
1-day giving campaign raises \$181K

HOLYOKE – The Holyoke Community College Foundation raised more than \$181,000 for scholarships and student-support programs during its March 4 “Together HCC” one-day giving campaign.

The fifth annual “Together HCC: Drive to Change Lives” campaign exceeded its goal of 500 donors, receiving donations worth \$181,285 from 504 alumni, students, faculty, staff, and friends of the college during the 24-hour fund-raising drive.

“For the fifth straight year, our network of alumni, faculty, staff, and friends continue to show how much they care about HCC students,” said Julie Phillips, HCC director of development. “With so many people giving what they can, it shows our students that we are invested in their success.”

All of the money raised goes directly to six areas that support HCC students: academic excellence and innovation; scholarships; the Thrive Student Resource Center and Food Pantry; the President’s Student Emergency Fund; the President’s Fund for Opportunity, and the HCC Foundation’s general, unrestricted fund.

HCC alumni made up the majority of donors at 37 percent, followed by HCC faculty and staff at 30 percent; 19 percent from friends of the college, 5 percent from parents, and 5 percent from students.

Together they unlocked \$130,000 in challenge pledges, including \$5,000 from campaign partner Gary Rome, owner of Gary Rome Hyundai in Holyoke and a member of the HCC Foundation Board of Directors.

“Every gift to the ‘Together HCC’ campaign matters,” said Phillips. “When we remove barriers for one student, we’re not just changing their life, we’re transforming their family’s future and strengthening our entire region.”

The HCC Foundation, the college’s charitable, non-profit foundation, launched “Together HCC: A Campaign for Caring” in March 2020 to build community support and raise money for students experiencing financial distress during the pandemic. Since 2021, with Rome signed on, HCC has added the “Drive to Change Lives” theme and collectively raised nearly \$1 million for student support programs.

Anyone who missed this year’s day of giving and still wants to contribute to the HCC Foundation can do so at hcc.edu/give.