

## **The Driftwood, November 2010**

### **Foundation joins Facebook to boost islander engagement by Amy Geddes**

The Salt Spring Island Foundation has launched a Facebook page to further its commitment to being an accountable, transparent and participatory non-profit organization. All islanders are encouraged to join.

To-date, island donors have contributed about \$3 million in endowment to the Salt Spring Island Foundation—a non-profit that some have never heard of despite its powerful financial capacity to invest in community vitality. That \$3 million allows the Foundation to distribute about \$100,000 of much-needed funding to island charities each year.

“Sadly, every year we have many more requests for funding than we have available. Future donations will help to grow the endowment so we can make an even greater difference,” says Judy Norget, chair of the Foundation’s donor relations and communications committee. “We hope the Facebook page will help people better understand who we are, what we do and facilitate input from the public about how to best fund projects that strengthen local community vitality.”

The Foundation’s Facebook page is just one more way of communicating openly where that money is going and how the lives of islanders are improved as a result. Photos and stories of grants at work in the community, Foundation news updates and discussions about island needs is just some of the Facebook content that will be posted regularly.

For years, direct correspondence between the Foundation, its donors and the general public has largely been via print mediums such as letters, annual reports, newspaper articles, etc. To engage with a broader audience, the Foundation has willingly harnessed the power of social media.

Join them online by searching Facebook for “Salt Spring Island Foundation” or click the Facebook icon on the Foundation’s website at [www.saltspringislandfoundation.org](http://www.saltspringislandfoundation.org). “Like” the page, leave comments on the wall or initiate discussions. Get to know the Foundation; it wants to get to know you.