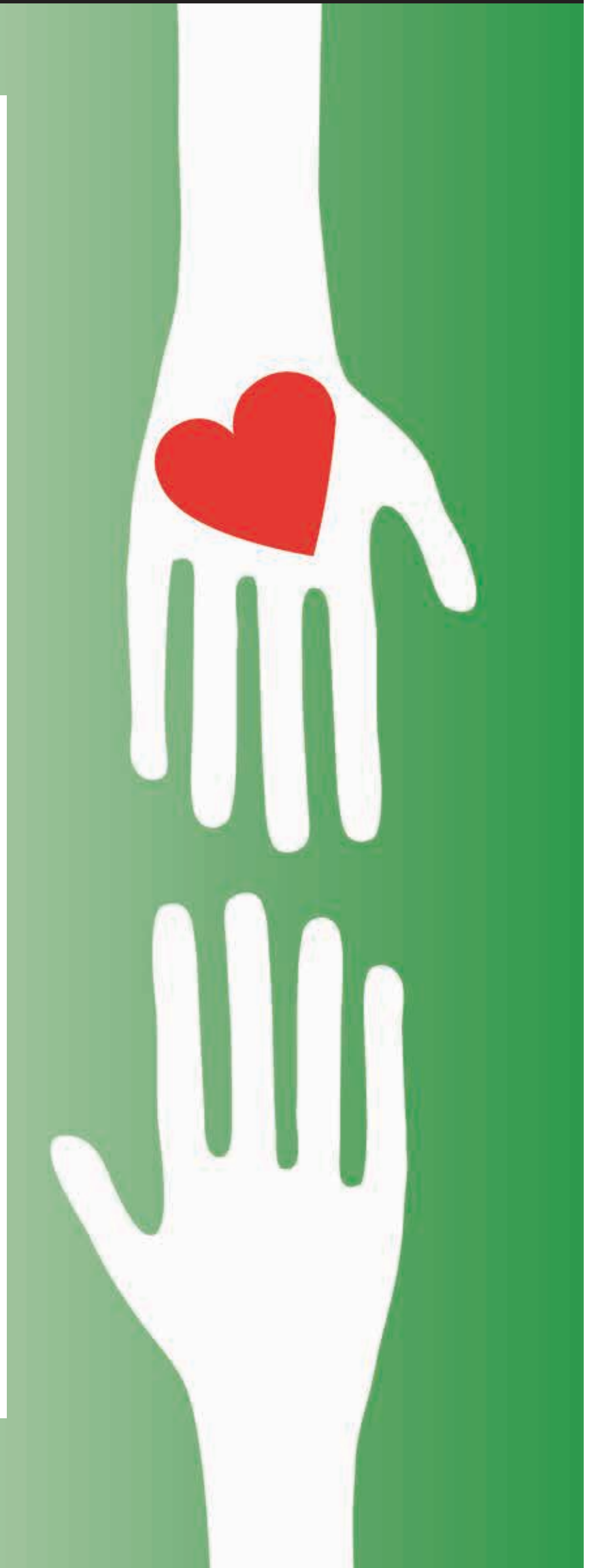


The Giving Guide

2012 Regional Philanthropic Opportunities

While philanthropy is a year-round activity, the holidays are a time when many think about those in need — and about how they can help. This is also the time the *Healthcare News* presents its annual Giving Guide, which is produced to spotlight local nonprofit agencies and the work they do in the community, and to inspire area residents and business owners to discover ways they can help these organizations fulfill their missions. For this special section, we take a look at a unique philanthropic initiative known as the Day of Giving, and also turn the spotlight on several area nonprofits that are improving quality of life for residents in Western Massachusetts.



Valley Gives Day

24-hour Online Initiative Aims to Benefit Area Nonprofits

By KATHLEEN MITCHELL

Every year during Thanksgiving week, Amy Jamrog sends each of her clients a gift.

In the past, they have received baked goods, flowers, or other tangible items. But last month, she put 100 cards in the mail with something quite different than anything she had sent before. “Given the events of Hurricane Sandy and the current state of our community, I decided to do something more meaningful this year,” said the Northwestern Mutual wealth-management advisor.

“Valley Gives Day provides a perfect opportunity to bring people together in the spirit of generosity to make a difference in our community.”

Each card contains a handwritten message and a code that will allow recipients to make a donation to a nonprofit they care about at the website www.valleygives.org on the aptly named Valley Gives Day.

