

Press Release

Contact Information:

Next Generation Fundraising
Tim Oleary, CEO & Co-Owner
610-640-1555 x108
toleary@nextgenfr.com

FOR IMMEDIATE RELEASE

Next Gen to Assist Philabundance with Strategic Vision for Digital Fundraising

Berwyn, PA – Next Generation Fundraising (NextGen) has announced that it will be partnering with the Delaware Valley’s largest hunger relief organization, Philabundance, to develop a strategic vision to increase the organization’s fundraising from digital channels.

“As a local fundraising agency, we live and work in communities affected by the lack of food and healthy options, so helping to advance Philabundance’s mission to drive hunger from their communities and end hunger for good is a great privilege for NextGen.” said NextGen CEO Tim Oleary.

“Philabundance needs to more fully leverage digital channels to better connect with our donors and supporters both today and into the future.” said Philabundance Chief Development Officer Sara Hertz. *“The objective of our work with NextGen is to enable our audiences to support us in our shared fight against hunger in the most convenient way for them.”*

NextGen is a premier provider of fundraising consulting and fundraising services for mid-sized regional and national nonprofits. Through innovative, data-driven strategies, solid tactical execution, clear-eyed analysis, and compelling multi-channel creative, NextGen connects nonprofits with their supporters to raise the money necessary to perform their critical missions.

In 1984, Philabundance was founded by idealist Pamela Rainey Lawler who saw perfectly good food going to waste, and, at the same time, saw people going hungry. What started out as a small food rescue organization operating out of her station wagon, 35 years later, is an innovative, impactful and collaborative organization distributing more than 26 million pounds of food a year to those in need in the Philadelphia area. Philabundance is a proud member of Feeding America, a nationwide network of food banks leading the fight against hunger in the United States.