

I Live Here
I Give Here®

Amplify Austin Day

*As Central Texas Grows,
So Must Giving*

Impact Report 2022





A Letter from the I Live Here I Give Here CEO

Friends,

I am thrilled to present the 10th Annual Amplify Austin Day impact report to you. This report brings me great pride because it not only represents the tremendous impact of the 24-hour giving day, but it is also the culmination of 12-months of careful planning, cultivating partnerships, soliciting philanthropic support, recruiting nonprofit members, refining the giving day platform, designing and implementing marketing campaigns and tools, and raising millions of dollars for organizations in Central Texas and those they serve.

Amplify Austin Day embodies collectivity. This year it brought together 726 local organizations across our 7-county region who represent 20 different cause categories. It attracted 53,791 gifts from more than 30,000 donors and raised \$12.6 million collectively. And when you add that amount with previous years, Amplify Austin Day is responsible for bringing \$94.6 million in donations to organizations over the past 10 years. Wow, Central Texas! Together, we are AWESOME!

If you are reading this report, you are one of the special individuals that made these impressive achievements possible. You are a donor, a partner, a sponsor, a nonprofit member. You have prioritized giving back and have influenced your community to do the same. You care deeply about Central Texas, its future, and those who rely on our nonprofit community. You embody the I Live Here I Give Here mission and are actively engaged in giving.

Thank you for your unwavering support. Thank you for entrusting I Live Here I Give Here to be stewards of this great community. Thank you for investing in this work. I hope this report makes you as proud as it made me and grateful to call Central Texas home.



With sincere gratitude,

A handwritten signature in black ink that reads "Courtney Manuel".

Courtney Manuel
Chief Executive Officer





10th Annual Amplify Austin Day by the Numbers

\$12.6 Million Donated

726
Nonprofits

7 Counties
Served

Travis, Hays, Williamson, Burnet,
Bastrop, Caldwell, and Blanco

20
Cause
Categories

\$1.3
Million

Raised by
Business
Fundraisers

30,089
Donors

11,944
First Time
Donors

53,791
Gifts Made

\$1.8
Million

Raised by
Fundraising
Champions

\$94.6
Million

Total Impact
over 10
Giving Days

Expanding Opportunity for All Central Texas Nonprofits

In the Summer of 2020, I Live Here I Give Here began an active and ongoing commitment to fighting against racial inequities in our community. With the help of several incredible partners, we were proud to launch specific initiatives for Amplify Austin Day to support Black and BIPoC-Led social change nonprofits for the first time.

“This is what action looks like. You have to be willing to disrupt your traditional model. If you’re not disrupting the way you collect data, the way you prioritize equity within your organization, you are perpetuating racism. Period.”

**– Meme Styles,
Meme Styles Consulting**

One of our core initiatives addressed the historic underfunding of Black-Led nonprofits. To combat this disparity, we created a special match for our Amplify Austin Day organizations. A research study conducted by Meme Styles Consulting established the qualifications for participating Black-Led nonprofits and the Black Leaders Collective helped raise the **\$40,500 match.**

We then worked to reach more local BIPoC-Led nonprofits than ever before. As these organizations joined the Amplify Austin Day movement, we knew we needed to make them easily found on our platform,

AmplifyATX.org. We expanded our site functions to allow users to search for BIPoC-Led social change organizations and nonprofits who have adopted a racial equity statement. Together our community gifted **\$1.2 Million to 139 BIPoC-Led nonprofits.** We were proud to see the overwhelmingly positive response to this important work and are encouraged to expand our impact to the local BIPoC community.

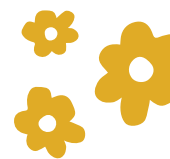


Participating Amplify Austin Day Nonprofit, 100 Black Men of Austin

“A lot of Black nonprofits and community leaders didn’t even know about Amplify Austin Day and that speaks to the disparity in the system. I had to explain and express just how inequitable a 501(c)(3) status is.”

**– Terry P. Mitchell,
Black Leaders Collective**

Broadcasting Giving and Good Vibes



For a second year, I Live Here I Give Here partnered with C3 Presents to host Amplify LIVE, the livestream event in celebration of Amplify Austin Day. During the 24-hour broadcast, our host, Trevor Scott (We are Austin on CBS Austin) welcomed performers like Black Pumas, Durand Jones and The Indications, Band of Horses, and White Reaper to the Amplify LIVE virtual stage. This year's Amplify LIVE also featured interviews with top business and foundation leaders, stories from legendary Austin musicians like Kevin Russell, Guy and Jeska Forsyth, and Suzanna Choffel, and heartfelt messages of impact from over a hundred local nonprofits.