The so-called e-philanthropy event, which will be staged Dec. 12, will last

24 hours and benefit 268 charitable organizations, which range from Wounded Warriors and Friends of the Homeless to Amherst Survival Center, environmental and education groups, those that serve children or the elderly, and more.

“Valley Gives Day provides a perfect opportunity to bring people together in the spirit of generosity to make a difference in our community,” Jamrog said. “I am so excited about this. It will also give families a chance to get their children involved in choosing a charity they think is important.”

Lora Wondolowski shares the sentiment. She plans to give a similar card to a close friend as part of a wedding present. “It seemed like a perfect fit,” said the director of Leadership Pioneer Valley, explaining, “my friend recently moved back to the area and is interested in getting involved with local nonprofits.”

Valley Gives Day is being hosted by the Community Foundation of Western Massachusetts in Springfield in cooperation with eight of the area’s leading funding organizations. The goal is to raise \$1 million online for participating nonprofits while teaching them how to use social media as an effective fundraising tool.

The organizations have been divided into two categories: those with revenues of \$500,000 or more and those that fall under that amount, because, in addition to competing for donations, they are also competing for prizes. The top three in each category that raise the



Bill Miller, executive director of Friends of the Homeless in Springfield, hopes Valley Gives Day will bring attention and new donors to the organization.

most money and the top three with the most donors will each receive grants of \$15,000, \$10,000 and \$5,000, respectively. The nonprofit in 12th place in each category will be given \$1,200, and special bonus gifts will be awarded between 11 a.m. and midnight to randomly selected winners.

Kristin Leutz, vice president of philanthropic services for the Community Foundation, said the agency decided to launch the initiative in December because this is a time when people normally make charitable donations.

“People tend to think about others in the community around the holidays,” she said, citing a recent survey showing that, last year, 65% of Internet users said they planned to make at least one online gift to a charity.

“Social media is the fastest agent of change, and organizations that use any kind of social media raise nearly 40% more than their peers,” she told *HCN*, adding that studies prove it is cost-effective. It costs less than a penny to raise \$1 online, while it takes \$1.25 to raise \$1 using direct mail.

“Online giving is growing at double-digit percentages each year. The sponsors of Valley Gives recognize this and want to offer a trusted, easy-to-use platform to residents and non-profits,” said Katie Zobel, vice president of Philanthropic Services for the Community Foundation.

Marketing Strategies

So far, more than 340 individuals from participating nonprofits have

attended two webinars and three live workshops related to social media. The sessions have included how to set up a Facebook page and Twitter account, as well as how to use the venues to raise money.

Bill Miller, executive director of Friends of the Homeless in Springfield, hopes Valley Gives Day will raise awareness about the organization’s mission as well as increase donations and support. “We have had a website for several years, but we don’t get many online donations; we typically only receive checks in response to mailings,” he said.

However, after attending the educational sessions and making some changes to the agency’s Facebook page, their ‘likes’ have increased from 100 to 1,150. “Facebook also allows us to get quick feedback as to whether people are interested in something, which is very helpful,” Miller told *HCN*.

Leadership Pioneer Valley is hoping for similar results. “We haven’t done much outreach to individual donors, and this is a great opportunity to jump-start that effort,” Wondolowski said.

Leutz said similar endeavors have been very successful. The Minnesota Community Foundation launched a day of giving in 2009 and has continued to host the event each year. In 2011, more than \$13.4 million was raised to benefit nonprofits in that state, and in the past three years, GiveMN has helped to raise \$46 million.

Please see **Giving**, page 54



Al Griggs, left, and Paul Doherty approached Kristen Leutz 18 months ago with an idea for increasing donations to nonprofits.



Baystate Health Foundation

BAYSTATE HEALTH FOUNDATION

280 Chestnut St., 6th Floor, Springfield, MA 01199

Phone: (413) 794-5444

Fax: (413) 794-7616

Website: baystatehealth.org/bhf

Director of Operations: Ann Donah

YEAR ESTABLISHED

2000

SERVICE AREA

The Greater Pioneer Valley, with funding for Baystate Medical Center, Baystate Franklin Medical Center, Baystate Mary Lane Hospital, and Baystate Visiting Nurse Assoc. & Hospice.

MISSION STATEMENT

The mission of Baystate Health Foundation is to inspire a 'culture of philanthropy' and encourage philanthropic relationships that will support the mission and vision of Baystate Health.

