

HIDDEN MONEY

Patrons discover how to supercharge their impact.

By Noreen B. Friedman

“Local and accessible” are Steve and Madeline D’Alessio’s favorite aspects of Strathmore. As longtime Montgomery County residents, Steve, an engineer, and Madeline, a project manager and substitute teacher, enjoy everything from classical music to tribute bands and treating Madeline’s mother to Afternoon Tea in the Mansion.

As volunteer ushers for the past eight years, the D’Alessios have seen firsthand the impact the arts have on young people, especially when every Montgomery County Public Schools second and fifth grader comes to Strathmore to experience free, live performances.

“We saw children bubbling with excitement, many dressed up for the occasion. We decided to support Strathmore to help ensure this cultural opportunity continues for future generations,” says Madeline.

To optimize their donation, the D’Alessios tapped their Donor-Advised Fund (DAF). Often described as a charitable checking account, a DAF provides immediate tax incentives and lets the donor recommend gifts over time.

DAFs have seen a recent surge resulting in over \$140 billion in unused funds earmarked for charity. The D’Alessios decided to put their DAF to work with the possibility of doubling their gift to Strathmore with the #HalfMyDAF campaign. #HalfMyDAF incentivizes donors with matching funds to act now as nonprofits are working harder than ever.

#HalfMyDAF partially matched the D’Alessio’s gift to Strathmore, which increased their philanthropic impact in the community through Strathmore’s important arts and education programs.

If you’re looking to make a difference through the arts, visit www.halfmydaf.com or contact Vice President of Advancement Heidi Onkst at 301.581.5133 or honkst@strathmore.org.



Steve and Madeline D’Alessio were able to increase their gift to Strathmore through the #HalfMyDAF campaign.