

Season of Giving is benefit for nonprofits

By Christopher Stephens | The Herald Bulletin
Dec 10, 2016



Don Knight

Don Knight | The Herald Bulletin Beth Hueston ties a ribbon around a gift box during the Season of Giving Gift Fair at Mounds Mall on Saturday. The event gives people the opportunity to make a donation to a local nonprofit in some one's name as a gift.

ANDERSON — Mounds Mall was host to a different sort of holiday event Saturday.

Instead of shoppers grabbing up the latest gadget or toy, the Leadership Academy of Madison County teamed with 17 Madison County nonprofits for the seventh annual Season of Giving Gift Fair.

The center of the mall was filled with booths manned by volunteers from the nonprofits who offered information about their organizations. Instead of a gift, attendees could buy make a donation in a person's name. What was brought in was distributed between each of the nonprofits.

Hoosier Park Racing & Casino was also offering a partial match to the donations.

“People can be generous and for the nonprofits, it helps to build awareness about what they do,” said Pam Shoot, program director at the leadership academy.

The event began in 2008, after Shoot attended a similar affair in Richmond.

“And I just thought, ‘we can do that,’” she said.

Shelly DeLong, social service coordinator at Madison County Salvation Army, said the event helps introduce residents to nonprofits and shows them what they do in the community.

“A lot of people think the Salvation Army is just a store and those red cans,” she said. “We are able to show people we serve ,and they get an eye on where the dollar is going.”

Having all of the organizations in one place can also prompt people to be more generous, DeLong added.

Tim Kean, president of Second Harvest Food Bank, said his organization has been coming to Season of Giving since its first year.

He said it also helps to build relationships with donors.

“It’s good to interact with the people and other nonprofits, and it’s an opportunity to directly interact with people looking for opportunities to do good,” he said.

All of the money raised through the event will stay in Madison County.

“This makes a difference for all the organizations who work hard every day to make our community better,” Shoot said.

Nonprofits at Season of Giving

Alternatives, Inc., Anderson Center for the Arts, Anderson Education Foundation, Anderson Symphony Orchestra, Animal Protection League, CASA, Inc., Dove Harbor, Gruenewald Historic House, Hopewell Center, Inc.

Also, House of Hope, Leadership Academy of Madison County, Madison County Community Health Center, Madison County Dramatic Players, Madison County Literacy Coalition, Salvation Army, Second Harvest Food Bank, The Christian Center