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## NEWS RELEASE

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FOR IMMEDIATE RELEASE

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### **Sonoma Valley Fund's Endow Sonoma Valley Month Increases Legacy Gift Commitments Across the Valley**

March 5, 2013 — Sonoma Valley Fund's campaign in 2012 to endow Sonoma Valley's nonprofit charitable organizations achieved a 95% increase in legacy gift commitments to Sonoma Valley nonprofits. "Our goal was two-fold," said Barbara Young, Sonoma Valley Fund's President. "We sought to increase awareness of legacy giving in the Valley and to encourage more people to make a charitable legacy gift commitment. I'm pleased to report significant results on both fronts, with numbers that go well beyond our initial hopes and expectations."

*Endow Sonoma Valley Month* was a joint effort between Sonoma Valley Fund and its 22 nonprofit partners, many of who made significant efforts to recruit legacy donors during the course of the year. Executive Directors, Development Directors and Board Leadership of the nonprofits in the Valley made considerable progress in developing their legacy giving programs and participated enthusiastically during the month of events.

*Endow Sonoma Valley Month* itself consisted of a series of public events and community conversations that explored the role and importance of legacy bequests in preserving and improving the quality of life in Sonoma Valley. As a direct result of these efforts, Sonoma Valley

Fund and its 22 nonprofit partner organizations have now secured over 225 committed legacy donors, up from some 115 donors at the beginning of 2012. These charitable gift commitments reflect the generosity of Sonoma residents from all walks of life. “While the legacy gifts vary in size, they will have a substantial impact on nonprofit organizations that serve and help preserve the Valley we all love and call home,” concluded Sonoma Valley Fund’s Barbara Young.

Sonoma Valley Fund will continue its *Endow Sonoma Valley Month* efforts in 2013 and beyond. The Fund is organizing a slate of events in the coming months that will continue to build awareness about the importance of legacy giving to our Valley and to steadily increase the number of residents who have made legacy gift commitments. For more information about legacy giving, visit [www.sonomavalleyfund.org](http://www.sonomavalleyfund.org) or email [jrymer@endowsonomavalley.com](mailto:jrymer@endowsonomavalley.com).

*An affiliate of Community Foundation Sonoma County, Sonoma Valley Fund was created and is managed by respected community leaders to help sustain and improve the Valley’s unique socioeconomic, environmental, and cultural qualities for generations to come. Sonoma Valley Fund promotes and facilitates local philanthropy and legacy giving by serving as a bridge to the future, helping nonprofits build successful legacy and endowment programs, encouraging estate-planning professionals to discuss Sonoma Valley bequests with their clients, offering a set of prudent investment options for donors and non-profits, and providing trustworthy, responsible, and thoughtful stewardship of donor gifts. No other local organization unites all constituencies around the purpose of endowing the Sonoma Valley community as a whole. For more information visit [www.sonomavalleyfund.org](http://www.sonomavalleyfund.org).*

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