If you missed the live show, you can still catch it on I Live Here I Give Here's Facebook page.

“Engaging where we live and work is core to Dell Technologies’ culture and values. We are honored to support Amplify Austin Day. And we are grateful to the local nonprofit organizations that serve our community 365 days a year. We are honored to support your very important work.”

- Michael Dell, Dell Technologies



Poster for Amplify LIVE

Empowering Employees to Give Back



The support of local businesses for Central Texas nonprofits is a big part of Amplify Austin Day’s success. These partnering Business Fundraisers empower their employees to give back to the community where they live, love, work, and play. This year, 64 local businesses joined us to raise awareness for our community’s biggest giving event and helped raise \$1.3 Million.

By the Numbers:

\$1,355,281

Raised by Employee Giving and Corporate Matches

64

Total Business Fundraisers (18.5% increase from 2021)

Top Performers, Dollars Raised:

Small company
100 employees or less:
Compass Real Estate,
Central Texas | \$17,840

Medium company
101-500 employees:
Maxwell Locke & Ritter | \$25,746

Large company
500+ employees:
Cirrus Logic | \$410,232

Top Performers, Participation Rate:

Small company
100 employees or less:
Giant Noise | 88%

Medium company
101-500 employees:
Maxwell Locke & Ritter | 50%

Large company
500+ employees:
UFCU | 31%



Netspend team members volunteering with Blue Santa

“Amplify Austin Day brings a sharp, collective focus to our Austin employees, spotlighting the importance of giving back in our communities. Giving employees a day to share with one another their individual stories about the non-profit organizations they support and why they matter to them personally is especially of value.”

– *Cirrus Logic*

A Fund for All



Since its inception in 2016, the I Live Here I Give Here Amplify Fund has given back nearly \$12 Million to nonprofits. It supports every participating nonprofit and is distributed pro-rata across 726 organizations.

In addition to providing prizes, the Fund allows I Live Here I Give Here to reinvest 97% of all Amplify Austin Day net proceeds back into the community. Individual donors, companies, and local foundations contribute to the I Live Here I Give Here Amplify Fund.

By the Numbers:

\$692,145

Raised for the I Live Here I Give Here Amplify Fund

26

Corporate and Foundation Sponsors

1,962

Unique Individual Donors

\$73,000

Prize Dollars



Girls playing at Valor Public Schools' Amplify Austin Day event

Matching Gifts provided through the I Live Here I Give Here Amplify Fund:

- Black-led Social Change Nonprofits Fund
- The New Philanthropists Challenge
- Small/Medium Nonprofits Fund
- Grants for grassroots BIPOC-led organizations
- Animal & Veteran Welfare in Williamson County
- Animal Care & Services cause category match
- Housing, Shelter, Homelessness cause category match
- Health Care & Wellness cause category match
- Disaster Relief match (for Basic Needs, Human Services, Disaster Relief & Emergency Response, Housing, Shelter & Homelessness & Shelter Cause Category)
- #LoveTitos Arts & Culture Amplification
- LGBTQIA+ cause category match
- Muriel Jo White Trust
- #NetspendCares Match
- AppSumo Match
- Unforgotten Match

Impact on a Mission

Nonprofit Members go the distance to help make Amplify Austin Day a success, and I Live Here I Give Here celebrates the positive impact this effort has on the community.

Black Mamas ATX

Raised \$6,958

Black Mamas ATX's mission is to ensure that Black women survive and thrive before, during and after childbirth. We envision a world without maternal health disparities. Our goal is to reduce and ultimately eliminate the alarming maternal mortality and morbidity rates among Black mothers in Central Texas.

To meet their mission, the team rallied the Austin community for support. They saw a great response from not only their former clients but new faces as well. Because of funds raised on Amplify Austin Day, Black Mamas ATX can provide 1-on-1 birth education classes to 139 expectant mothers.



