

AMPLIFYING IMPACT

EMPOWERING GENEROSITY
IN CENTRAL TEXAS
SINCE 2013

I Live Here
I Give Here®

2021 IMPACT REPORT

2021

AMPLIFY

AUSTIN

A STRONGER, MORE RESILIENT COMMUNITY



Amplify Austin Day has long been one of my favorite Austin traditions. Even before joining the I Live Here I Give Here team, my family and I participated in Central Texas' biggest day of generosity by making small gifts to our favorite local organizations and discovered a few new-to-us nonprofits doing work close to our hearts.

This year we celebrated the 9th consecutive Amplify Austin Day—my third as the CEO of I Live Here I Give Here. You may wonder if the shine has worn off after so many years, but that certainly isn't the case. At I Live Here I Give Here, I see up close, every day, the way our community shows up for one another through service and charitable giving.

This year, more than any other, Amplify Austin Day demonstrated the strength and resiliency of our community. I'm so grateful to have you as part of this movement. Throughout our region, the pandemic has caused an unprecedented surge in need, and it has underscored racial and social inequities. But the individuals, families, businesses, and foundations in our community continue to step up in big ways.

You have shown the world that Central Texans understand the power of community, philanthropy, and that every single one of us has something important to give. Our region is emerging stronger than ever because we are better together.

With gratitude,

A handwritten signature in black ink, appearing to read 'Courtney Manuel'.

Courtney Manuel
Chief Executive Officer

NEARLY A DECADE OF IMPACT

Since its creation, Amplify Austin Day (AAD) has become so much more than the total dollars raised. The 24-hour campaign makes national headlines and is looked to as a global leader in community giving days. For 3 out of 10 donors, AAD is the day when they make a first-time gift to a nonprofit, often becoming introduced to these organizations during the campaign. This year, in the wake of devastating winter storms and continued pandemic recovery, we saw an increase of more than 7,100 donors compared to 2020. For community members at large, the day underscores critical needs across the community, celebrates cultural and recreational institutions, and serves as a great source of pride in an unmatched nonprofit sector.

Amplify Austin Day is often the largest source of unrestricted dollars for our 680 nonprofit partners. These gifts give organizations the flexible funding required to meet urgent needs, and the capital to take on new initiatives. The infusion of new donors and sustained giving of current supporters translates to greater mission awareness and engaged volunteers. Through AAD, nonprofit members are also provided with year-round professional development, expert technical support for online fundraising, greater cross-sector collaboration with peers, and a direct line to local media outlets.

Local businesses and foundations who invest in Amplify Austin Day also witness an impact far beyond their initial investment. Corporations use AAD as a rallying cry for employee engagement and to accomplish community impact goals, whereas foundations are able to amplify their funding priorities by supporting multiple nonprofit organizations with matching gift funding.

\$81.5M

*Raised through
Amplify Austin Day*

446.6K

*Gifts made in participation
with Amplify Austin Day*



2021 SNAPSHOT

35,994

DONORS DURING
AAD 2021

59,976

GIFTS MADE
DURING AAD 2021

\$12.5M

DOLLARS RAISED
DURING AAD
2021

684

NONPROFITS
PARTICIPATED IN
AAD 2021

\$136

AVERAGE GIFT
PER DONOR
DURING AAD 2021

7

COUNTIES
SERVED

\$561K

MATCHING DOLLARS
ILHIGH RAISED
FROM SPONSORS
AND DONORS

31%

DONORS
INDICATING AS
FIRST-TIME TO AN
ORGANIZATION



"Amplify Austin Day is the day that energizes our city to give back and honor the local nonprofits that make our city great. This day serves as a launching pad to spark the excitement of generosity throughout the year."

Zack Flores, National Philanthropic Programs Manager
Tlto's Handmade Vodka
ILHIGH FUND SPONSOR



59.6M

EARNED MEDIA
IMPRESSIONS

\$106K

ESTIMATED VALUE
OF IN-KIND MEDIA
IMPRESSIONS

"Amplify Austin Day is a great way to learn about other nonprofits and it's really nice to see how the support from the entire community just floods in. It brings awareness to a lot of the nonprofits that people don't even know exist in the city."

Morgan Skarin, Volunteer Coordinator
Drive-A-Senior ATX

AMPLIFY LIVE

Beyond dollars raised, Amplify Austin Day provides a special, high-profile opportunity each year to call attention to the work and worth of Austin's nonprofit sector, spotlighting all it does to make our region a great place to live, work, love and play. Key to that effort are our 34 in-kind media partnerships, spreading the message in print, on-air, online, city bus signs and street marquees. This creates tens of millions of individual impressions each year.