UPCOMING EVENTS/PROGRAMS

- Tune In! 12th annual 94.7 WMAS Radiothon for Baystate Children's Hospital: Thursday, March 7 to Saturday, March 9. Presented by 94.7 WMAS and Health New England.
- Tune In! 3rd annual WSRP & WACM Spanish Radiothon for Baystate Children's Hospital: Thursday, April 18 to Friday, April 19. Presented by WSPR and WACM and Health New England.
- 8th annual Walk of Champions, to benefit Cancer Services & Programs at Baystate Mary Lane Hospital: May 2013, at Quabbin Reservoir, Goodnough Dike. Presented by Health New England.
- 22nd Annual Baystate Children's Hospital Golf Tournament: Monday, May 20. Crestview Country Club, Agawam and The Ranch Golf Club, Southwick. Presented by Health New England.
- 5th annual Walk for Miracles to benefit Baystate Children's Hospital: Saturday, June 1, at Six Flags New England, Agawam.
- 16th annual Step Out for Hospice: June 2013, at Forest Park, Springfield.

WHO WE ARE AND WHAT WE DO

Founded in 2000, Baystate Health Foundation works in support, and for the benefit, of Baystate Health and its affiliated tax-exempt, charitable organizations to raise funds for healthcare-related activities and initiatives within our community. Over the past 12 years, the foundation has enjoyed a journey in growth, where strong leadership, engaged trustees, and dedicated community members have collectively helped us to arrive at a place where the culture of philanthropy at Baystate Health runs deep. The community embraces Baystate Health, a very complex health system serving Western Mass. and beyond, as a charity of choice. As one of the largest employers in our area, serving the second-poorest community in the state, the need for Baystate Health is great, and the level of charity care is unprecedented. Philanthropy dollars are critical to our continued efforts to support quality care to all who find themselves in need. It is the continuous support from our community that enables us to serve our community with quality and compassion every day. As a sophisticated and comprehensive development program, the foundation raises funds through annual mailings, capital

campaigns, events, and planned giving. Revenue is used to support education, program development, research, and capital projects throughout the health system with a focus on clinical service lines including oncology, heart and vascular, women's health, emergency services and surgery, as well as Baystate Children's Hospital.

BAYSTATE HEALTH FOUNDATION BOARD OF DIRECTORS

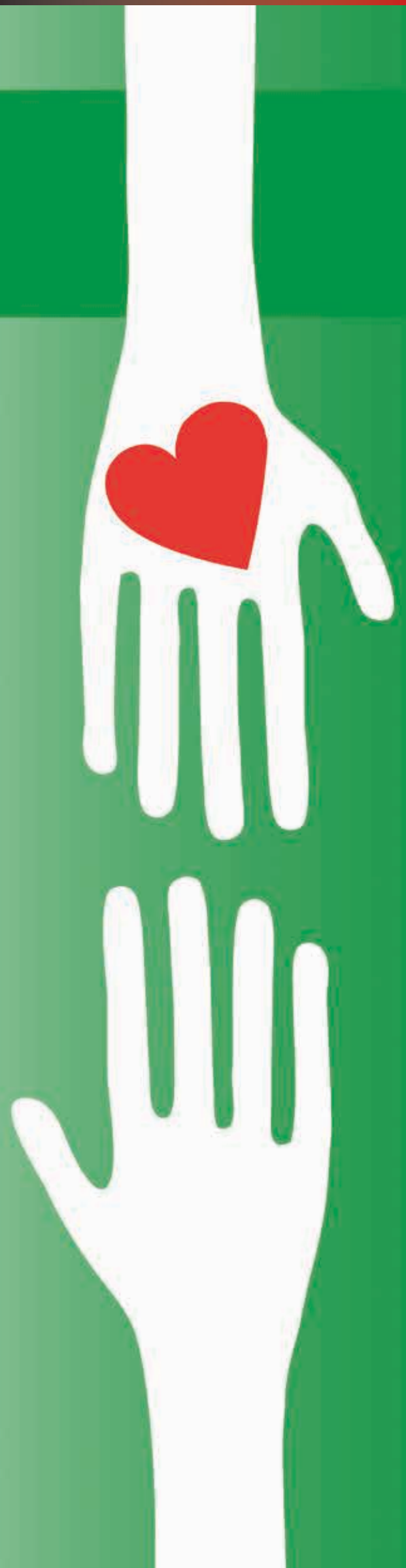
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GIVING OPPORTUNITIES

