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Sagebrush and Deschutes Brewery Present New Nonprofit Fundraising Model

Informational meeting shares vision for collaborative, matching grant program

29 October 2010 – *Bend, Oregon* - Deschutes Brewery and the Sagebrush Classic hosted an informative meeting at the Tower Theater this morning for area nonprofits and community members. The presentation shared a vision for reducing the fragmented fundraising in Central Oregon, and providing one large, focused event that solidifies the donor and nonprofit community. The event will provide matching grant opportunity for any nonprofit organization that wishes to participate.

“With so many nonprofit organizations competing for a limited amount of funds, a model like this just makes good sense to raise more money and really come together as a community,” said Kim McNamer of the Deschutes Children’s Foundation. “The opportunity to participate in one event that benefits multiple groups, all at once, is very appealing both for organizations like ours, and, I believe, the donors as well.”

The new event will be modeled after the wildly successful “Old Bill’s Fun Run” in Jackson Hole, WY, which has raised almost \$75 million dollars for nonprofits in their region over the last 14 years. Katherine Conover, president of the Community Foundation of Jackson Hole, joined the group this morning to present an overview and history of how the Wyoming event has grown and benefitted her community over time.

The approach is simple. Sagebrush launches the campaign, provides the fundraising and marketing tools, and executes the event. Donors are able to designate funds to any participating nonprofits, and also donate to the match fund being raised by Sagebrush. After the event closes, each nonprofit receives 100 percent of their designated funds, plus the additional Sagebrush match funds.

Next year, the Sagebrush will be held July 15 and 16, 2011. The event kicks off with the Sagebrush Classic golf tournament Friday morning, Sagebrush Private Dinners on Friday evening, the Sagebrush Community Challenge race on Saturday morning, and the famous Sagebrush Feast at Broken Top on Saturday evening. Funds raised at the dinners and the feast will go directly into the matching fund.

More information about Sagebrush can be found at www.sagebrush.org, or on [Facebook.com/Sagebrush.Classic](https://www.facebook.com/Sagebrush.Classic)

Another informational meeting is planned for mid-January 2011.

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