This year, of course, looked a little different. I Live Here I Give Here was proud to partner with C3 Presents to produce the first-ever Amplify LIVE, a celebrity-driven livestream celebrating the community and sharing the work of local nonprofits. More than 5,000 households tuned in to get the full Amplify Austin Day experience.



BUSINESS FUNDRAISERS: BUILDING A CULTURE OF GENEROSITY

Local businesses are critical partners in I Live Here I Give Here's generosity movement. Business Fundraisers are Austin-based companies committed to giving back locally and empowering their employees to support the nonprofits doing important work in our community. This year, Business Fundraisers collectively raised \$1.39M for Central Texas nonprofits, a 35% increase from 2020!

54

COMPANIES WHO
HOSTED BUSINESS
FUNDRAISERS

\$949,750

DOLLARS RAISED

\$437,460

CORPORATE
MATCHING FUNDS



ILHIGH AMPLIFY FUND

Now in its fifth year, the I Live Here I Give Here Amplify Fund energizes donors and nonprofits on Amplify Austin Day. The fund provides exclusive prizes at key milestones throughout the campaign, and it is also the source of critical matching dollars shared across participating nonprofits. Donations to the ILHIGH Amplify Fund not only supported the operations of these organizations, but also motivated other community members to give.

684

TOTAL NUMBER OF
ORGANIZATIONS
SUPPORTED

\$327,453

ILHIGH AMPLIFY
FUND TOTAL

**CENTRAL TEXAS FOOD BANK
HOSPICE AUSTIN
MOBILE LOAVES & FISHES**

TOP THREE MATCHING GIFT RECIPIENTS



ILHIGH AMPLIFY: DISASTER RELIEF FUND

In response to the urgent immediate needs due to the winter storms that wreaked havoc across Central Texas the week of February 14, I Live Here I Give Here (ILHIGH) created the ILHIGH Amplify: Disaster Relief Fund. With an initial investment from Social Solutions, this matching gift fund supported nonprofits whose missions focus on one of the following cause categories: Basic Needs, Disaster Relief & Emergency Response, Human Services, and/or Housing, Shelter & Homelessness.

