



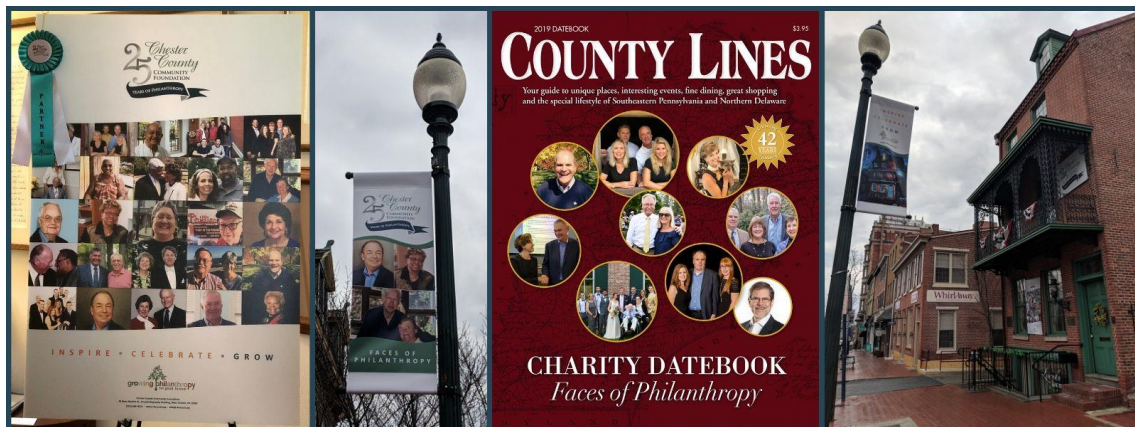
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25th ANNIVERSARY CELEBRATION HIGHLIGHTS

The Chester County Community Foundation celebrated **25 years of legacy philanthropy** in 2019. This was a milestone so big that our celebration lasted all year! Here are *Silver Anniversary* highlights.

In the months leading up to our *Silver Anniversary*, we gathered volunteers to help brainstorm and critique ideas. When sorted, the ideas obviously fit into three separate categories. As a result, we decided to focus our 25th as a year-long three-pronged initiative to **INSPIRE, CELEBRATE & GROW** legacy philanthropy. The implementation of this three-pronged initiative has been a resounding success.

- To **INSPIRE** philanthropy, we highlighted stories of 25 individuals, families, neighbors and friends who have made philanthropic impacts during our first 25 years. In our **25 Portraits of Philanthropy** campaign, we shared their stories in posters, magazines, newspapers, on our website, email messages and social media. We also displayed their larger-than-life faces on 25 street banners throughout downtown West Chester throughout the year (and more!).



- To **INSPIRE** philanthropy, we hosted spring and fall **Philanthropy Video Talks & Receptions** in three exciting venues across the county: Longwood Gardens (south), Uptown Theatre (central) & Colonial Theatre (north). For each event we streamed a TEDTalk, followed by a lively discussion led by strategically selected community leaders. To wrap up the discussions, each audience was asked to share an **ideal vision of the future of philanthropy** in Chester County. Selecting inspiring yet controversial TEDTalks was key:
 - Dan Pollotta's "The Way We Think About Charity Is Dead Wrong"
 - Katherine Fulton's "You Are the Future of Philanthropy"
- These Philanthropy Talks spread ideas related to **altruism, giving and community**. One guest noted, *"I've always assumed that philanthropy is for wealthy families. It is inspirational to hear that people who share their time and talent are also making significant contributions to a grateful community."*



- To **CELEBRATE** philanthropy, we invited friends, philanthropists and dessert lovers to attend our annual dessert competition and fundraiser **Silver Sweet Charity**. Guests sampled delectable dessert creations from all over Chester County and voted for their favorites. To make this year extra special, we rebranded the event **Silver Sweet Charity** and encouraged the dessert competitors to create silver-themed desserts. Great food, great fun, great networking!

- We also **CELEBRATED** legacy philanthropy at a special **Silver Anniversary Reception** to **honor the Community Foundation's founders** who came together to create our Foundation 25 years earlier, as well as key board leaders who made us stronger each year. We **honored our past and celebrated how far we have come**. Franny Abbott, the daughter of founding board member Betty Moran, graciously hosted this event in the family party barn. This added a sweet legacy note to the event, as we had celebrated our 10th anniversary at Betty's award-winning Brushwood Stable 15 years earlier.



- To **GROW** legacy philanthropy, we set two goals for our 25th year:
 - (1) **welcome 25 new funds** and
 - (2) **acquire 25 new planned gifts**.

We went above and beyond these goals, creating more than 25 new funds and securing more than 25 new planned gifts. We showcase some of the new fund advisors in our **new Portraits of Philanthropy**:



To **INSPIRE**, **CELEBRATE** & **GROW** philanthropy, we told the story of our founding and highlighted our 25th anniversary celebrations through two videos produced by Tailor Made Media:

- In the first video, we interviewed our founders. They recounted how **four prominent Chester County philanthropists came together to create** the Community Foundation. We also highlighted each Board Chair's contributions to our growth over the years. The videos have been widely viewed via FaceBook, YouTube and e-mail links. To view, [click here](#).
- The second video overviews the initiatives detailed here, telling the story of our year-long initiative to **celebrate our 25th anniversary**. Community Foundation friends and leaders describe how we developed and executed our plan to **INSPIRE**, **CELEBRATE** & **GROW** legacy philanthropy. To view, [click here](#).

Our next step? Strategic planning, so we can take a closer look at how to expand and refine our services and programs. Follow us as we **INSPIRE**, **CELEBRATE** & **GROW** legacy philanthropy:

- **Facebook:** <https://www.facebook.com/ChesCoCF/>
- **YouTube:** <http://tinyurl.com/ChescoCF>
- **Instagram:** <https://www.instagram.com/chescocommunityfoundation/>
- **LinkedIn:** <https://www.linkedin.com/company/chester-county-community-foundation/>
- **Twitter:** <https://twitter.com/chescocf?lang=en>

Thank you for helping us **INSPIRE**, **CELEBRATE** & **GROW** legacy philanthropy, now and **forever**.



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