



Monday, March 8, 2010

Do what is necessary' to bring in donations

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By [Beth Fitzgerald](#) [Spotlight](#)

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FOOD BANK OF SOUTH JERSEY

The board of the Food Bank of South Jersey wasn't asked to raise funds in the past, but times have changed.



Val Traore

"The board is going to be much more engaged in fundraising going forward, and they are very open to it and stand ready to do what is necessary," said **Val Traore**, chief executive of the Pennsauken-based regional food bank.

For the first time, a portion of the annual fundraising budget has been assigned to the board.

"We talk about board members giving time, talent and treasure," Traore said, "and they really have to give all three."



Robert Brown

Robert Brown, board chairman of the Food Bank of South Jersey, said a new goal is to raise an endowment to allow for multi-year budgeting "that is more stable, so we won't have to worry about the roller coaster," of an annual fund drive.

But an economic downturn can create a kind of silver lining for organizations like the Food Bank of South Jersey. Brown said donations to the group were up last year, "because in the tough times we have lived through during this recession, people's hearts come out and they realize how lucky they are."

SUPPORT CENTER FOR CHILD ADVOCATES

Legal aid for children in cases of abuse, neglect

CHUCK PERSING, a certified public accountant with **Bederson**, in West Orange, is on the board of a Philadelphia nonprofit, The Support Center for Child Advocates, which provides pro bono legal work for



Chuck Persing

children who are suffering from abuse or neglect.

Persing said he volunteers about a full week of his time each year to the cause, and he also has doubled his donations in response to tightening fundraising efforts for the group as a result of the economic slowdown.

"The recession drags on, and it's harder to get people to donate money," said Persing, who said he's inspired by the dedication of the attorneys who volunteer for child welfare cases.

"On your worst day, you couldn't imagine the things that happen to kids."

— Beth Fitzgerald