146

NUMBER OF
ORGANIZATIONS
SUPPORTED

\$234,397

ILHIGH AMPLIFY:
DISASTER RELIEF
FUND TOTAL

CENTRAL TEXAS FOOD BANK
HOSPICE AUSTIN
MOBILE LOAVES & FISHES
TOP THREE MATCHING GIFT RECIPIENTS



Photo courtesy of Central Texas Food Bank

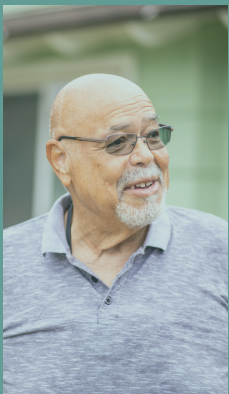
ILHIGH AMPLIFY: DISASTER RELIEF FUND

LIST OF NONPROFITS WHO RECEIVED MATCHING FUNDS



\$4.15M

TOTAL DOLLARS RAISED BY DISASTER RELIEF NONPROFITS



- A New Entry, Inc.
- Austin Asian Community Health Initiative
- Accessible Housing Austin!
- Adults Independent and Motivated (AIM)
- Adventurers Academy of Lifelong Learning
- AGE of Central Texas
- American Red Cross of Central Texas
- American YouthWorks
- Annunciation Maternity Home
- Any Baby Can
- Asian Family Support Services of Austin
- Austin Area Urban League
- Austin Clubhouse
- Austin Diaper Bank
- Austin Disaster Relief Network
- Austin Empty Bowl Project
- Austin EMS Relief Fund
- Austin Habitat for Humanity
- Austin Humanists at Work
- Austin Job Seekers Network
- Austin Junior Forum's Teddy Bear Program
- Austin Justice Coalition
- Austin Open Door
- Austin Pathways
- Austin Region Justice for Our Neighbors
- Austin State Hospital Volunteer Services Council
- Bastrop Co. Emergency Food Pantry/Support Cntr
- Big Brothers Big Sisters of Central Texas
- Bike Austin Education Fund
- Blanco River Regional Recovery Team
- Breast Cancer Resource Center
- Brookwood in Georgetown
- Capital Area Parkinson's Society
- Caritas of Austin
- Carrying Hope
- Casa Marianella
- CASA of Travis County
- Catholic Charities of Central Texas
- Central Texas Food Bank
- Circle of Hope Community Center
- College Houses
- Communities for Recovery
- CPATH Cerebral Palsy Awareness Transition Hope
- DeafBlind Service Center of Austin
- Down Home Ranch
- Down Syndrome Association of Central Texas
- Dress for Success Austin
- Drive A Senior Austin, TX
- Easter Seals Central Texas
- ECHO - Ending Community Homelessness Coalition, Inc.
- El Buen Samaritano
- Faith in Action Georgetown
- Family Eldercare
- Farmshare Austin
- Flo Code
- Florence's Comfort House
- Foundation Communities
- Foundation for the Homeless
- Fresh Chefs Society
- Friends of Austin State Supported Living Center
- Front Steps
- Good Work Austin
- Goodwill Central Texas
- Green Corn Project
- Guide Dogs of Texas
- Hays County Food Bank
- Helping Hand Home for Children
- Hill Country Community Ministries
- Honduras Good Works
- Hope Alliance
- Hope Food Pantry Austin
- Hope House of Austin
- HopeAustin
- Hospice Austin
- HOUSE THE HOMELESS, INC.
- Housing Opportunities for Musicians and Entertainers
- Hutto Resource Center
- Keep Austin Fed
- LifeWorks
- Living Amends
- LTlov
- Magdalene House of Austin
- Marbridge
- Mary Lee Foundation
- Meals on Wheels Central Texas
- Meals on Wheels Central Texas In-Home Care
- Meals on Wheels of Williamson & Burnet County
- Micah 6 of Austin
- Minis and Friends
- Mobile Loaves & Fishes
- Multicultural Refugee Coalition
- Muslim Community Support Services
- Point Rider, Inc.
- Project Transitions
- Refugee & Immigrant Center for Education & Legal Services
- Rebuilding Together Austin
- Red Oak Hope
- Refugee Services of Texas
- Reveal Resource Center
- ReWork Project
- RONALD MCDONALD HOUSE CHARITIES OF C. TEXAS
- ROUND ROCK AREA SERVING CENTER
- SAFE
- Saint Louise House
- Seek Institute
- Society of St. Vincent de Paul - Diocesan Council of Austin
- Spirit Reins
- St. John Paul II Life Center
- Street Youth Ministry
- Sunrise Homeless Navigation Center
- Survive2Thrive Foundation
- Texas Parent to Parent
- TEXSAR
- The Arc of the Capital Area
- The Bridge Collective
- The Caring Place
- The Christi Center
- The Other Ones Foundation
- The Salvation Army - Austin
- The Settlement Home for Children
- The Wild Hope Austin
- Travis County Search and Rescue
- Truth Be Told
- United Way for Greater Austin
- Universal Angels Network
- UPLift - University Presbyterians Living in Faith Together
- Victim Services and Community Assistance in Memory of Charles M. Whites, Jr.
- Water to Thrive
- We Can Now, Inc.
- Welcome Table Inc.
- Women's Storybook Project of Texas
- YWCA Greater Austin

ILHIGH AMPLIFY FUND: TNP CHALLENGE

YOUR IMPACT AMPLIFIED

New this year, I Live Here I Give Here and The New Philanthropists (TNP) partnered to incentivize and reward nonprofits that participated in both Amplify Austin Day and TNP's Board Matching Program. The Board Matching Program offers placement opportunities for leaders of color and helps nonprofits understand how they can be intentional in diversifying their boards. This year, donations to The New Philanthropists Challenge not only supported the operations of several organizations, but also motivated them to take proactive steps to create more inclusive environments within their leadership. As a result of the challenge, The New Philanthropists nearly doubled its membership for the Board Matching Program, and most notably experienced an increase in nonprofits within the Youth & Children and Arts & Culture cause categories.

25

TOTAL NUMBER OF ORGANIZATIONS SUPPORTED

\$13,500

TNP CHALLENGE MATCH FUND TOTAL

TRUTH BE TOLD
REGINA MATER
HEADWATERS SCHOOL
TOP THREE TNP CHALLENGE MATCHING GIFT RECIPIENTS



Photo courtesy of Partners for Education Agriculture and Sustainability (PEAS), a TNP Challenge recipient