Your gift to the Baystate Health Foundation changes lives. You may not be a doctor, but your gift can help a patient receive the latest cancer treatments. You may not be a nurse, but your gift can help ease someone's suffering. Your generosity matters more than you may ever know. Whether you wish to honor a loved one, thank a team of caregivers for what they have done, or simply ensure that quality care is available in your own community, making a gift to the Baystate Health Foundation can fulfill your wish. Gifts to the Baystate Health Foundation stay local, so you are actually helping individuals and families in your own community. The following is a listing of areas to direct your giving within the Baystate Health Foundation:

- Baystate Children's Hospital
- Baystate Franklin Medical Center
- Baystate Heart & Vascular Program
- Baystate Mary Lane Hospital
- Baystate Medical Center
- Baystate Regional Cancer Program
- Baystate Visiting Nurse Association & Hospice
- Greatest Need

Tax-deductible donations can be sent to:
 Baystate Health Foundation
 280 Chestnut St., 6th Floor
 Springfield, MA 01199
 Donate online: baystatehealth.org/bhf



You spoke, and we listened.

The *Campaign* for
Baystate Medical Center



Four years ago, there was no Davis Family Heart and Vascular Center. There was no new Emergency & Trauma Center. There was no D'Amour Healing Garden. There were no tranquil, private patient rooms overlooking the treetops of Western Massachusetts. There was a hole in the ground, and a terrifyingly deep recession, and a bold dream for a facility so advanced that we called it our *hospital of the future*. And there was Baystate Medical Center's firm determination to give our community the state-of-the-art treatment environment it deserves.

On behalf of everyone who will receive exemplary care in our new state-of-the-art facilities, we honor over 2,300 community members and leaders who drove *The Campaign for Baystate Medical Center* with their generosity. Thank you.

***Baystate Medical Center's
New Emergency & Trauma Center
– Opening December 3, 2012 –***



Clarke Schools for Hearing and Speech

CLARKE SCHOOLS FOR HEARING AND SPEECH

45 Round Hill Road, Northampton, MA 01060

Phone: (413) 584-3450

Website: www.clarkeschools.org

President: Bill Corwin

YEAR ESTABLISHED

1867

SERVICE AREA

The Pioneer Valley and all of Massachusetts; New York City; Philadelphia; and Jacksonville, Fla.

2012 BUDGET

\$13.7 million

MISSION STATEMENT

Clarke provides children who are deaf and hard of hearing with the listening, learning, and spoken-language skills they need to succeed.

WHO WE ARE AND WHAT WE DO

Northampton has been our home since we were founded in 1867 as Clarke School for the Deaf. For more than a century, Clarke operated as a traditional residential school where elementary- and middle-school students lived on campus, typically for many years beginning in elementary school. More recently, Clarke has changed and expanded its programs to take full advantage of the revolutionary advances in hearing technologies. Today, hearing loss can be diagnosed in infancy, and Clarke's programs in combination with technologies such as digital hearing aids and cochlear implants enable even profoundly deaf children to learn to listen, speak, and succeed in their neighborhood schools alongside their hearing peers at ever-younger ages. Our headquarters remain in our historic Northampton home, and we have added early childhood centers and preschools in Boston, New York City, Philadelphia, and Jacksonville, Fla.

PROGRAMS AND SERVICES

- Comprehensive support, education, and training for families of children and youth who are deaf or hard of hearing;
- Early-intervention services for birth-to-3-year-olds and their families, including teleservices (available at our Boston and Northampton locations);
- Preschools in six East Coast locations, including Northampton;
- Highly innovative, nationally recognized elementary-, middle-, and high-school programs located in Northampton's Leeds Elementary school and operated in cooperation with JFK Middle School and Hampshire Regional High School;
- Summer programs and social activities for children and families;
- Extensive educational evaluations and in-school support services for students attending

mainstream public schools;

