

NoCo Active 20/30 ensures giving legacy

10:23 PM, May. 8, 2011|

A community's future is tied to its philanthropic capacity. One key is building philanthropic spirit among young professionals.

In Northern Colorado, which has a strong history of philanthropy that has shaped our community today, a group called NoCo Active 20/30 has made great strides in ensuring that legacy of giving will continue.

NoCo Active 20/30 was founded in 2007 and formally incorporated as a 501(c)3 nonprofit in 2009. Its members, who are in their 20s and 30s, have raised hundreds of thousands of dollars during the years, including about \$250,000 last year. The money goes to agencies that provide services to youths, such as the Boys & Girls Clubs of Larimer County.

Young professionals are busy starting families and building businesses, so charitable giving isn't always top of mind. But NoCo Active 20/30 and similar groups around the country have found a way to break through with young professionals.

One key is to build fundraising around fun events that will attract busy young professionals. The most recent example is Saturday's Down and Derby 2011, which

drew hundreds of people to Water Valley in Windsor to watch the Kentucky Derby. Participants dressed and celebrated as if they were at Churchill Downs, complete with signature hats.

The next event is the Thunder Mountain Showdown at Bandimere Speedway on June 30, which will allow participants to race down the drag strip that is home to the Mile High Nationals.

Thanks to the membership of NoCo Active 20/30 for creating unique signature events that engage young professionals in philanthropy. But thanks most of all for efforts to improve the lives of youths in Northern Colorado.

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