



TOWN OF WELLESLEY
525 Washington Street
Wellesley, MA 02482
781-431-1019



COMMUNITY FUND FOR WELLESLEY
3 Eliot Street
Natick, MA 01760
508-647-2260



FOR IMMEDIATE RELEASE

Emergency Gift Card Program and Storefront Project are Recent COVID-19 Relief Fund Beneficiaries

February 23, 2021 (Wellesley, MA) – As Wellesley approaches one year since the start of the Coronavirus pandemic, the significant impact of the virus is becoming more and more apparent and the needs of organizations and individuals in our community persist. Thanks to ongoing donations, the Wellesley COVID-19 Relief Fund continues to provide money to help meet these needs. Two recent grants from the Fund are supporting our residents and boosting morale for our retailers.

Emergency Gift Card Program

Money awarded to the Wellesley Service League will purchase gift cards for residents who must unexpectedly quarantine or isolate due to COVID-19 and need emergency groceries or cleaning supplies. Town social workers are finding that some families or individuals are caught off guard and may not have the necessities needed for a week or more at home. Volunteer shoppers will use the gift cards to purchase and drop off supplies for these residents.

“Wellesley Service League is pleased to partner with the Town of Wellesley again with the support of the Wellesley COVID-19 Relief Fund. Due to the pandemic this year, we’ve had to modify or put on hold so many of our traditional service opportunities and we’re continually exploring new ways to lend a hand,” said Service League president Laurel Lyle. “When Maura Renzella approached us about handling logistical support for providing cleaning supplies to residents isolated with COVID, it seemed like a perfect fit for our volunteers.”

Wellesley Storefront Project

Local art groups and independent artists are working with landlords and Town officials to revitalize vacant storefronts in Wellesley and transform them into mini art galleries. The Wellesley Celebrations Committee will use Relief Fund money to help create the visual experience for these displays. Currently in the early stages of development, the Storefront Project will activate our commercial areas and help boost morale. Watch for more information on this project in the coming weeks.

The COVID-19 Relief Fund was established in April 2020 and is a partnership between the Community Fund for Wellesley, an endowed fund of the Foundation for MetroWest, a tax exempt 501(c)3 organization, and the Wellesley Select Board. In the past year nearly \$119,000 in Fund grants were awarded to local non profits and Town departments to meet needs in our community caused by COVID-19. One hundred percent of donations are returned to the community and directly benefit all residents. To give to the Wellesley COVID-19 Relief Fund or learn more, please visit: www.CFFW-COVID.org

Information on the COVID-19 Relief Fund, grant recipients, and programs are regularly shared on the [Town of Wellesley website](#) and on the Community Fund for Wellesley’s Facebook page [@CFFWellesley](#).

About the Community Fund for Wellesley

The mission of the Community Fund for Wellesley, a fund of the Foundation for MetroWest, is to promote

the common good and to benefit all residents of our Town. The Fund serves as a permanent source of funding to foster innovation and collaboration in support of community needs and opportunities. The Community Fund for Wellesley was established in 2008 in celebration of Wellesley's 125th birthday. A dedicated group of Town residents had a vision to create a fund that would exist to benefit members of the Wellesley community for generations to come. In the past 12 years, the Fund has made grants of over \$500,000 to more than 30 local non-profits and Town of Wellesley departments.

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