ILHIGH AMPLIFY FUND: TNP CHALLENGE

LIST OF NONPROFITS WHO RECEIVED MATCHING FUNDS



\$238K
TOTAL DOLLARS RAISED
BY TNP CHALLENGE
NONPROFITS



- Amala Foundation
- Austin Bat Cave
- Austin Classical Guitar
- Austin Discovery School
- Austin Soundwaves
- Austin Youth River Watch
- Chorus Austin
- Council on At-Risk Youth (CARY)
- Creative Action
- Dream Come True Foundation
- Epilepsy Foundation Central & South Texas
- Families in Nature
- Forklift Danceworks
- Giving Austin Labor Support
- Headwaters School
- Hearts 2 Heal
- Jolt Action
- Partners in Parenting
- Partners for Education Agriculture & Sustainability
- Regarding Cancer
- Regina Mater
- RISE Child Development Center, Inc.
- The New Philanthropists
- Treefolks, Inc.
- Truth Be Told



Photo courtesy of Central Texas Food Bank

"Amplify Austin Day is an amazing time, and it's a great way to ignite all of Austin and have people learn about more ways of giving back to the community. The matching funds work as a catalyst to get donors to give, and donors see it as an opportunity to magnify their impact."

- AIDEE GONZALEZ

Community Engagement Manager

NONPROFIT SPOTLIGHT

The mission of Central Texas Food Bank (CTFB) is to nourish hungry people and lead the community in the fight against hunger. Since the inception of Amplify Austin Day, CTFB has worked to create fundraising momentum. As a result, they led the 2021 leaderboard in most funds raised, which translated to nearly 3 million meals. Donations also go toward distribution efforts and purchasing food for emergency boxes – needs which have all increased due to the pandemic.

Community Engagement Manager Aidee Gonzalez credits Amplify Austin Day for helping the food bank grow their reach in Austin. Peer-to-peer fundraisers helped get their volunteers and donors involved by telling their stories and attracting new supporters. It also motivated their non-fundraising staff from programs, transportation, and operations to raise more than \$24,000, double the 2020 amount.

\$787,502
Dollars Raised



Photo courtesy of Austin Disaster Relief Network

“Amplify Austin is a rallying call for Austin residents, businesses, and churches to rise up and help neighbors impacted by disasters.”

- DANIEL GERACI

Executive Director

NONPROFIT SPOTLIGHT

Austin Disaster Relief Network (ADRN) equips, empowers, and mobilizes a network of churches to respond to the physical, emotional, and spiritual needs of those affected by disaster. Since 2014, Amplify Austin Day (AAD) has allowed them to strengthen support among their existing donor base as well as raise awareness throughout Austin. They raised \$67,000 this year – a significant increase over 2020 totals of around \$20,000 – and greatly appreciated being a beneficiary of the ILHIGH Amplify: Disaster Relief Fund. The vast majority of funding goes directly to meeting the physical needs of local disaster survivors, covering costs for emergency shelter, vehicles, clothing, food, and building supplies for home repairs.

Executive Director Daniel Geraci sees AAD as a great way to re-energize the ADRN team. AAD 2021 landed on the heels of the winter storm, a particularly demanding time for the organization’s employees and volunteers. AAD fosters a pep-rally environment at ADRN, and the team enjoyed celebrating throughout the day as donors gave and milestones were achieved.

\$72,659
Dollars Raised



Photo courtesy of Drive-a-senior ATX

“Amplify Austin Day is a great way to learn about other nonprofits, and it's really nice to see how the support from the entire community just floods in. It brings awareness to a lot of the nonprofits that people don't even know exist in the city.”

- MORGAN SKARIN
Volunteer Coordinator

NONPROFIT SPOTLIGHT

Drive a Senior ATX enables older adults to live independently, avoid social isolation, and age in place by providing free, volunteer-based transportation and other support services. As one of their biggest fundraisers of the year, Amplify Austin Day (AAD) plays a huge role in not only their financial planning but in creating awareness for their mission. In 2021, they ran their most successful campaign to date, raising almost \$10,000 more than the year prior.

Volunteer Coordinator Morgan Skarin shared how AAD really helps their organization attract a younger crowd. Seeing the excitement of the day on social media helps younger people get plugged in and connected to a generation that is very different from their own. The organization also hopes to bring attention to issues such as food insecurity and other hurdles that impact seniors every day and have been worsened by the pandemic.

\$15,667
Dollars Raised

STORIES OF IMPACT

Every single gift made on Amplify Austin Day represents an opportunity to make a difference for the people, pets, and even the plants calling Central Texas home. Here are just a few examples of how your participation made a difference.



DRIVE-A-SENIOR CENTRAL TEXAS

Mission: Enriches lives and communities by providing transportation and socialization to non-driving seniors, helping them to age in place.

