

"GIVEBIG" BRINGS IN \$11.1 MILLION, UP 50 PERCENT FROM 2012

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*Seattle Foundation Online Campaign Attracts More Than 54,500 donations
"Stretch" Pool Grows to \$1 million*



Seattle, WA (May 16, 2013) –The Seattle Foundation's "GiveBIG" campaign generated an astonishing \$11.1 million in online contributions for nonprofits, with the social-media fueled campaign exceeding its 2012 total of \$7.4 million by 50 percent. GiveBIG totals and other data are preliminary; The Seattle Foundation will release more detailed results on www.seattlefoundation.org on Thursday, May 16.

During this 24-hour online event held from midnight to midnight on May 15, people made donations to more than 1,300 nonprofits profiled on www.seattlefoundation.org. The Seattle Foundation "stretched" these gifts further, matching a share of every contribution with funds from a \$1 million "stretch" pool provided by corporate sponsors, local philanthropists and The Seattle Foundation.

"GiveBIG unites people in the goal of building a healthy community," said Norman B. Rice, president and CEO of The Seattle Foundation. "For this one day, we feel the power of pulling together as a community and the result can only be described as inspirational."

Reel Grrls, a media and technology-training program for girls 9-19 and one of the nonprofit organizations that participated, received over \$15,000 in donations this year. Betsey Brock, director of external relations, said, "We have a small staff and a small annual budget. This campaign helps our bottom line, of course, but just as valuable is the number of new donors we reach. I'm floored by how many people who work in nonprofits, who are artists, musicians and dancers are giving and talking about GiveBIG."

Part of this year's excitement was the increase in the "stretch" pool. The stretch pool began at \$850,000 and The Seattle Foundation received additional commitments during the day bringing the total to \$1 million by 5:00 p.m. The stretch pool has increased since GiveBIG was launched; it was \$500,000 in GiveBIG's first year and grew to \$800,000 in 2012. The benefit of the stretch pool dollars is what motivates many people to participate in GiveBIG.

Gifts began coming in at 12:00 a.m., with five gifts tied for the prize of first donation: American Civil Liberties Union of Washington Foundation, The Northwest Choirs, Washington Wildlife and Recreation Coalition, School of Acrobatics & New Circus Arts, and Compass Housing Alliance. During the 24-hour period, more than 54,500 individual online gifts were made.

GiveBIG attracted donations from 50 states and 39 foreign countries. The five organizations receiving the highest total gifts are: Planned Parenthood of the Great Northwest (\$220,120), The Seattle Public Library Foundation (\$194,012), Northwest Harvest/EMM (\$176,324), Edmonds Center for the Arts (\$164,321), and The 5th Avenue Theatre (\$159,915). The average gift size was \$204.

GiveBIG, presented by The Seattle Foundation, is fueled by nonprofit organizations that mobilize their supporters, primarily through social media and online communications, to "give big" through online donations. It is supported by an advertising campaign running online, in print, broadcast, mobile and at Seattle Sounders FC matches.

Backed by Seattle Sounders FC, GiveBIG is presented by The Seattle Foundation and Presenting Partners Bezos Family Foundation, Microsoft, Seattle International Foundation and Wyncote Foundation NW. Seattle Sounders FC is supporting GiveBIG communications and outreach, including a celebration during the Seattle Sounders FC vs. FC Dallas match on the evening of May 18 at CenturyLink Field. KING5 Television, Mass Relevance, Millennial Media, The Seattle Times Company and TriFilm are all GiveBIG media partners.

The \$1 million stretch pool includes \$300,000 from The Seattle Foundation and \$200,000 from our Presenting Partners. Additional funds were provided by Lead Sponsors Aven Foundation, BECU, The Boeing Company, Sonya & Tom Campion, Medina Foundation, Anne Y. Petter Family, Elizabeth Rudolf and Starbucks. GiveBIG supporters are Alaska Airlines, John Bates & Carolyn Corv, Sheri & Les Biller Family Foundation, Colonial Consulting, The Hayes Family, KPMG, Ann Ramsay-Jenkins, Constance & Norman Rice, Safeco Insurance, Maggie & Doug Walker and Bob & Juanita Watt.

Additional support is provided by Clark Nuber P.S., Davis Wright Tremaine, Deloitte, inome, K&L Gates, Marrella Fund, Nova Fisheries, Pacific Continental Bank, Linda Park, Perkins Coie, Judy Pigott, Pugh Capital, Pyramid Communications, Russell Investments, Brad Smith & Kathy Surace-Smith, Virginia Mason Medical Center, The Whitsitt Family and H.S. Wright & Kate Janeway.

Eight organizations are sponsoring targeted areas of community need aligned with their philanthropic priorities: Seattle International Foundation (Global Giving); Bezos Family Foundation (Education); Microsoft (Education); Starbucks (Neighborhoods & Communities); Medina Foundation (Basic Needs); Aven Foundation (Basic Needs); The Boeing Company (Arts & Culture) and BECU (Basic Needs).

The Seattle Foundation's mission is to foster powerful and rewarding philanthropy to make King County a

stronger, more vibrant community for all. With nearly \$700 million in assets, our goal as a community foundation is to simplify giving and strengthen the impact of philanthropy for the more than 1,200 individuals, families and businesses we serve. The Seattle Foundation awards more than \$60 million in grants each year and offers an online Giving Center at www.seattlefoundation.org to provide current information on community issues and nonprofit organizations working to build a healthy community.

Online: www.seattlefoundation.org **Facebook:** www.facebook.com/TheSeattleFoundation