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NEWS RELEASE
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**Sonoma Valley Fund to Host Legacy Giving Workshop for Valley Nonprofits
October 16th, 2012 – 5-7pm at Sonoma Valley Museum of Art**

September 18, 2012 — Sonoma Valley Fund, an affiliate of Community Foundation Sonoma County, announced today that as a part of its Endow Sonoma Valley Fund activities, a workshop will be held for all Valley nonprofits interested in developing a legacy giving program for their organizations. The workshop will be held at the Sonoma Valley Museum of Art on Tuesday evening, October 16th at 5pm. All Valley nonprofit board members, directors, staff and volunteers are invited to attend.

The workshop will feature Tom Horton, Director of Legacy Giving at Guide Dogs for the Blind, an international philanthropic organization with one of the most successful legacy giving programs in the country. Nancy Gardner, former CEO of Guide Dogs and Sonoma Valley resident says, “Each month Guide Dogs receives one or two legacy gifts. These gifts make it possible for them to continue providing services for their student and dog teams, through good economic times and bad. I have always had the greatest respect for Tom Horton’s mastery of Legacy Giving.” Tom will share some of the strategies this nonprofit has employed to develop a robust and thriving legacy giving program.

In addition, Celia Bolam, Director of Gift Planning, Community Foundation Sonoma County, will give a general overview of the steps involved with establishing a legacy giving program.

Finally, representatives from four Valley nonprofits with successful legacy giving programs will share what has worked for them, and what has not worked. Kathy Witkowicki (Sonoma Valley Mentoring Alliance), Kris Van Giesen (Hanna Boys Center), Dave Pier (Boys & Girls Clubs

of Sonoma Valley), and Kate Eilersten (Sonoma Valley Museum of Art) have been at the forefront when it comes to developing legacy-giving programs in the Valley.

“This will be an incredible opportunity for those who operate and volunteer at our nonprofit organizations to learn more about how to develop and manage successful legacy giving programs” says Barbara Young, President of Sonoma Valley Fund. Everyone is welcome to join the workshop. To sign-up, please contact Rachel Cusick at rachelcusick@me.com.

Additional information on all of the “Endow Sonoma Valley Month” events and the importance of planned giving to the future economic vitality and overall quality of life for Sonoma Valley is available at www.sonomavalleyfund.org.

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.

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