



Give to the Max Day 2012 was another record-breaking day of giving in Minnesota. Two of the biggest changes included the addition of K-12 public schools to GiveMN and the ability to schedule donations in the two-week period prior to Give to the Max Day.

The annual 24-hour philanthropic marathon, raised \$16,391,905 for 4,381 local nonprofits and schools, breaking the previous state and national records for charitable giving. More than 53,000 people logged on to donate to their favorite nonprofits and schools, hoping that matching grants and prize money could further their charitable contributions.

Among these incentives were Leaderboard Grants including the top prizes of \$12,500, \$5,000 and \$2,500 which were given to the nonprofit organizations and colleges that received the most dollars during Give to the Max Day in their respective categories. This year, the following organizations took home the top leadership prizes:

- Main Leaderboard:** Cretin-Derham Hall
- Medium Leaderboard:** Shir Tikvah Congregation
- Small Leaderboard:** White Dove Foundation
- Colleges/Universities:** St. Olaf College
- \$10,000 Super-size Golden Tickets:** Cannon River STEM School and Habitat for Humanity of Minnesota

Give to the Max Day 2012

- **\$16,391,905** donated
(\$2.9M increase over last year)
- **53,339** donors
(5,805 more donors than last year)
- **4,381 nonprofits** received donations
(403 more organizations than last year)



*"I appreciate GiveMN and it's efforts to make an easy opportunity available for so many organizations and donors....all in one big push. **It's so easy to see something big accomplished by adding and combining our varied gifts all at once.**" – Give to the Max Day Donor*

"I love the way Minnesotans rally around good causes in unity, supporting non-profits and the arts. It's definitely part of the state culture that I admire!" - Lauren Carr, Development Assistant Peacemaker Ministries

"Thank you for putting the GTMD challenge out there to all of us stuck-in-the-mud nonprofits – GTMD '12 has turned around our approach to online fundraising. There is such a positive buzz in our office right now." - Jill Mazullo, Communications and Development Director, Envision Minnesota

"The GiveMN organization has really transformed philanthropy in Minnesota. We are very appreciative of all the things that they do. This is very important for our community and for getting people excited to give." – Frank Miley, director of development at Cretin-Derham Hall