



# The Visionaries

Inspiring a culture of philanthropy in Westmoreland County.



## About Visionaries:

This program was launched in 2010 and invites early- and mid-career professionals who want to improve Westmoreland County through philanthropy. Participants donate to the Visionaries Fund and — with professional guidance and support — learn more about the needs of Westmoreland County. They engage with peers to fund nonprofit organizations addressing one of those needs. The program culminates in a “Pitch-In Party” where participants leverage funds as select nonprofit organizations share their missions.

## Ideal Participant:

- Westmoreland County working professionals and/or residents ages 22-40 who are not currently working in the nonprofit sector and want to learn more about pressing needs within the community and the charitable organizations addressing those needs.
- Westmoreland County businesses that want to enhance their current charitable involvement in the community or expand professional development opportunities for younger employees.

## Program Commitment:

- Participants commit to attending three in-person/virtual evening learning sessions and “Pitch-In Party” and engage in networking with peers.
- Individuals can personally contribute a \$500 participatory donation or secure that amount via their employer or similar sponsor.



*The Community Foundation of Westmoreland County responds to the ever-changing needs of our county by working as a community matchmaker in the areas of grantmaking, community leadership and donor development. CFWC is committed to building better communities, now and forever.*

## Are You Ready to be One of the Next Visionaries?

### Join Us: Visionaries Meet & Greet

- Meet and network with past Visionaries and Foundation staff and Board to learn how their charitable involvement has impacted their professional work, community participation and personal philanthropy.
- Learn more about past Visionaries and what to expect in the upcoming program.

### Learning Session: Your Philanthropy, Our Community

- Define your personal knowledge and experience with philanthropy. What does philanthropy mean to you and how were your views on philanthropy formed?
- Research areas of interest and learn more about Westmoreland County's greatest needs.
- Identify priority interest areas for collective impact among your Visionaries cohort.

### Learning Session: Planning for Action

- Develop a Request for Proposal (RFP) framework that will inform your group's philanthropic goals, including the impact that you want to achieve.

### Learning Session: Measuring Impact

- Review proposals and select the top three organizations to “pitch” based on how they plan to address the community issue identified by the Visionaries cohort and the anticipated impact or change.

### Program Finale and Celebration: Pitch-In Party

- This event will bring together generational givers — Visionaries past and present, and CFWC donors — to network and celebrate the grant recipients, as identified by the Visionaries cohort.

**To learn more visit [cfwestmoreland.org/visionaries](https://cfwestmoreland.org/visionaries)**

To inquire how your employer can provide support, for questions about the program or to enroll, contact Sara Swaney at [swaneys@cfwestmoreland.org](mailto:swaneys@cfwestmoreland.org) or call 724-836-4400 ext.240.

