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Impact Vine Website Invites Individuals to Use It to Create Projects Supporting Nonprofits

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TheImpactVine.org website that's been raising funds for projects proposed by nonprofit organizations in Fairfield County is now inviting individuals to create projects supporting nonprofits.

"We invite everyone to participate, visit the site, create a project supporting an organization you're passionate about, and share with others!" said Susan Serven, project director of The Impact Vine.

"We are thrilled to introduce the Impact Vine to the greater community," said Carrie Bernier, executive director of the [Community Fund of Darien](#), which started the Impact Vine website. "The Impact Vine connects people who care with critical local needs. Pick a project that resonates with your giving values and support it! Or create your own project.

"The best part is that this initiative is local, so once people find a project they care about, they can volunteer

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at the organization to see their gift in action,” she said.

TheImpactVine.org is also free to use, so 100 percent of a project's donations go to the nonprofit organization that's runs it, organizers say.

Here's the full announcement from the Impact Vine and the Community Fund of Darien:

The biggest fundraising disruptors in the last several years have been the growth of online giving and sharing via social media.

What's driving that change? Millennials. Why? Because the digital revolution has allowed direct access to fundraising for causes donors care about.

According to the 2015 Millennial Impact Report, 84 percent of Millennials have made a charitable contribution or fundraised for a nonprofit in 2015, and numbers are expected to continue to grow.

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In response to this need, The Community Fund of Darien has launched their new, free, crowdfunding site for nonprofits in Lower Fairfield County, [The Impact Vine](#). Partnerships with sixteen “Founding Funders,” including Social Venture Partners, Fairfield County’s Community Foundation, and Lone Pine Foundation, increased the breadth and reach of the platform.

The Impact Vine is an online giving platform which allows donors to support projects they care about, and provides a platform for local nonprofits to use as a tool to raise funds for socially impactful projects in the community. The Impact Vine is unique because no other site allows free fundraising where 100 percent of the funds raised for a successful project go directly to the nonprofit.

“We are thrilled to introduce The Impact Vine to the greater community,” said The Community Fund of Darien Executive Director, Carrie Bernier. “The Impact Vine connects people who care with critical local needs. Pick a project that resonates with your giving values and support it! Or create your own project. The best part is that this initiative is local, so once people find a project they care about, they can volunteer at the organization to see their gift in action,” she continued.

New Canaan resident Susan Serven, Project Director of The Impact Vine, noted, “Another terrific aspect of The Impact Vine is that it’s a simple way for anyone to raise funds for nonprofit projects they care about. The Impact Vine’s simple interface allows nonprofit staff to develop a project, but also allows volunteers, student groups, supporters, other individuals to “Create a Project” as well! We invite everyone to participate, visit the site, create a project supporting an organization you’re passionate about, and share with others!”

Darien resident, David Upson, said, “The Impact Vine is taking nonprofit organizations and the philanthropic community to a new level in Fairfield County. The founding team at The Impact Vine have done a remarkable job of harnessing technology and the Internet to enable nonprofits to more fully engage with their donors. Donors will now be able to target specific needs within their favorite causes and stay more fully engaged with these organizations. It is remarkable stuff and I urge those interested to learn more at www.TheImpactVine.org.”

The Community Fund of Darien is an independent, results-oriented, volunteer-driven nonprofit dedicated to securing the local safety net by funding critical local needs and developing new initiatives for unmet needs in Darien, Stamford and Norwalk.