



FOUNDATION FOR METROWEST

March 2018

Six Ways to Love Your Community

Dear Friends,

Whether you love Valentine's Day, or you'd rather pretend the holiday didn't exist in the first place, you must admit that you can't escape its presence.

And now here we are, another Valentine's Day in the rear view mirror.

But what if we looked at this time of year as a way to cultivate love for our communities? Getting involved in your community is a great way to build relationships with your neighbors, and if you're a business owner, showing love to your local community not only *feels* good, but boosts visibility and brand awareness for your organization. Roughly 82% of U.S. consumers actually consider corporate social responsibility when deciding what services and products to buy and from where!



Every month is a great month to show a little love to your community. Here are our top six ways to show your community some love year-round:

- 6.) Volunteer.** We'll start with perhaps the most obvious: volunteer. There are a number of organizations in our region who can't make a difference without you. Consider sitting on a non-profit board or committee, or designating a set number of hours a month to support a cause you care about.
- 5.) Frequent Locally Owned Businesses.** We know there are a lot of options for shopping faster online or in bulk at box stores, but sometimes it's worth it to put your money where your heart is. To continue enjoying the charm of local shops downtown, show your support by patronizing when you can. It's good for the local economy and fosters a sense of community.
- 4.) Subscribe to Your Local Newspaper.** If you only subscribe to national newsweeklies or newspapers (and only listen to NPR or BBC) you're going to miss out on things that are going on right in your own backyard. Your support of local news outlets helps maintain jobs and gives our communities platforms to share and celebrate all that's happening here at home!
- 3.) Lend a Helping Hand and Be Kind.** Thank the bus driver each morning, if only because they get your child safe and sound to school 180 days out of the year. Help your neighbor shovel the driveway. Pull the garbage bin to the curb for the elderly lady down the street. These are small ways to make you feel good about yourself and reclaim that vintage value known as Neighborliness. In this day and age of social media and the world wide web, I really encourage you to get out there and connect with people you can talk to face-to-face.
- 2.) Participate in Local Government.** Local elections happen more frequently than national elections and this presents great opportunities to show your community love and to show you care about the decisions being made in your own backyard. And the majority of our communities are run by volunteers. Consider joining a town committee or championing a cause going on in your town.
- 1.) Celebrate It's Successes.** This is the age-old principle of thinking of others before yourself. If you do so, then you will probably notice the great things members of your community are accomplishing. Congratulate them and share their successes with others whenever you can.

Sincerely,



Judith G. Salerno
Executive Director

JOIN US: Spring Inspiration Breakfast



Join the Foundation for MetroWest for the 5th Annual Spring Inspiration Breakfast on Thursday, May 3 to celebrate youth and family philanthropy across the region!

This event brings nearly 300 community members together to celebrate and inspire philanthropy through sharing the personal and professional stories of the most influential philanthropists and thought leaders in the field of next generation and family philanthropy.

This year's **Community Philanthropist Honoree** is Foundation for MetroWest Trustee, **Pam Lesser**. We

could not be more excited to honor Pam for her dedication and commitment to the MetroWest community.

We are also excited to have **Covie Edward-Pitts** join us as our keynote speaker. Covie is author of the *Healthy, Wealthy & Wise* collection, a two-book series based on interviews that highlight success stories: the first, *Raised Healthy, Wealthy & Wise* (2014), focuses on raising children to be grounded and successful adults amid wealth and the second, *Aged Healthy, Wealthy & Wise* (2017), focuses on designing a vibrant and purposeful later life and legacy.

Our 2018 Young Philanthropist Honorees will be announced soon!

Sponsorship packages are available now and individual tickets go on sale Friday, March 19.

[Learn More](#)

FEATURED ARTICLE: Framingham Daring Dozen Nominations

On March 25th, in honor of Women's History Month, the Framingham History Center will add two names to former Town Historian Steve Herring's list of *10 Remarkable Women from Framingham's Past*, making it a "Daring Dozen".

These eleven women of Framingham have been nominated for the Center's *Daring Dozen* program and YOU can vote. Voting begins March 7th and continues through March 16th.

[Click here](#) for a brief bio on each of the nominees and to cast your vote!



DONOR TIP: 5 Steps to Informed Giving

Collective-giving organizations like the Foundation for MetroWest have a major role to play in making individual dollars go farther.



We believe that all of us, at every level, can be philanthropists. The power of individual giving is the real power in philanthropy. Simply follow these five steps and you'll be giving with confidence in no time!

Interested in learning more about the vast array of initiatives we're working on here at the Foundation? Great! Give us a call at 508-647-2260 to schedule a meeting today.

[Get Started](#)

YOUTH IN PHILANTHROPY: 54 Students Graduate, Award \$30,000 in Grants



The Foundation for MetroWest is excited to welcome a new class of students into the Youth in Philanthropy (YIP) Alumni Network.

On Thursday, January 25 at Staples Headquarters in Framingham, 54 students graduated from the 2017 Hopkinton, Natick, and Sudbury Fall YIP programs. Through the semester-long program students awarded \$30,000 to six local organizations.

[Click here](#) to read the full press release.

[Learn More About YIP](#)

WELCOME: Ayla Walker and Linda Johnson

The Foundation for MetroWest would like you to join us in welcoming our newest members of the staff!

Ayla Walker: Manager, Annual Fund and Events

Originally from Vermont and currently residing in Framingham, Ayla has an extensive background in the nonprofit sector, working in development and events for more than six years. Her most recent position prior to the Foundation for MetroWest was with Combined Jewish Philanthropies.

Ayla on [LinkedIn](#).

Linda Johnson: Development Associate

Linda lives in Weston with her husband and four children. She has been an active member of the Weston community for many years and has had a long-standing career in high tech marketing and business development.