Black Mamas ATX at the Texas African American History Memorial



Kelenne Blake-Fallon, Executive Director of Black Mamas ATX

Kelenne Blake-Fallon, Executive Director of Black Mamas ATX, credits Amplify Austin Day as the catalyst to their fundraising efforts. With the addition of their match donations, Black Mamas ATX is planning to sustainably grow their organization to support Black mothers before, during, and after childbirth. “Amplify Austin helps get the word out about Black Mamas ATX and the importance of the work we do to people who would not usually come across us,” said Blake-Fallon. “The experience has been a valuable lesson in social fundraising and how much can be done in a short time. It helped us to be creative and try new things, to see what worked well. It also widened our community - and since community is the powerhouse that drives our work, it has given us a great understanding of the support we have.”



Out Youth

Raised \$63,628.85

Out Youth promotes the physical, mental, emotional, spiritual and social well being of sexual and gender minority youth so that they can openly and safely explore and affirm their identities.



Out Youth

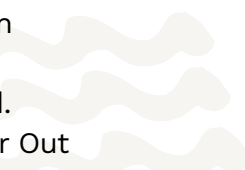
Out Youth provides a safe place for Austinite youth to explore their identities. With the gifts collected on Amplify Austin Day, Out Youth can provide free Drop-In programming to 64 youth in need.

Currently, Out Youth is operating at capacity and has dozens of youth on their waitlists for their programs. Funds from Amplify Austin Day will allow Out Youth to expand their programming to serve all of those in need. Lane Strickland, Development Director for Out Youth, credits Amplify Austin Day for raising awareness for their mission and for finding new donors and volunteers interested in their work.

“Amplify Austin Day is a wonderful way for Out Youth to receive life-saving donations that help keep our services free of charge and help us provide the best care possible for our clients. It has also opened the doors for so many new donors and volunteers to find out about who we are,” Strickland said.



Out Youth



The Caring Place

Raised \$122,365

The Caring Place's mission is to provide for the basic human needs of all people in our community in a welcoming, respectful and caring way.

Providing basic human needs to the city of Georgetown and surrounding areas is The Caring Place's specialty. They have a knack for bringing together their community for good. Through Amplify Austin Day, they raised enough funds to support over 1500 families fleeing domestic abuse by providing a safe place to spend the night.



A volunteer at The Caring Place

Jill Nalley, Communications Manager for The Caring Place, shared an anecdote about the value of paying it forward. A former client made a gift and wrote on the wall, 'Thank you so much for all your assistance when I needed it after a job loss and for all you do to help others in the Georgetown community!' I feel like we must be doing something right when neighbors feel a level of care that makes them feel grateful enough to give when they are able.'



A volunteer at The Caring Place

Amplify Austin Day has become a pillar fundraising event for The Caring Place. The north Williamson County community has learned to rally around this day and give with big hearts. "Amplify Austin Day has been a wonderful opportunity to bring neighbors together for a cause important in our community. The rallying for many important causes across Central Texas makes me feel like we are truly part of something special when we participate," Nalley said.





Your Donations in Action

All Things Wild Rehabilitation

ANIMAL CARE & SERVICES

Funds raised on Amplify Austin Day will purchase 2,140 pounds of formula for baby squirrels.

Truc Viet

ARTS & CULTURE

Funds raised on Amplify Austin Day will provide one semester of interactive Kids Vietnamese as a Second Language (VSL) lessons lessons for 31 children.

Generation SERVE

CIVIC ENGAGEMENT, PHILANTHROPY, & VOLUNTEERISM

Gifts on Amplify Austin Day will help create 200 volunteer experiences for children.

TreeFolks

ENVIRONMENT, CONSERVATION, & SUSTAINABILITY

Gifts on Amplify Austin Day will purchase 5,414 trees for planting.

TEXSAR

PUBLIC SAFETY, DISASTER RELIEF, & EMERGENCY RESPONSE

Funds raised on Amplify Austin Day will provide maintenance for 7 of TEXSAR's rescue boats.

Texas Rowing for All

SPORTS & RECREATION

Funds raised on Amplify Austin Day will cover the cost of 70 private lessons for people with disabilities.

Workers Defense Project

HUMAN RIGHTS, CIVIL RIGHTS, & ADVOCACY

Amplify Austin Day donations will allow 433 workers to attend safety training.

MEASURE

RACIAL EQUITY

Gifts on Amplify Austin Day will provide 81 hours of data and evaluation support for Black and Brown-led businesses.

Senior Access

SENIORS

Amplify Austin Day donations will support 2,062 volunteer buddies for seniors.

Foundation Communities

HOUSING, SHELTER, & HOMELESSNESS

Money raised on Amplify Austin Day will help 204 people with one month of rent assistance.

