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**New Name and Vision Reflects Bold Strategic Plan for the Future of Philanthropy in Massachusetts**  
*Philanthropy Massachusetts, formerly Associated Grant Makers, enters 50<sup>th</sup> year with new vision.*

Boston, MA – Today at its Annual Meeting, Associated Grant Makers revealed its new name, **Philanthropy Massachusetts**, along with a new visual identity, and its new strategic plan to advance the work of its philanthropy-serving organization.

“Following a landscape scan of regional associations across the country and as part of our own strategic planning process, we found our current name no longer represented us well,” explained Jeff Poulos, chief Executive Officer of Philanthropy Massachusetts. “We have long been an association of more than grantmakers. Our new name, **Philanthropy Massachusetts**, is strong and clear about who we serve and where. I love that our logo features a symbol representing the weaving together of our network, reflective of the combined membership strength of our philanthropic organizations and the nonprofit service providers in our region.”

Philanthropy Massachusetts joins a growing movement in the national network of philanthropy serving organizations in the U.S. to become more united and collaborative. In recent years, a number of regional associations have undergone similar name changes including Philanthropy Northwest, Philanthropy New York, Philanthropy Delaware, Philanthropy Network Greater Philadelphia, Philanthropy Ohio, Philanthropy Southwest, Indiana Philanthropy Alliance and Wisconsin Philanthropy Network, to name a few. In 2017, the United Philanthropy Forum, of which Philanthropy Massachusetts and these other philanthropy-serving organizations are a member, itself rebranded from The Forum of Regional Associations of Grantmakers.

For almost a half-century, Philanthropy Massachusetts has nurtured a vibrant and diverse membership of hundreds of foundations including private and corporate funders, community foundations and philanthropic advisors and thousands of nonprofit organizations in the region. As Philanthropy Massachusetts enters its 50<sup>th</sup> year, the membership organization is embarking on a new strategic direction to lead philanthropy in the Commonwealth into the future.

The new vision embraces five strategic goals that will expand opportunities to lead, build a stronger network and foster collaboration across the state.

- Be a Membership Organizations that Leads
- Be a More Accessible Partner in the Region
- Be a Network Catalyst and Model for Collaborative Action
- Be a Network Information Curator and Broker
- Be a Trusted Broker for Nonprofit-Funder Dialogue

“The new brand and goals for Philanthropy Massachusetts are in direct alignment with the board's commitment to become the leading voice and resource for philanthropy in Massachusetts,” said Board Chair Tref Borden, Executive Director of Fish Family Foundation. “Building on our organization’s deep roots and foundation in convening and collaborating with all voices in philanthropy, this strategic plan propels us into the next chapter in our history.”

Founded in 1969, Associated Grant Makers, now **Philanthropy Massachusetts**, promotes the practice and expansion of effective and responsible philanthropy to improve the health and vitality of its region. With a diverse and vibrant membership of engaged philanthropic-serving organizations, Philanthropy Massachusetts serves as catalyst and model for collaboration for greater understanding, efficiency and impact in the philanthropic community.

Along with the new name and logo, Philanthropy Massachusetts has a new website, [philanthropyma.org](http://philanthropyma.org). Please visit the home page to learn more about the organization.

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