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****FOR IMMEDIATE RELEASE****

*****East Hills Business Association Launches Fund to Support Community Initiatives*****

Johnstown, Pa — May 15, 2024— The East Hills Business Association (EHBA), a Johnstown-based business networking group is proud to announce the launch of its inaugural gifting program. Designed to empower grassroots initiatives and catalyze positive change, the *EHBA Community Betterment Fund*, will provide funding support for a wide range of community-driven projects.

The EHBA has traditionally fielded small donation requests from all over the East Hills Community and has funded countless projects over the history of the group. The EHBA Community Betterment Fund, which is administrated by the Community Foundation for the Alleghenies will provide funding on a larger scale than the way the group previously made donations. The amount of the requests can range from \$500 to \$2,000. While not a traditional grant program, the process will resemble a simplified grant process.

"We are thrilled to introduce the EHBA Community Betterment Fund as part of our ongoing vision to collaborate, connect and communicate within our community," said Ginger Pollock, Richland Cemetery Manager and President of the East Hills Business Association. "Through this fund, we hope to provide financial support to non-profit, 501C(3) organizations for projects that provide a benefit and/or utilization for a significant portion of our East Hills community."

The application period will run from June 1 through August 31, 2024. Award announcements will be made around Thanksgiving. Applications (both electronic and printable) are available on the EHBA website: easthillsbusiness.com. A printable application can also be requested by emailing easthillsbusiness@gmail.com.

About East Hills Business Association:

The EHBA was founded in 1985 with a mission for local business leaders and their teams to promote trade, commerce, and community betterment within the East Hills business area. The group meets at Noon on the third Thursday of each month.

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