

MADISON COUNTY COMMUNITY FOUNDATION

Foundation sets ambitious fundraising campaign



Andy Knight | The Herald Bulletin

Natasha Pulley, representing the Frankton Heritage Days Festival, chats with Ben Davis, president of the Madison County Community Foundation, after the foundation's 2024 grant information session Thursday morning at Anderson First Church of the Nazarene.

ANDY KNIGHT
THE HERALD BULLETIN

ANDERSON — Officials with the Madison County Community Foundation have announced the largest coordinated fundraising campaign in the organization's 31-year history.

During a workshop Thursday morning the foundation's president, Ben Davis, outlined some objectives of the campaign, a goal of which is to raise more than \$1 million. That money could be eligible for nearly \$1.7 million in matching funds from the Lilly Endowment.

"Most of this (fundraising) will take place through targeted, personalized conversations," Davis told a group of nearly 100 representatives of school districts and nonprofit groups throughout the county.

Davis said the majority of money raised in the campaign would be earmarked for the foundation's Community Impact Fund, which distributes grants to local nonprofits

on a discretionary basis.

"Partnering with our local agencies, including awarding grants, is the best and most rewarding part of what we get to do here at the foundation," he said. "We anticipate awarding more in 2024 than any year in our history, including several large-scale grants and a new \$25,000 scholarship that we've never awarded before."

"All of this work is only possible because of the generosity of local donors who have made gifts over the years and left a legacy through community-based philanthropy."

Last year, the foundation provided more than \$1.3 million in grants and awards, helping agencies specializing in education, arts and culture, health and human services and other sectors. Also, 59 Madison County students were awarded scholarships from 43 different funds administered by the foundation. Those students are attending 21 different colleges, according to the foundation's annual impact report.

Representatives from local nonprofits acknowledged the foundation's efforts to continue growing its funding sources. They pointed to its long-term commitment to partnering with other organizations with similar purposes as an important part of ongoing philanthropic efforts in the community.

"They've been in it for the long haul, as have we," said Andrea Baker, executive director of Operation Love Ministries. "When we're looking at, how can we make our community thrive and do well — not just now but for the future — that investment back into longstanding organizations is so important."

Davis said a portion of the campaign's matching dollars could also be used to augment the fundraising efforts of additional agencies. Those details, he said, are still being discussed.

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