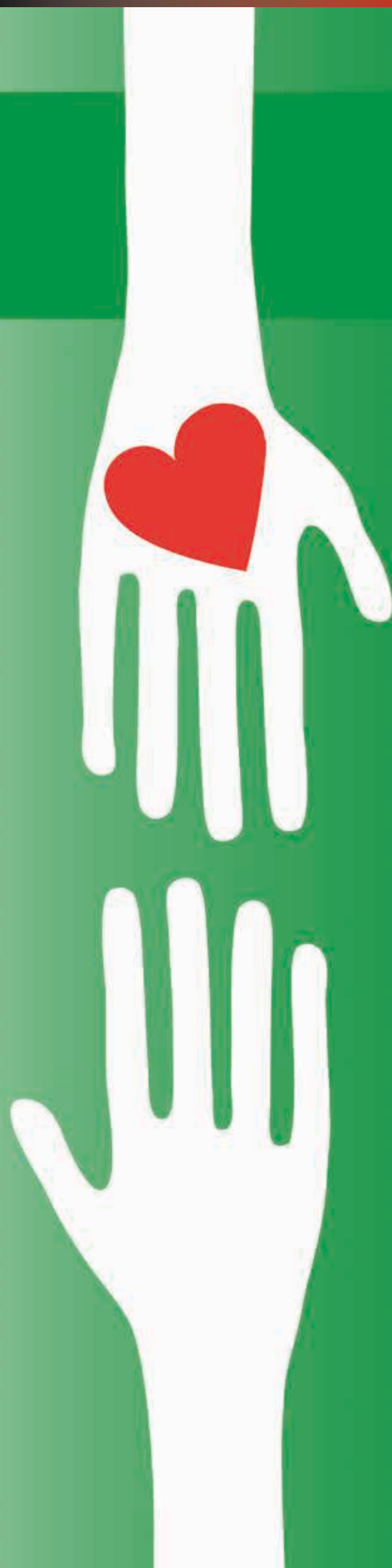
- A wide variety of professional-development trainings and publications for teachers and other professionals who interact with students who are deaf or hard of hearing, including the nation's oldest Teacher of the Deaf master's degree offered in collaboration with Smith College; and

- Our Northampton Hearing Center, offering complete audiological, hearing-aid, and cochlear-implant services for children and adults of all ages.

We welcome visitors and offer tours on a regularly scheduled basis or by appointment. Our professionals are available for speaking engagements on a wide variety of hearing-related topics. For more information or to make an appointment at the Hearing Center, schedule a visit at any of locations, or arrange for a speaker, call (413) 584-3450 or visit clarkeschools.org.

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Do You Know A Difference Maker?

***BusinessWest* is now accepting nominations
for the 'Difference Makers' Class of 2013.**

Difference Makers are individuals or groups that are positively impacting the Pioneer Valley. They make a difference through their success in business, their contributions to the community, their leadership and ability to motivate others, and a combination of these qualities.

Help Us Identify The Region's Difference Makers!

Nomination forms available online at www.BusinessWest.com – and in print on page 36. For more information call (413) 781-8600.

Deadline for Nominations: Dec. 30, 2012





DAKIN HUMANE SOCIETY

Springfield Adoption & Education Center and Community Spay/Neuter Clinic
171 Union St., Springfield, MA 01101-6307
Phone: (413) 781-4000

Leverett Adoption Center
163 Montague Road, Leverett, MA 01054
Phone: (413) 548-9898

Website: www.dpvhs.org
Executive Director: Leslie Harris

YEAR ESTABLISHED

1968

SERVICE AREA

Dakin serves the communities of Franklin, Hampshire, and Hampden counties. Many of the programs, including the Community Spay/Neuter Clinic, also serve the animals and people in Worcester and Berkshire counties as well as Northern Conn.

2012 BUDGET

\$3 million

MISSION STATEMENT

Dakin Pioneer Valley Humane Society provides shelter, education, advocacy, and assistance for animals and people in need.

WHO WE ARE AND WHAT WE DO

Our adoption centers in Springfield and Leverett provide a second chance for thousands of dogs, cats, kittens, puppies, rabbits, gerbils, hamsters, ferrets, birds, rats, and guinea pigs every year. About 6,000 animals were given second chances through the Dakin adoption centers in Springfield and Leverett. Our staff makes great matches between people and pets, and also provides resources and advice to keep pets with their original families. The Dakin Community Spay/Neuter Clinic reached a milestone in October 2012. In its third year of operation, the Dakin Community Spay/Neuter Clinic has sterilized 32,000 animals. The low-cost, high-volume clinic has special programs to target animals most at risk of ending up in a shelter — pit bull dogs, feral cats, and the cats of low-income clients. Pet-food aid is often the only thing standing between an animal becoming homeless or staying in the home. More than 45,000 pounds of food was distributed to our neighbors in need. Humane education staff provides positive examples and guidance to improve the treatment of animals by exploring ways we can live with respect for all creatures.

