

# REAL FUNDRAISING -- PRESS RELEASE -- REAL FUNDRAISING -- PRESS RELEASE

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FOR IMMEDIATE RELEASE

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Farmington – Real Fundraising is pleased to announce its working relationship with Holcomb Farm, a West Granby-based environmental and education organization. Real Fundraising will work with the organization's capital campaign committee and staff to organize its efforts to raise significant capital funds from foundations.

The program will include reviewing Holcomb Farm's efforts in generating monies for its capital campaign and creating a plan focused on reaching out to all kinds of foundations. Included in the program will be engaging important community leaders in efforts to expand the giving support for Holcomb Farm.

Holcomb Farm is located on a 322-acre farm begun in 1791, now dedicated to preserving open space and an agricultural setting. It maintains open trails for exploration of local habitat by over 13,500 adults and children, camping and habitat opportunities through Boy Scouts and Link & Learn programs, and an art and environment program for children and adults in the greater Hartford area. Holcomb Farm is home to Holcomb Farm CSA, providing social services agencies in Hartford with fresh organically-grown produce for families and individuals in need, as well as local residents with the opportunity to grown their own food.

## What is Real Fundraising?

Real Fundraising is a Connecticut-based consulting firm that focuses on providing real solutions to the real fundraising problems of not-for-profits in Connecticut, regionally, and nationally. The firm specializes in major gift program, feasibility studies, capital and endowment campaigns, and board training and education. Real Fundraising has sponsored and co-sponsored various conferences, workshops, and seminars to assist the not-for-profit world in raising funds and awareness more effectively. Real Fundraising is also the Connecticut regional partner of FundraisingINFO.com, the most complete information service on the Internet.