SongwritingWith:Soldiers

MILITARY & VETERANS

Donations from Amplify Austin Day will provide 157 veterans with a CD of their recorded songs and a book of lyrics and photos from the SW:S retreat.

PelotonU

EDUCATION & LITERACY

Donations from Amplify Austin Day will provide a graduation gift for 93 new college graduates.

Amplifying Across the Community

As the curators of Amplify Austin Day, the I Live Here I Give Here team works hard to ensure this giving day is promoted widely across our 7-county region. In the weeks and days leading up to the annual event, our community is blanketed with campaign messaging across our airwaves, in our publications, and even on our most beloved marquees. Thanks to dozens of local media partners, small businesses, and social media influencers, we are able to bring vast attention to the biggest giving event in Central Texas and raise millions of dollars for nonprofits in need.

Tito's Amplifier

- 1.5oz Tito's Handmade Vodka
- 4 oz JuiceLand Ginger Blue Majik Aqua Fresca
- Splash of Rambler Sparkling Water
- Served over ice

The official drink of Amplify Austin Day was served at 4 generous Austin-area restaurants: Rosedale Kitchen and Bar, Swift's Attic, Trudy's Del Mar, and Wu Chow.



Juicing Up for the LGBTQIA+ Community

JuiceLand gave 100% of its net proceeds to Amplify Austin Day's participating LGBTQIA+-serving nonprofits.

The Spirit of Giving

Tito's Handmade Vodka named I Live Here I Give Here their official charity partner to help promote Amplify Austin Day by activating the Love Tito's retail store in Downtown Austin.



Living Room Dance Parties

DJ Mel hosted a very special edition of his viral Living Room Dance Party (LRDP) to support the I Live Here I Give Here Amplify Fund.

#AmplifyAustin Online

50 local social media influencers shared their personal giving stories on Instagram. Their beautiful messages inspired over 3,000 followers to share their own stories using our hashtag #amplifyaustin during the 24-hour event.



Fermin Nunez @chiefnunez

By the Numbers:

16,403,562
Media Impressions*

\$64,736
In-Kind Media

30
Media Partners

50
Influencer Partners

*Estimated in partnership with Giant Noise

Thank You

We extend heartfelt appreciation and gratitude to the more than 30,000 households who gave on Amplify Austin Day and to these leading sponsors who made the campaign a tremendous success for our local nonprofit community.

Amplify Austin Day Sponsor

Visible

I Live Here I Give Here Amplify Fund

Community Catalyst **(starting at \$25,000):**

Anonymous
Austin Community Foundation
Circuit of The Americas
Curative
Dell Technologies
Expedia Group
Greater Round Rock Community Foundation
Muriel Jo White Trust
Reissa Foundation
Tito's Handmade Vodka

Champion **(starting at \$15,000):**

ETC
Lee & Roger Kintzel

Impact Leader **(starting at \$10,000):**

H-E-B
Google

Netspend
NXP
Shield-Ayres Foundation
Tracks Church

Community Builder **(starting at \$5,000):**

AppSumo
Blackbaud
Cirrus Logic

Grassroots **(starting at \$2,500):**

K Friese + Associates
Woollard Nichols & Associates

Amplify LIVE Sponsors

C3 Presents
Vinson & Elkins
Marissa Secco Giles
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Kathy Smith-Willman & Chad Willman

Media Partners

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Astound Broadband Powered by Grande
ATX Today

Austin American Statesman
Austin Business Journal
Austin Chronicle
Austin Monthly
Austin Motel
Austin PBS (KLRU)
Austin Public
Austin Woman
Build A Sign
Cap Metro
City of Austin Transportation Department
Community Impact
CultureMap
Do512
Hole in the Wall
KAZI 88.7 FM
KMFA 89.5
Live Play Grow
Long Center
SoulCiti
Sun Radio
Texas Tribune
The Nudge
The Paramount Theatre
The Scout Guide
TRIBEZA
Univision



Cause Marketing Partners

JuiceLand
McGuire Moorman Lambert
Kelly Wynne
The Gardners Wife
Tito's Handmade Vodka

I Live Here I Give Here Annual Business Members

Expedia Group
Social Solutions
Silicon Labs
Charles Schwab
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Texas Mutual Insurance Company
Veterans United Foundation
H-E-B
Cirrus Logic
K Friese & Associates
Callan Capital

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**I Live Here
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