VOLUNTEER OPPORTUNITIES

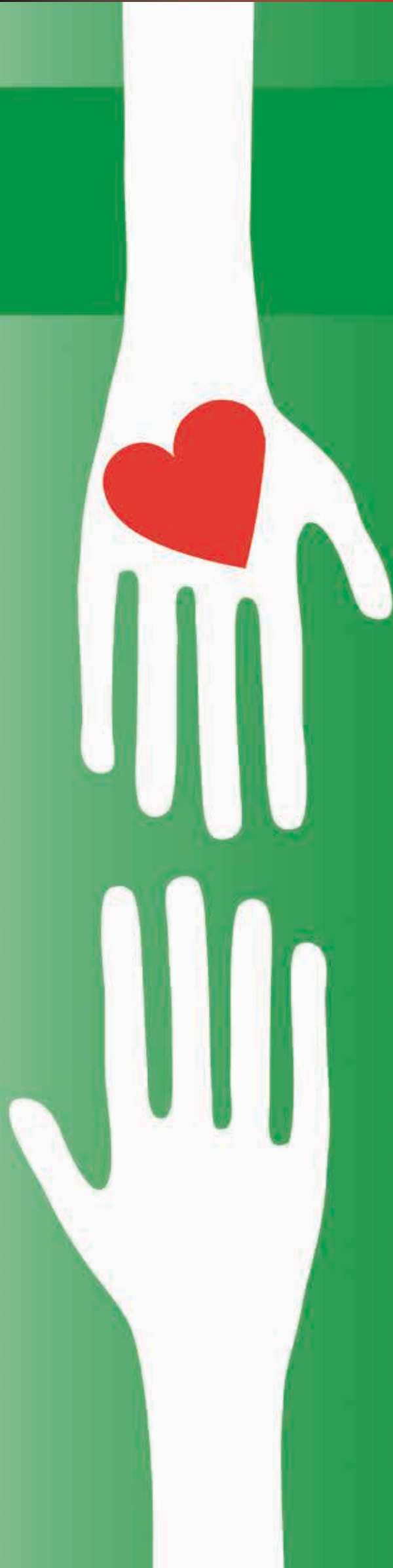
About 600 volunteers provide a variety of services. They feed animals, raise money, and clean cages. They foster orphaned kittens, enter data, and do laundry. Without them, Dakin could not meet its commitment to the animals and our community. To find out more, visit www.dpvhs.org.

GIVING OPPORTUNITIES

Dakin receives funding from a variety of sources: individuals, corporations, foundations. Gifts come via bequests, and in memory or in honor of people or pets. Dakin receives no public or government funding.

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Happiness is a gift that counts.

Dakin Humane Society

is the only humane society serving the entire Pioneer Valley. Our programs and services provide shelter, education, advocacy, and assistance to animals and people in need.

12,000

cats and dogs a year are sterilized in Dakin's low-cost Community Spay/Neuter Clinic, preventing thousands of unwanted litters.

45,000

pounds of food were distributed to elderly and low-income residents in the Pioneer Valley in 2012.



6,000

animals were given second chances this year through the Dakin Adoption Centers in Springfield and Leverett.



12

humane education programs prevent abuse by teaching integrity and kindness in relationships.

600

volunteers support the efforts of staff in caring for animals in our adoption centers and in their own homes.



Make a secure gift online at

www.dpvhs.org

Leverett Adoption Center · 163 Montague Road, Leverett, MA · 413-548-9898

Springfield Adoption and Education Center · 171 Union Street, Springfield, MA · 413-781-4000



HAPHousing™

HAPHOUSING

322 Main St., Springfield, MA 01105

Phone: (413) 233-1500

Fax: (413) 731-8723

Website: www.haphousing.org

Executive Director: Peter Gagliardi

YEAR ESTABLISHED

1973

SERVICE AREA

Hampden and Hampshire counties

WHO WE ARE AND WHAT WE DO

"Providing safe, affordable housing is about more than bricks and mortar. It is about helping families and children thrive. It is about revitalizing our neighborhoods. It is about creating a stronger, more vibrant region." — Peter Gagliardi, executive director

HAPHousing is one of the Commonwealth's most active providers of programs and services that strengthen our region by creating affordable housing, promoting collaborative investment in our neighborhoods and working to improve the quality of life for many thousands of low- and middle-income families. Over nearly 40 years, we have learned that providing housing is essential, but not enough. We focus great energy on helping families find and keep safe, affordable homes and obtain the resources and skills they need to become self-sustaining. In the past year, HAPHousing:

