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

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

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