PIX11’s James Ford hosts non-profit BronxWork’s successful fundraiser

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Their mission is to “feed, shelter, teach and support,” and PIX11 reporter James Ford helped the BronxWorks organization do just that.

Ford was the master of ceremonies at the Bronx-based non-profit’s gala Monday evening, at which the community group raised over $50,000 to support its College Access services program.

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In the course of about an hour and a half at Monday night’s gala, the 250 or so guests exceeded the fundraising goal of $25,000 by more than 10 percent. Thanks also to an anonymous matching gift, the gala was able to amass at least $52,000.

As an organization serving a community with a wide variety of needs, including preventing homelessness and providing meals for low income residents, BronxWorks is still seeking donations.

PIX11 News has objectively covered some of BronxWorks’ programs in past news stories. The organization has, with very little fanfare, made its programs and processes transparent during coverage.

BronxWorks was singled out among hundreds of non-profits in the New York metro area by the New York Community Trust and New York Magazine last year. They awarded BronxWorks their Non-profit Excellence Award for its effectiveness and efficiency. BronxWorks serves 35,000 Bronx residents.