- Completed six new single-family homes in a revitalized neighborhood and has 70 new affordable apartments for seniors and families in development;
- Delivered \$40,065,990 in rental assistance to 2,342 landlords on behalf of 5,019 tenants, enabling them to afford decent, safe housing;
- Provided more than \$1 million in home-modification loans to 39 homeowners to make their homes accessible for family members with disabilities;
- Helped 6,639 people with housing questions and problems through our Housing Consumer Education Center;
- Provided pre-purchase counseling to 364 prospective homebuyers;
- Trained 99 landlords in educational workshops;
- Counseled 637 households facing foreclosure;
- Helped 171 heads of households work toward economic independence through our Family Self-Sufficiency program;
- Helped 433 families avoid becoming homeless;
- Re-housed 180 homeless families into new apartments, helped stabilize 851 formerly homeless families, and provided transitional housing to 48 formerly homeless survivors of domestic violence and teen mothers;
- Supplied furniture and household goods to 400 formerly homeless families, including 101 tornado survivors, through our Household Essentials program;
- Worked with Springfield neighborhoods impacted by the tornado to develop rebuilding plans; and
- Helped 478 families affected by the tornado and provided more than \$700,000 in direct financial assistance to 247 of them.

GIVING OPPORTUNITIES

Donations to HAPHousing are allocated to areas of greatest need. Recent donations have been used to help us prevent homelessness, re-house and stabilize homeless families, and deliver basic household essentials and supportive services to these families. Gifts of any size are welcome. Mail checks c/o JoAnne O'Neil at HAPHousing, 322 Main St., Springfield, or pay with your credit card through our secure online donations page at www.haphousing.org.

VOLUNTEER OPPORTUNITIES

HAPHousing relies on volunteers to assist with neighborhood-improvement projects and to help pick up, sort, and distribute gently used furniture and household goods for formerly homeless families through our Household Essentials program. Visit www.haphousing.org for a list of the household furnishings and goods we are in need of. Truck availability for deliveries is especially helpful.

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When families and seniors
need affordable housing from
Springfield to Ware to Amherst,

we're here to create it.

When homeless families
need help finding and
furnishing an apartment,

we're making it happen.



When foreclosures and
tornado damage cripple
Springfield's neighborhoods,

we're right on site,

rehousing and counseling families,
building new homes and revitalizing
neighborhoods.



We've been here for our region for 40 years, and we're counting on you to be here with us.
Your donation is needed.



www.haphousing.org

322 Main Street, Springfield, MA 01105-2403





THOMAS J. O'CONNOR ANIMAL CONTROL AND ADOPTION CENTER FOUNDATION

627 Cottage St., Springfield, MA 01104
 Phone: (413) 355-9164
 Fax: (413) 781-5331
 Website: www.tjofoundation.org
 President, Board of Directors: Robert Carroll

YEAR ESTABLISHED

2007

2012 BUDGET

\$155,882

MISSION STATEMENT

Striving to give each and every animal that comes through its doors a chance at a better future, the Thomas J. O'Connor Foundation lends a voice to animals who cannot speak for themselves. We support and enhance the programs and medical services at Thomas J. O'Connor Animal Control and Adoption Center through fund-raising, public awareness, and educational outreach.

UPCOMING EVENTS/PROGRAMS

Pawzaar: Dec. 8, 2012, noon-4 p.m., Thomas J. O'Connor Animal Control and Adoption Center, 627 Cottage St., Springfield.

WHO WE ARE AND WHAT WE DO

The Thomas J. O'Connor Foundation offers our community's most vulnerable animals the chance to live more hopeful lives. With help from the TJO Foundation, hundreds of sick and injured dogs, cats, and other small animals sheltered at the Thomas J. O'Connor Animal Control and Adoption Center have access to life-saving medical treatment and veterinary care. The TJO Foundation provides behavior training for dogs so they can become good canine citizens, increasing their chances for adoption, and funds enrichment supplies and activities that make shelter life less stressful. The TJO Foundation is unique in serving animals from Springfield, Holyoke, and Chicopee that have been rescued by animal control; among the 4,000 or more animals taken in by the Thomas J. O'Connor Animal Control and Adoption Center each year are the abandoned, mistreated, injured, and stray. The TJO Foundation is there to provide the TLC these animals need to heal, thrive, and transition to loving homes.

