

Spring into Giving auction to benefit nonprofits

BY DAVID YOUNG • MARCH 2, 2010

While nonprofit donor dollars may be down during these tight times, more businesses than ever are looking to donate their time and services.

With that in mind, A-Train Marketing Communications Inc. and United Way of Larimer County have teamed up to create a "Spring into Giving" auction to pair the needs of local nonprofits with the services of local businesses.

The silent auction is Saturday at the Armory Event Hall, 314 E. Mountain Ave., and local nonprofits such as Neighbor to Neighbor, a nonprofit that provides housing and other basic services to those in need, will be on hand to bid on pre-packaged services that local businesses have donated.

Gretchen Gaede, president of A-Train, was looking to help nonprofits since her company celebrated its 10 year anniversary more than a year ago.

In talking with nonprofits, Gaede realized a lot of companies are able to give services and time, but not money right now.

"In a down economy it might be an interesting thing to focus on because businesses don't have as much money to give away," she said. "We thought about a pro-bono concept."

The concept is one that no one had ever seen before, and according to Adam Molzer, volunteer center director of United Way of Larimer County, has never been tried before.

A-Train approached around 50 businesses and was able to raise more than \$70,000 in services. The donated services, which range from building infrastructure to branding, were separated into 18 different service packages that nonprofit corporations can bid on.

To keep an even playing field for all bidders, they have to use new money raised from donors to bid on the package that would best benefit them. Whoever wins the bid gets to give the package and the money to the nonprofit.

"It is a win-win-win for the business community, nonprofit sector and the community as a whole," Molzer said. "We recognize that Larimer County is an incredibly giving community, and are overwhelmed and thrilled with the response we had with the business sector."
