

Arizona Gives Day Fact Sheet

**ARIZONA
GIVES ★ DAY**
APRIL 5, 2016



General Information

Arizona Gives Day is a statewide, grassroots day of giving that will take place on Tuesday, April 5, 2016 from 12:00 a.m. to 11:59 p.m. (Arizona Time). Join thousands of other Arizonans and “invest in Arizona” by donating to your favorite charities.

Go to azgives.org to donate. Search by specific locations or categories, such as “arts”, “animals” or “environment” to find your cause.

Vision

Arizona Gives Day connects causes and supporters in order to enrich and empower Arizona as a whole. The day also helps raise awareness about Arizona nonprofits and the important work they do in our community.

Goals

This year we plan to reach a greater number of individual donors, and hope to raise more than \$3 million for nonprofits across our state. On April 5, we are asking Arizonans to donate to their favorite local cause. If each Arizonan gave just \$1 we’d double our goal and raise over \$6 million.

Donations made through the Arizona Gives Day website (azgives.org) may be tax-deductible, may be matched, and are deposited directly into the bank accounts of the chosen nonprofits.

How to Support

In addition to day-of online donations, Arizona Gives Day supporters can schedule donations in advance and share information about the day and participating nonprofits via social media to help generate awareness and participation.

Use the #AZGivesDay hashtag and share content from our Twitter profile (twitter.com/azgives) and Facebook page (facebook.com/ArizonaGivesDay) to help spread the word.

Money Raised in Previous Arizona Gives Days

Since 2013, Arizona Gives Day has raised \$4.5 million for nonprofits statewide. Last year, 573 Arizona nonprofits raised \$2,054,417 through the generosity of 17,260 donors with many donors giving to multiple organizations. The average donation was \$86.

Bonus Opportunities

Prize money is available for participating nonprofit organizations that raise the most money. Categories will be based on annual revenue size or whether an organization is an Alliance member. Six “Power Hours” will also be available during which winners will be determined by the number of \$100+, \$50+ or \$25+ donations received in a designated hour of the day.

Further Inquiry

Arizona Gives Day is organized by the Alliance of Arizona Nonprofits and Arizona Grantmakers Forum. FirstBank is the presenting sponsor of Arizona Gives Day.

Additional sponsors: Arizona Community Foundation, BHHS Legacy Foundation, Thunderbird Charities, Intel Corporation, Freeport McMoRan, St. Luke’s Health Initiatives, Tucson Electric Power/UniSource Energy Services, Virginia G. Piper Charitable Trust, SRP, The Keith Family Fund held at the Community Foundation for Southern Arizona. (as of 2/26/16)

In-kind marketing: Bashas’, In Business Magazine, Frontdoors, GivingHopeAZ (as of 2/19/16)

Inquiries or questions, please contact nora@highwaytwenty.com.