



1340 13th Street
Columbus, GA 31901-2345
706-320-0027 • www.cfcv.com

For Immediate Release

Contact: Betsy W. Covington, Executive Director
706- 320-0027 or 706-464-3670 ·
bcovington@cfcv.com

Community Foundation to Award \$20,000 to Match Donations on Georgia Gives Day

Deadline for Nonprofit Registration for Georgia Gives Day is November 16

COLUMBUS, GA -- Georgia will celebrate its first-ever Georgia Gives Day on December 6, 2012. The Community Foundation of the Chattahoochee Valley will award \$20,000 to local nonprofit organizations to encourage and leverage participation in the project, Community Foundation Executive Director Betsy Covington announced today.

“‘Giving Days’ are becoming wonderfully popular around the country, spurred by caring communities and fueled by great emerging technology,” commented Covington. “Since its start just two years ago, GiveMN has raised more than \$48 million for 6,100 Minnesota nonprofits. We think Georgians will embrace this idea just as enthusiastically.”

What is Georgia Gives Day?

Georgia Gives Day is an inaugural statewide day of giving scheduled for December 6. Its purpose is to bring the state together as one community, raising as much money and awareness as possible for Georgia nonprofits within a 24-hour, flash mob of giving. One hundred percent of proceeds will go directly to participating nonprofits by donating through www.GAgivesday.org.

The initiative, organized by the Georgia Center for Nonprofits (GCN), provides citizens across the state with an easy platform to recognize nonprofits across a variety of sectors for their invaluable efforts. Inspired by other successful days of giving in states such as Washington, Colorado and Minnesota, GCN developed its own effort to promote community awareness and the mission of nonprofits that serve as the backbone for many communities across the state.

The Community Foundation’s \$20,000 Match

To sweeten the deal, the Community Foundation will award \$20,000 of matching funds to encourage participation among Columbus nonprofits. Based on the online donations on December 6, the Community Foundation will make grants of \$2,500 each to the eight Columbus organizations that end the day with the largest number of distinct donors.

The John S. & James L. Knight Foundation has underwritten the matching effort as a way to encourage the use of new technologies to inform and engage citizens in its 26 national Knight Communities.

"The answers to Columbus' challenges, and the key to our future, comes from within our own community," said Beverly Blake, Macon program director for Knight Foundation. "We have a highly-skilled nonprofit sector and compassionate residents eager to help. Georgia Gives Day connects both to help our community succeed."

"This is a great way for folks to support organizations that they already care about, as well as discover a few new favorites that are doing great work," added Covington. "The organizations will have pages that tell their stories, and all transactions will be secure and private."

Although Georgia Gives Day will involve the entire state, only Columbus organizations will be eligible for the match. Guidelines for the eight \$2,500 matches are:

- Organizations must have an office in and currently be providing services to Columbus, Georgia (Muscookee County). For organizations affiliated with state or national parent agencies, only those donations from the Columbus Metropolitan Service Area (MSA) will count towards the match.
- Organizations must have a profile on www.GAgivesday.org.
- Grant recipients will be the eight eligible organizations receiving the largest number of distinct donors via www.GAgivesday.org on December 6. In case of a tie, the Community Foundation will randomly select the grant recipients.
- Organizations must submit their official downloaded list of donations received to the Community Foundation at grants@cfcv.com by noon on Monday, December 10. (Note: The Community Foundation will not retain or divulge organizations' donor lists. The information will be used for counting purposes only and will be discarded when the count is completed.)

Registration Deadline for Nonprofits

Georgia Gives Day participation is absolutely free for the state's nonprofit organizations, and all state-registered, Georgia-based 501(c)(3) organizations are eligible. Interested organizations should visit www.GAgivesday.org today to begin setting up their profiles. The process has several steps and takes a few days to complete. To participate in this year's Georgia Gives Day, organizations must begin their registration by Friday, November 16.

What nonprofit organizations will get – aside from the potential for support on December 6 – is a free, permanent URL address that is specific to their organization and a "landing page" that lets them tell their story. The URL will remain after December 6; nonprofits can use it any time to encourage donations, linking to it via their websites or embedding it in e-mails they send to their supporters.

Why is the Community Foundation Involved?

Although the Community Foundation's Community Endowment Fund is one of the efforts people can support on Georgia Gives Day, the organization itself will not receive any direct funding from the project.

"The Community Foundation's mission is to help create 'raging philanthropists' across the 13 counties we serve, and we think Georgia Gives Day has great potential to do just that," explained Covington. "Any time that people can get more, better information about the work that's being done to strengthen our communities, we think they'll respond generously and enthusiastically. Georgia Gives Day's just a fabulous idea!"

To Learn More

To learn more about Georgia Gives Day, visit www.GAgivesday.org or the Community Foundation's website at www.cfcv.com. Organizations interested in the Community Foundation's match project should visit www.cfcv.com or call 706-320-0027 for more information.

About the Community Foundation of the Chattahoochee Valley:

The Community Foundation of the Chattahoochee Valley was formed in 1998 by a group of citizens interested in encouraging philanthropy and strengthening communities. Since then, the Community Foundation has grown to more than \$95 million in assets and has awarded over \$58 million in grants through its donor advised, unrestricted, designated, scholarship, and organization endowment funds. As a local center for philanthropy, the Community Foundation of the Chattahoochee Valley works with individuals, families, corporations, private foundations and not-for-profit organizations to carry out their charitable objectives and address emerging community issues. For more, visit www.cfcv.com.

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