

For Impact Austin

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Impact Austin Sets Sights on \$5 Million Milestone in 2015

Fall membership drive events aim to bring more than 500 women into one of the largest women's philanthropy organizations in the United States

Austin, Texas —October 2, 2014 —Impact Austin, one of the largest women's philanthropy organizations in the United States, today announced the addition of its first catalyst grant for \$50,000 to be awarded in June 2015, along with its five, traditional high-impact program grants valued at approximately \$90,000 each. The newest grant will strengthen or grow a nonprofit organization in order to improve its future performance, impact and sustainability. By offering a catalyst grant, Impact Austin aims to serve an additional, well-qualified nonprofit organization that previously achieved finalist status during Impact Austin's diligent grant review process.

"The women of Impact Austin continue to innovate in their giving strategies, looking for the most meaningful ways to effect positive change in our community," says Donna Benson-Chan, acting executive director for the 11-year-old organization. "Our 2015 membership has one of the most exciting milestones before it, as we plan to pass the \$5 million mark, representing the sum of 51 grants given since 2003.

"While we give grants once a year in June, our commitment to philanthropy is year round," says Benson-Chan. "Our members have worked hard to develop guidelines for this new grant and to create new educational opportunities for women who want to make an extraordinary impact on our community."

Impact Austin launched its 2015 membership drive this fall with a series of membership coffees across Central Texas. Its October membership coffee will be held Thur., Oct. 16 at Lake Travis Wine Trader, 900 RR 620 South - Suite C105 in Lakeway, from 6 – 7:30 p.m. The last membership event will be held Thur., December 4, at 6 p.m. at Zinger Hardware, 4001 N. Lamar - Suite 300, in Austin. Women who choose to join the 2015 Impact Austin membership may attend one of three orientations to be held in October, November and January 2015. **Dates and times will be published on the Impact Austin website.**

To be considered for a high-impact grant from Impact Austin, nonprofit organizations submit letters of interest between December 2, 2014 and January 5, 2015. Members will select 30 organizations to complete grant applications before choosing finalists for a presentation in June 2015. Organizations must provide services in Central Texas including Travis, Hays, Bastrop and/or Williamson counties.

In addition, Impact Austin recently launched IMPACT-edu, a new initiative to help members develop skills to fulfill their philanthropic potential. The IMPACT-edu September workshop focused on using social media strategies to enhance personal philanthropy goals.

"Impact Austin offers a unique experience for women philanthropists who want to make a real and measurable impact on their community," says Rebekah Bonde, president of the board of directors, and an

Impact Austin member since 2011. “For some members, Impact Austin is a way to know how their dollars are being used. For others, it may represent a lifetime of giving and participation in charitable and volunteer roles. We welcome all of these women, because together, they are a force for positive change in Central Texas.”

National research supports the idea that women will give more when they know the impact of their dollars. More than 80 percent of women philanthropists (n=911) surveyed by Brown University reported that they donate to giving networks because they understand how their gift can make a difference. 78 percent said their reason for giving was to make a difference in their community.

About Impact Austin

Impact Austin is a 501 (c) (3) public charity comprised of women seeking to transform lives in the Greater Austin area through high-impact and lifelong giving. Its only membership requirements are to be female and donate \$1,250 each year. Impact Austin combines the annual donations from members and awards large grants each year to local worthy causes selected by its members. Grant applications are accepted in each of the following areas: culture, environment, education, family, and health and wellness. Learn more at www.impactaustin.org.

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