Bryant: 3rd Day of Giving, FlowerCityPhilanthropy.com

Erica Bryant , @Erica_Bryant_   1:56 p.m. EST December 12, 2016

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(Photo: Provided photo)

At least four tacky/ugly/hideous sweater party fundraisers were planned around Rochester this month. I know this thanks to Amy Button and Alyssa Belasco, the two women behind FlowerCityPhilanthropy.com (http://flowercityphilanthropy.com).

The site is a clearinghouse of sorts for local volunteer opportunities, charitable events and non-rofit connections. "By providing people with the information and resources they need to connect with local nonprofit organizations, key people, volunteer opportunities, and events, we hope to start a #CharitableRevolution together," it states.

Button and Belasco call themselves serial volunteers. "I consider it my hobby," said Button. "Some people read, some people run, I like to volunteer."

Friends who knew about their passion for charitable activities were constantly asking how they could find volunteer opportunities for themselves. Or how they could help the community if they didn't have much money. So Button, who works in marketing with Delaney Marketing and Event Services, and Belasco, who is development and program manager for the Women's Foundation of Genesee Valley, decided to create FlowerCityPhilanthropy.com. (http://flowercityphilanthropy.com/)

FlowerCityPhilanthropy.com (http://flowercityphilanthropy.com/) features blog posts with a variety of ideas about how people can give back and pay it forward. This month, for example, Belasco wrote a post filled with suggestions about how to make holiday parties double as events that help the less fortunate. At her own annual ornament exchange party, she asked guests to bring feminine supplies to donate to Baden Street Settlement and the House of Mercy. "I hope you'll consider adding a charitable component to your holiday cheer," she wrote in the post.

Flower City Philanthropy invites people to submit event listings and blog posts that might help "connect those with great intentions with the tools they need to take action and give back to the community."

Its events calendar offers an impressive listing of fun events that support local charities or non-profits. In addition to your traditional fundraising galas, luncheons and 5Ks, you will find things like chicken wing crawls, cake auctions and mustache-related fundraisers.

And the ugly sweater parties. Sorry to report that three of the four have already passed. But on Thursday, Dec. 15, you can attend Cure's Third Annual Tacky Sweater Party (http://flowercityphilanthropy.com/pec-events/cure-tacky-sweater-party/1481828400/), which starts at 7 p.m. at Nosh, 47 Russell St. "Come dressed in your tackiest puffy paint, pom pom, sequined glory," the Flower City Philanthropy event listing says. Winners of the tackiest sweater contest will get dinner gift certificates. Food and drink proceeds will be donated to CURE Childhood Cancer Association.

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Twelve Days of Giving

This is the third installment of a 12 day series highlighting local organizations that help people in Rochester.

How you can help

Flower City Philanthropy accepts event listings and blog posts from and about nonprofit and charitable organizations in the Rochester area. For information on how to post, go to flowercityphilanthropy.com. (http://flowercityphilanthropy.com/) You can also find it on Facebook, (https://www.facebook.com/FlowerCityPhilanthropy/)Instagram (https://www.instagram.com/flowercityphilanthropy/) and Twitter (@FCP_ROC) (https://twitter.com/fcp_roc).

PREVIOUS DAYS

►Day 1: Play It Forward (/story/news/local/columnists/bryant/2016/12/09/bryant-1st-day-giving-new-horizons-band/95171432/)

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