



FOR IMMEDIATE RELEASE

CONTACT: Mary Gibble, President | CEO

HCCF launches expanded Hello Hancock

GREENFIELD, Ind. (August 22, 2022) – The Hancock County Community Foundation has partnered with Betterflye to revamp and expand Hello Hancock. In addition to a community calendar, the Hello Hancock platform now features an online volunteer matching portal for Hancock County.

“This is a user-friendly platform for nonprofits to easily connect with individuals interested in volunteering,” said President/CEO Mary Gibble. “With this tool, the community foundation hopes to encourage and increase volunteerism in our community and help nonprofits build their corps of talented volunteers to support their missions.”

Betterflye is a social impact platform that allows nonprofits to centrally promote volunteer opportunities, recruit and engage with volunteers, and measure impact in the community. Betterflye, a software company, was launched locally out of Vernon Township in Hancock County and continues to operate locally.

Virginie McNamar, a McCordsville resident, is the founder of Betterflye. She spent more than a decade working in product management with TRS LLC and assisting for-profit and nonprofit clients with project management, including volunteer management.

“It is a special opportunity to work with the community foundation on the expansion of Hello Hancock,” said McNamar. “Nonprofits play such an important role in our community, and the pandemic has significantly impacted their volunteer bases. Our goal with Hello Hancock and Betterflye is to streamline connections to individuals interested in giving their time and talents.”

The Hello Hancock concept dates back to 2007 when a community activist named Nancy King expressed frustration at the number of nonprofit events scheduled on conflicting dates, forcing donors to choose which event they would attend. She spoke with Greg Cross of Cross Creative Marketing to explore a solution. From that conversation, the Hello Hancock community calendar was created.

In the years following its creation, the use of Hello Hancock waned due to lack of maintenance and oversight. In 2016, the Greenfield Sertoma Club dedicated time and funds to build the resource back up.

“Nancy’s vision brought Hello Hancock to life, and Sertoma’s ongoing dedication has allowed this resource to survive 15 years,” said Gibble. “We are grateful to Sertoma for this community service.”

In 2017 the community foundation joined the effort to help Hello Hancock become a robust scheduling tool for nonprofits. Fast forward to the COVID-19 era, and it became clear that Hello Hancock could be more.

“We know individuals, couples, and families are looking for ways to give back,” said Gibble. “We field calls regularly at our office from people looking to volunteer but not knowing where to go. Hancock County is a community where the philanthropic spirit is strong, and we know people will step up to serve.”

Individuals can visit the site at hellohancock.com to create a personal profile and begin searching events and volunteer opportunities. There is no cost for individuals or nonprofits to use Hello Hancock.

HCCF provides philanthropic leadership by encouraging giving, learning, community pride and civic engagement. Working with caring individuals, families, and organizations to create or grow existing

permanent endowment funds is critical to the organization's mission. These funds generate income that is distributed in the form of grants and scholarships to enrich and enhance life in Hancock County, as well as support the donor's favorite charitable causes, both at home and afar forever. HCCF has granted millions of dollars since their inception in 1992.

###