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Matchstick Prize Grants New Opportunity for Local Nonprofits; Award Includes \$5,000 Cash Prize and \$25,000 Media Grant

3 Credit Unions—Reliant, The Summit and Pittsford— along with Causewave Community Partners
Recognize Those Who Spark Change in Our Community

ROCHESTER, NY- Causewave Community Partners is joining forces with The Summit, Pittsford, and Reliant Credit Unions to award an outstanding local nonprofit organization with the Matchstick Prize for the fourth year. A panel of community judges will select one small nonprofit in the Greater Rochester area that has demonstrated meaningful impact to receive a cash prize of \$5,000 (funded by the three credit unions), along with a media grant valued at \$25,000 courtesy of the Democrat & Chronicle. The media grant can be used with any of the D&C Digital media properties. Causewave Community Partners will work with D&C Digital to help make the most effective use of the prize.

Five finalists and a winner will be selected and the winner will be announced at The Matchstick Prize Reception on September 12th at NextCorps in the historic Sibley Building. The Reception is hosted and sponsored by Two Point Capital Management.

Causewave created this award four years ago to recognize the impact our nonprofit community has in Greater Rochester. To qualify for this award, the organization must be a nonprofit with a yearly budget of under one million dollars and demonstrate their ability to make meaningful and measurable change in our community. Nominations can be made by anyone online at: <http://www.causewave.org/the-matchstick-prize>. Nominations are due by July 15th at 5:00pm.

“This is the fourth year that the Democrat and Chronicle has collaborated with Causewave to bring this award. Democrat & Chronicle Media is firmly rooted in the Rochester community and is proud of our legacy of support of nonprofit organizations. We’re excited to be bringing this award back to recognize and lift up the work of our community neighbors who are actively making a major difference. We feel that commitment is worth celebration—and supporting” – Tom Clayball, Regional Vice President of Sales

“At The Summit, strengthening our communities is an important part of how we serve our members.” says Cheryl Pohlman, Vice President of Marketing and Community Relations at The Summit Federal Credit Union. “We’re so happy to partner with other local credit unions to reward and encourage those who, like us, work to make a positive impact on the people who live here.”

Cynthia Hamann, Reliant Community Credit Union Vice President Brand Awareness says: “Every day, we see firsthand the impact that nonprofit organizations have on our communities. Reliant is honored to be able to help fan the flame of that impact by working cooperatively with our credit union partners to sponsor the Matchstick Prize—a true example of the credit union’s philosophy of “people helping people.”

“Pittsford FCU is proud to be a sponsorship partner for this year’s award...” states Brian Scudder, the general manager from Pittsford Federal Credit Union. “...When presented with the opportunity to participate as a supporter of this year’s Matchstick Prize, the parallels with the credit union industry were immediately apparent. The mission of credit unions, helping members get ahead financially, is very similar to what the Matchstick Prize recognizes – meaningful efforts to spark change in our community.”

Previous winners of the Matchstick Prize include The Coffee Connection, NAMI Rochester and R Community Bikes.

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About Causewave Community Partners

Causewave is the place where causes, ideas and organizations come to build movements around their missions. Causewave is a nonprofit collaborative of local businesses and volunteers that works to achieve meaningful change for organizations and communities through collective impact projects and capacity building programs in the areas of nonprofit management, professional development, fund raising, strategic planning and marketing. The only organization of its kind in the United States, Causewave was founded in 1950 as The Advertising Council of Rochester and serves hundreds of local nonprofits each year. Learn more at www.causewave.org.