

# CAUSE CONNECTION

Connecting people who care to causes that matter

## Building Bridges of Awareness | Thank you Kay and Marshall Wolff

**Kay and Marshall Wolff** graciously opened the doors of the historic Pomfret Club in Easton to host an intimate gathering aimed at fostering connections and raising awareness about the Lehigh Valley Community Foundation (LVCF). The event brought together a select group of friends and colleagues to learn about the Foundation's mission, its impact on the community, and the role it plays in advancing philanthropy across the region.

### A Personal Connection to Giving

For Marshall Wolff, a nearly 20-year veteran of LVCF's Board of Directors, the inspiration to host this event came from a common realization: many friends and professional peers remain unfamiliar with the Foundation's work. "Having served as a Board member for almost two decades, I continue to be surprised in conversations when our friends



or professional colleagues aren't familiar with the Foundation," Marshall shared. "When we had lunch with Erika and Maureen recently, we offered this reception idea simply to cross that bridge of awareness."

With this purpose in mind, the Wolffs designed the evening not as a fundraiser, but as a moment to shine a light on LVCF's capabilities and its unique approach to philanthropy. "We emphasized that this was NOT a fundraiser of any type," Marshall said. "Rather, we hoped that the invitees would come away with a better understanding of this wonderful organization, and how it can be useful to those who believe in paying it forward."\*

### Discovering the Impact of Local Philanthropy

Guests at the Pomfret Club had the opportunity to hear firsthand from LVCF President and CEO **Erika Riddle Petrozelli, CPA, CAP®**, who shared stories of how the Foundation has helped fundholders turn their philanthropic goals into tangible, local impact. From its seamless donor-advised fund services to its role as a steward of community resources, LVCF continues to prove why it is a favorite among donors like the Wolffs. "The LVCF continues to be our favorite nonprofit, because it has no agenda," Kay explained. "With



our donor-advised fund, we can gift now—and into the future with our daughter—to local causes that matter to us. Everything is handled easily, professionally, and confidentially."

### A Broader Perspective on Philanthropy

As longtime supporters of the Foundation, the Wolffs also reflected on how their involvement has deepened their understanding of the region's philanthropic landscape. "I have been continually impressed with the quality of the Board and the respect and cooperation from the professional advisor community," Marshall said. "We're also amazed at how many funds have been created for all kinds of reasons, by fundholders all across the Valley."

### A Ripple Effect of Awareness

Thanks to events like this, the Lehigh Valley Community Foundation continues to expand its network and increase its visibility within the community. The gathering served as a powerful reminder that philanthropy thrives not only through monetary gifts but also through intentional conversations and shared stories.

As Marshall and Kay's event demonstrated, the act of connecting people with the mission of LVCF is itself a profound way of giving back. Their dedication to building bridges of awareness ensures that more individuals and families can discover how to make their giving easy, impactful, and deeply personal.

For more information about how you can engage with the Lehigh Valley Community Foundation, contact Maureen Wendling, LVCF Director of Donor Initiatives: [maureen@lvcfoundation.org](mailto:maureen@lvcfoundation.org).

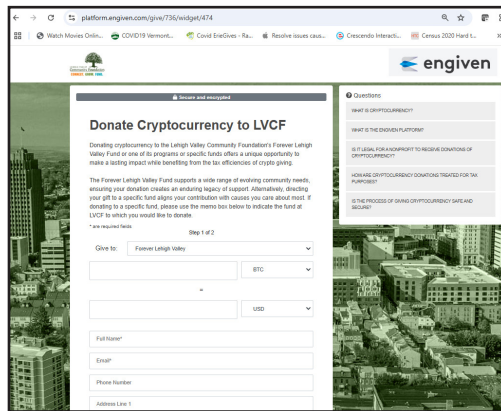


## Bitcoin's All-Time High Opens New Opportunities for Philanthropy

The recent surge in Bitcoin and other cryptocurrencies to all-time highs has sparked renewed interest and excitement in the financial world. For many investors, this milestone represents an opportunity to capitalize on gains, while giving back in innovative and impactful ways. The Community Foundation has been accepting cryptocurrency since 2021. Recently, LVCF added a new pathway for donors to leverage the growing value of cryptocurrency. Through a partnership with EnGiven, a leading cryptocurrency donation platform, LVCF now accepts gifts of digital assets to its Forever Lehigh Valley Fund through an online widget that accepts a wide range of cryptocurrencies. [Click here | EnGiven](#)

### Why Donate Cryptocurrency?

Cryptocurrency donations offer unique benefits for donors and nonprofits alike. By donating appreciated assets directly to LVCF, donors can maximize their philanthropic impact while enjoying significant tax advantages. Unlike selling cryptocurrency and donating the cash proceeds, which could trigger capital gains taxes, gifting crypto directly allows donors to avoid this tax and receive a fair market value deduction on their donation. "Donating cryptocurrency to the Lehigh Valley Community Foundation's Forever Lehigh Valley Fund or one of its specific programs is a forward-thinking way to support causes you care about most while benefiting from the tax efficiencies of crypto giving," said **Carrie Krug Nedick, CAP®**, LVCF Director of Donor Services.



### Building a Lasting Legacy

Contributions to the Forever Lehigh Valley Fund helps LVCF address the community's evolving needs, creating a long-lasting impact that benefits future generations. Alternatively, donors can direct their cryptocurrency gifts to specific funds that align with their passions. Donors wanting to give to a specific fund at LVCF are encouraged to contact Carrie by emailing to [carrie@lvcfoundation.org](mailto:carrie@lvcfoundation.org).

### Making It Simple

Through the EnGiven portal, donating cryptocurrency to LVCF is secure, easy, and efficient. The Foundation accepts various cryptocurrencies, including Bitcoin and Ethereum, enabling donors to make meaningful contributions in a way that aligns with their financial and philanthropic goals. As the cryptocurrency market reaches historic heights, LVCF invites fundholders and donors to consider the potential of crypto giving. By combining innovation with generosity, cryptocurrency donations to LVCF have the power to build a brighter future for the Lehigh Valley and beyond.



Christmas | Hanukkah | Kwanzaa

As we come to the end of 2024, we have two simple words for our donors, board members (past and present), and friends and associates—**thank you**.

**Thank you** for entrusting your philanthropy with us and allowing us to connect you to the causes you care about most.

**Thank you** for allowing us to build a stronger community by helping you fulfill your charitable vision and grow a charitable legacy.

**Thank you** for enabling us to fund nonprofits and partner in the community to improve the quality of life in our region as a trusted and respected grantmaker.

It's your support that made it possible for us to share our community knowledge, leadership and expertise as we improved the effectiveness of nonprofits and directed funding where it was needed most. For all this we say—**thank you**

Your Partners at Lehigh Valley Community Foundation

