

August 17, 2020

PRESS RELEASE: For Immediate Release

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Do Something Amazing for our Community
"The Amazing Give" 24-Hour Online Fundraising Event to be Held August 19-20.

Gainesville, FL – More than 110 nonprofits across North Central Florida are set to participate in **The Amazing Give**, our region's fifth annual day of online giving, to be held from 6 p.m. on August 19 to 6 p.m. on August 20. Initiated by the Community Foundation of North Central Florida, this event will raise funds and awareness for not-for-profit organizations located in or serving the North Central Florida community.

The Amazing Give, originally scheduled for April, was repurposed into an emergency relief initiative to help sustain area nonprofits taxed by unprecedented strains on their services and operations because of COVID-19. The Emergency Relief platformed raised more than \$360,500 for local nonprofits from March through July this year.

"A majority of local nonprofits reported a loss in revenue this year, with the average loss revenue being \$63,000-\$65,000 since February," said Barzella Papa, President and CEO of the Community Foundation of North Central Florida. "With canceled fundraisers and loss of revenue, the Community Foundation knew it was important to provide a platform to make online fundraising accessible to all organizations."

The main giving day event was rescheduled for August 19-20. Five years ago, the Foundation launched the community's first and only 24-hour online give day, **The Amazing Give**. This one-day event has raised more than \$3.2 million for more than 120 local nonprofits and groups since its inception.

Fueled by the power of social media, **The Amazing Give** unites nonprofits in a call to action to raise critical funds they need to make our community a better place to live, work, play and serve. Monies raised will support things such as mental wellness, animal welfare, arts and culture, education, the environment, human services, recreation, veterans, volunteerism, and youth. It is modeled after the internationally popular Giving Tuesday (held annually the first Tuesday after Thanksgiving and Black Friday), but this initiative is more regionalized, encouraging North Central Florida donors to give local first. All money raised here in the North Central Florida stay here. Donations can be made online at **TheAmazingGive.org**

The Amazing Give will conclude this year with a virtual wrap party to celebrate local philanthropy and to count down to the total amount raised. The wrap party will be from 5:45 p.m. to 6:15 p.m. on the Community Foundation's Facebook page at **Facebook.com/CFNCF/**.

"As nonprofits across the region continue to face many challenges, The Amazing Give is an opportunity to come together to further build a community of philanthropy and giving. We look forward to this opportunity to further our missions together to create a stronger, more vibrant community," said Papa.

ABOUT COMMUNITY FOUNDATION OF NORTH CENTRAL FLORIDA

The mission of the Community Foundation of North Central Florida is to promote and sustain philanthropy among the communities of North Central Florida. Established in 1998, the Community Foundation serves as a center for education on philanthropy to help broaden the base of philanthropic giving in North Central Florida. The Foundation provides flexible and cost-effective strategies for donors to benefit their community today and for generations to come by building and preserving endowments, facilitating partnerships among nonprofit organizations and making measurable community improvement through strategic grant making to benefit all areas of interest. www.cfncf.org



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