VOLUNTEER OPPORTUNITIES

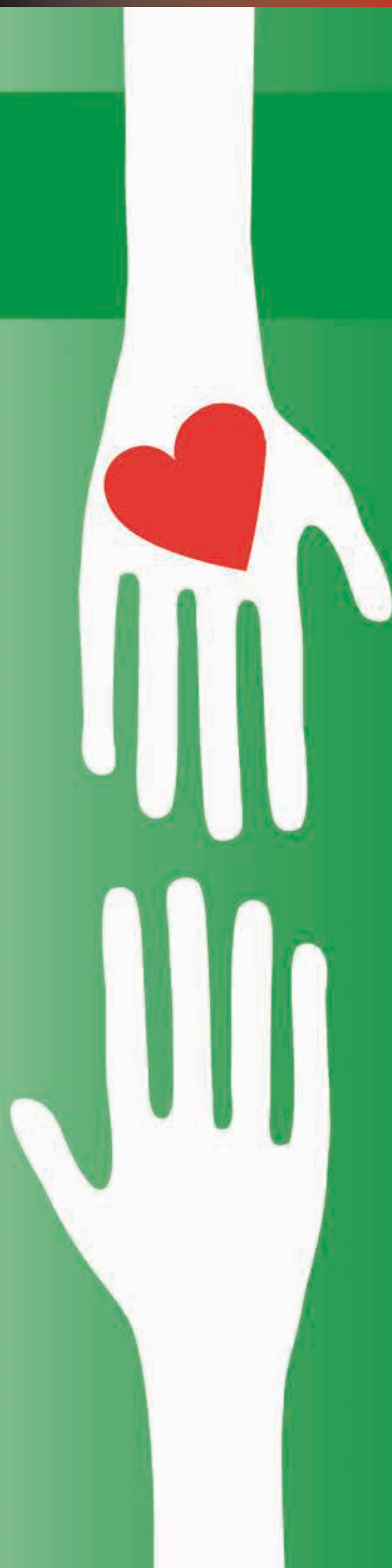
The TJO Foundation welcomes volunteers to assist with special events and other foundation activities like community outreach and education. The Thomas J. O'Connor Animal Control and Adoption Center offers opportunities for volunteers to work directly with animals in shelter through programs such as Paws in the Park, enrichment activities, and regular kennel maintenance. Volunteers receive free training, and regular hours are encouraged. Call (413) 355-9164 or e-mail info@tjofoundation.org

GIVING OPPORTUNITIES

There are many ways to make meaningful gifts to the Thomas J. O'Connor Foundation. We are grateful for monetary donations large and small, and all donations are tax-deductible to the extent of the law. In-kind donations of items on our wish list are always appreciated (visit www.tjofoundation.org for up-to-date wish lists). Attendance at one of our events is always a fun way to give. Donations can be made online at www.tjofoundation.org, or by sending a check to the Thomas J. O'Connor Foundation, 627 Cottage St., Springfield, MA 01104. For more information, call Melinda Thomas, development director, at (413) 533-4817 or e-mail mthomas@tjofoundation.org. All donations directly benefit local animals sheltered at the Thomas J. O'Connor Animal Control and Adoption Center.

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Thomas J. O'Connor

Animal Control & Adoption Center

Foundation

**Giving our
local animals
a second
chance**

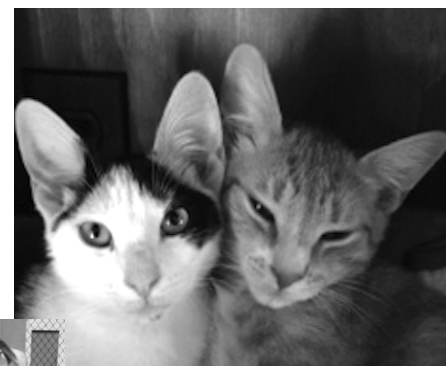


We believe each and every animal that comes through our doors deserves a chance to heal and find a loving home. Hundreds of abandoned, injured and mistreated animals from our local communities receive the best of care thanks to TJO Foundation.

*Medical Treatment & Care
Behavior & "Good Canine Citizen" Training
Enrichment Supplies & Activities*

www.tjofoundation.com

627 Cottage Street, Springfield, MA 01104
(413) 355-9164
info@tjofoundation.org



Donate

Win One of the 100 Beautifully Decorated Trees on Display

Proceeds benefit the Springfield Boys & Girls Club

The Springfield Boys & Girls Club
Presents the 12th Annual



Festival of Trees

November 23 - December 9
Courtesy of
Tower Square

Gold sponsor

Babson 
Capital

**Business
Days**

**Wed, Nov 28
& Dec 5**

FREE
admission with
business card or
company ID.



**Nov 23
thru Dec 9**

FREE Parking At Tower Square

Held at Tower Square - 2nd Floor, Downtown Springfield

HOURS: Wed 11am - 3pm • Thur-Sat 11am - 8pm • Sun 11am - 5pm

Active Military Personnel & Their Families Admitted FREE Throughout the Festival!

For admission prices &
more information visit us at:

www.visittreefest.com