



**WFHB participating in non-profit cohort
for matching campaign to grow endowments**

February 29, 2024

FOR IMMEDIATE RELEASE

WFHB CONTACTS: Brooke Turpin

108 W. 4th St. Bloomington, IN 47404

(812) 323-1200

WFHB's goal is to raise \$30,000 before June 30th 2025, and this will be matched by the Community Foundation of Bloomington and Monroe County.

WFHB is thrilled to announce that it is one of eighteen non-profits invited to participate in a unique fundraising campaign to increase its endowment fund at the Community Foundation of Bloomington and Monroe County. WFHB has chosen the goal of \$30,000 to raise by June 30th, 2025. If the station is successful, the amount will be matched by CFBMC.

In addition to matching endowment funds, participating non-profits will each receive a \$10,000 capacity-building operational grant from CFBMC to address immediate needs or staff their endowment fundraising activities.

WFHB is aptly titling its campaign '30 for 30' in reference to celebrating its 30th anniversary last year, and the more literal interpretation that it will be receiving \$30k for raising \$30k. As of January 2024, WFHB's endowment sits around \$60k - with the addition of these funds by June 30th, 2025, WFHB's endowment will be doubled in a matter of a year and a half.

Donors can give gifts of cash, securities, or irrecoverable planned or estate gifts to support WFHB and these local nonprofits in meeting their match goals. To help participating nonprofits meet their fundraising goals and secure their endowment match, visit **www.cfbmc.org/agency-match**.

WFHB 91.3 FM is a community radio FM station in Bloomington, Indiana, United States. The station has three translators serving southern Indiana: 98.1 in Bloomington, 100.7 in Nashville and 106.3 in Ellettsville. The station is supported financially by contributions from listeners and program underwriting by local businesses, as well as by community service grants from the Corporation for Public Broadcasting.

Have questions? You can contact: WFHB Development Director, Brooke Turpin at development@wfhb.org

###