



## ANNUAL AMPLIFY AUSTIN DAY WRAPS UP IT'S 12TH YEAR

*I Live Here I Give Here raises \$10 million in 24 hour fundraising event for Central Texas nonprofit organizations*

**AUSTIN, TX (March 7, 2024)** — [I Live Here I Give Here](#) reached a major milestone today on its 12th annual Amplify Austin Day, raising over \$10 million during the 24-hour fundraising event for local nonprofits, surpassing last year's amount by \$144,564. To date, I Live Here I Give Here has raised over \$112.7 million benefitting 1,500 Central Texas nonprofit organizations spanning seven Central Texas counties, including Travis, Hays, Williamson, Burnet, Bastrop, Caldwell, and Blanco.

New this year, I Live Here I Give Here debuted Amplify Wilco Day, a hyper-local campaign benefitting 72 Williamson County-serving nonprofits, covering nearly 10% of this year's nonprofit participation. The campaign resulted in raising just over \$1 million for participating nonprofits.

"We have recognized that Williamson County nonprofits and residents had different needs than Austin as their population has grown" says I Live Here I Give Here Executive Director, Piper Stege-Nelson. "We launched Amplify Wilco Day to address this need and celebrate the nonprofits that represent this unique community. These results prove that the culture of giving in Williamson County has never been stronger."

Among the 700+ participating nonprofits, some notable organizations made great strides in fundraising efforts.

- Three teenage fundraisers, who are part of I Live Here I Give Here's **See Teens Give** program, collectively raised \$13,630 for **ATX Kids Club**.
- **We Luv Video** won the award for most donors in their first year participating in Amplify Austin Day.
- **Jack Jacks' Pack Street Dog Rescue** raised over \$25,000 as first time Amplify Austin Participants, exceeding their goal and winning the Most Dollars Raised prize of \$1,000 for first year participants.

Amplify Austin Day's success is attributed to the generosity of Central Texans who came together to uplift their local communities and support from local businesses, foundations and individuals whom underwrite the program. I Live Here I Give Here is grateful for the following sponsors who underwrote this year's program to ensure that the beloved community-wide tradition continues for our growing region: *C3 Presents, Expedia Group, Texas Mutual, Wise, Tito's Handmade Vodka, H-E-B, Solarwinds, Juiceland, Amy's Ice Cream, and more.*

In addition to sponsorships, the business community returns year-after-year to support and encourage their employees to give to local nonprofits on Amplify Austin Day. Many match their employees' donations and provide additional nonprofit support via the Amplify Fund. This year raising \$500,000, Cirrus Logic led the Business Fundraiser Leaderboard with the most dollars raised for the third consecutive year.

"Our community has great needs right now and the residents of Central Texas really stepped up to support them today" says Stege-Nelson. "Nearly 26,000 generous donors participated in Amplify Austin Day, showing remarkable support for our nonprofit community."

Local families, individuals, and groups also advocated for causes important to them by serving as peer-to-peer Fundraising Champions for participating nonprofits. More than 1,392 community members led their own campaigns, resulting in \$1.2 million for the 700+ nonprofit organizations.

\$28,000 Amplify Austin Day prizes were awarded to nonprofits in all four size categories (Small, Medium, Large, and Extra Large) with the most funds or donations raised during the 24-hour giving period - Central Texas Food Bank, Shadow Cats Austin Wildlife Rescue, and The Missy Project. Grand prizes were also awarded for most unique donors during the 24-hour giving period - Austin Pets Alive!, Austin Creative Alliance, Thundering Paws, and A Kitty's PURRsuit of Happiness.

\$14,000 Early Giving prizes (January 24th to March 6 at 5:59 pm) were awarded to nonprofits in all three size categories (Small, Medium, Large, and Extra Large) with the most funds raised- Central Texas Food Bank, Shadow Cats, American Artist Project, Capital Area Dental Foundation

\$16,000 Hourly prizes were given to the organizations with the most dollars raised or most donors received within various one-hour time frames throughout the 24-hour period of Amplify Austin Day. The full list of prize winners can be found at [AmplifyATX.org](https://AmplifyATX.org).

Local and regional media outlets also played an important role in raising awareness about the opportunity to give back across the Central Texas community. 44 media partners, including major sponsors Waterloo Media, Austin American Statesman, Austin Business Journal, Austin Monthly, Austin PBS, Austin Woman and Community Impact, helped make Amplify Austin Day 2024 possible through in-kind support.

To learn more about Amplify Austin Day or I Live Here I Give Here, participating nonprofit organizations and sponsorship opportunities, please visit [AmplifyATX.org](https://AmplifyATX.org). Follow I Live Here I Give Here on [Instagram](#), [Facebook](#), [LinkedIn](#), [X](#) (formerly known as Twitter) and [TikTok](#) for the latest news and updates.

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#### **ABOUT AMPLIFY AUSTIN DAY:**

I Live Here I Give Here's signature program, Amplify Austin Day, is the biggest day of giving in Central Texas, raising \$102.7 million for the local community since 2013. During a single 24-hour period, from 6 p.m. on March 1 to 6 p.m. on March 2, residents across a seven-county region will come together to support more than 700 nonprofits by making a donation through the platform [AmplifyATX.org](https://AmplifyATX.org).

#### **ABOUT I LIVE HERE I GIVE HERE:**

I Live Here I Give Here connects individual donors and volunteers with local causes they care about. Our community-wide programs and year-round specialty programming for businesses, nonprofits and individuals makes giving possible for everyone. For more information, visit [ILiveHereIGiveHere.org](https://ILiveHereIGiveHere.org).

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