Gifts on Amplify Austin Day will provide 301 rides to take seniors to medical appointments, the grocery store, and other errands.



SONGWRITINGWITH: SOLDIERS

Mission: To transform lives by using collaborative songwriting to expand creativity, connections, and strengths.

Amplify Austin Day donations will provide 22 creativity workshops and relaxation sessions for military veterans.



AMERICAN RED CROSS OF CENTRAL TEXAS

Mission: To prevent and alleviate human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors.

Funds raised on Amplify Austin Day will provide financial assistance to 42 families impacted by a local disaster.



MANOS DE CRISTO

Mission: To empower low-income individuals with a loving hand of assistance and without regard to age, gender, race, or religious preference.

Gifts on Amplify Austin Day will provide treatment for 113 Dental Center patients.

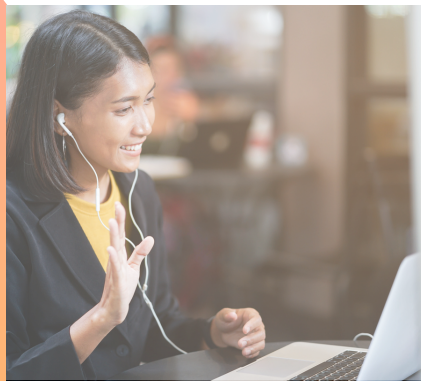
STORIES OF IMPACT CONTINUED



AUSTIN HUMANE SOCIETY

Mission: Offers comprehensive, humane, life-saving animal services, transforming the lives of animals and those who love them.

Gifts on Amplify Austin Day will provide shelter and care for 273 animals, getting them healthy and ready for their forever homes.



DREAMS COME TRUE FOUNDATION

Mission: To move individuals of exceptional potential out of poverty to financial independence and success through education, mentoring, financial assistance, and workforce development.

Amplify Austin Day donations will provide 221 people with basic internet to support remote learning opportunities.



TEXAS RIVER SCHOOL

Mission: To promote and provide awareness and education about surface and ground water resources, and their preservation, conservation, and protection.

Funds raised on Amplify Austin Day will purchase 20 brand new canoes for youth recreational day trips.



AUSTIN DIAPER BANK

Mission: To provide diapers and wipes to families in Central Texas, with a goal to alleviate the financial burden of these basic supplies so families can thrive.

Gifts on Amplify Austin Day will provide 134,615 diapers for Central Texas babies.

THANK YOU

We extend heartfelt appreciation and gratitude to the more than 35,000 households who gave on Amplify Austin Day and to these leading sponsors who made the campaign and Amplify LIVE a great success:

ILHIGH Amplify Fund & ILHIGH Amplify Disaster Relief Fund sponsors

COMMUNITY CATALYST (\$25,000+)

Austin Community Foundation
Greater Round Rock Community Foundation
Netspend
Reissa Foundation
Tito's Handmade Vodka
Zoom Video Communications (Zoom Cares Fund)

CHAMPION (\$15,000+)

Circuit of the Americas
Germania Insurance
Lee & Roger Kintzel
Veterans United Foundation

IMPACT LEADERS (\$10,000+)

Enverus
Google
Moreland Properties
NXP Semiconductors
Rowing Dock
Shield-Ayres Foundation
Social Solutions
University Federal Credit Union

COMMUNITY BUILDERS (\$5,000+)

Blackbaud
Cirrus Logic
H-E-B
hemlock & heather
Miller Imaging & Digital Solutions
Samsung Austin Semiconductor

THANK YOU continued

Amplify LIVE sponsors

COMMUNITY CATALYST (\$25,000+)

C3 Presents (*Amplify LIVE presenting sponsor*)

IMPACT LEADERS (\$10,000+)

Marisa & Harrison Giles

Kathy Smith-Willman & Chad Willman

Tito's Handmade Vodka

Vinson & Elkins LLP

Jack and Patsy Woods-Martin

IN-KIND SPONSORS

Atomic Picnic

Electric Deluxe Studios

Shipwell

Media Partners

Austin American Statesman

Austin PBS

Austin Woman

City of Austin

CultureMap

Austin Film Society

Austin Monthly

Capital Metro

Community Impact Newspaper

Do512/Do512 Family

Grande Communication

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KAZI FM 88.7

KMFS89.5

KUT 90.5/KUTX98.9

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Cirrus Logic

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Silicon Labs

Social Solutions

St. David's HealthCare

Texas Mutual Insurance Company

Tito's Handmade Vodka

University Federal Credit Union

Veterans United Foundation

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2021

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