

Inland Northwest Community Foundation
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FOR IMMEDIATE RELEASE

**One Millionth Apple Picked for Charity on
National Philanthropy Day**

SPOKANE, WA, *November 16, 2011*— On National Philanthropy Day, November 15, the *You Pick for Charity* game at Inland Northwest Community Foundation (INWCF) reached one million clicks. Each click represents an apple picked to benefit charity. Inland Northwest Community Foundation introduced this new Web site enhancement in the fall of 2010 to promote awareness of charities in our region. Each month, two nonprofits with endowments at INWCF go head-to-head to see whose supporters pick the most apples by the end of the month. The nonprofit with the most apples receives a \$250 grant with second place receiving \$100. The grants are made possible by the game's sponsor, Trust & Wealth Management at Intermountain Community Bank and Panhandle State Bank.



The one millionth apple was picked in the game running November 1-30 between Vanessa Behan Crisis Nursery and Spokane Humane Society. What better way to celebrate such a milestone than on National Philanthropy Day, a special day set aside to pay tribute to those people who have made a difference in our lives and our communities. Vanessa Behan Crisis Nursery provides a safe residential care facility that offers up to 72 hours of care for children, which protects them from crises situations that could potentially lead to incidences of abuse or neglect. Spokane Humane Society acts as a refuge for animals at risk by providing care, shelter and placements for lost, neglected or unwanted animals in the greater Spokane area.

“This millionth apple picked is a celebration of sustainable growth for nonprofits in our community. Agency endowments are the fastest growing type of fund at the Foundation. This game

provides awareness that the participating nonprofits have partnered with INWCF to manage their permanent endowments, which support their vital community services well into the future,” says Mark Hurtubise, President & CEO of INWCF. “We congratulate these nonprofits and are grateful for their work.”

“The game provides an opportunity to showcase the nonprofits and remind their supporters to help build their endowments. When times are tough and cash is tight, people appreciate the option of planning a future gift to support their favorite charities,” says PJ Watters, Director of Gift Planning. “Playing the apple game costs nothing. Building these endowments is priceless.” Visit inwcf.org to view and play the game.

Founded in 1974, INWCF serves 10 Eastern Washington counties and 10 North Idaho counties to foster vibrant and sustainable communities in the Inland Northwest. The community foundation currently manages 305 funds valued at more than \$67 million and has awarded \$39 million in grants and scholarships since its inception, positively impacting thousands of lives in this region.

For more information on INWCF and its work in the Inland Northwest, contact PJ Watters, Director of Gift Planning at 509-624-2606. ###