



TENTH ANNUAL AMPLIFY AUSTIN DAY RAISES \$12.6 MILLION FOR CENTRAL TEXAS NONPROFITS IN 24 HOURS WITH 30,089 INDIVIDUAL DONORS

AUSTIN, TX — March 3, 2022 — [I Live Here I Give Here](#) (ILHIGH) is proud to announce that **30,089 donors** contributed to the 10th annual 24-hour community-wide day of online giving – **Amplify Austin Day** – and raised more than **\$12.6 million** for 700+ participating nonprofit organizations spanning **seven Central Texas counties**, including Travis, Hays, Williamson, Burnet, Bastrop, Caldwell, and Blanco. Since Amplify Austin Day's founding in 2013, the annual event has **raised \$82 million dollars from 500,000 gifts** that have benefited Central Texas nonprofits. The 24-hour day of giving began at 6 p.m. on Wednesday, March 2, and concluded this evening at 6 p.m.

"I Live Here I Give Here has reached many important milestones this year. In addition to celebrating our 10th annual Amplify Austin Day, 2022 also marks our organization's 15th anniversary. But the most exciting milestone was actually achieved today, on Amplify Austin Day. More than **30,000** Central Texans demonstrated that giving back locally is a community priority. The tremendous growth of Central Texas also brings great disparities, and making a gift on Amplify Austin Day is evidence of our community's acknowledgment of those disparities while also endorsing the critical work of our nonprofit sector, on the frontlines, committed to solving our region's greatest problems," says Courtney Manuel, CEO of I Live Here I Give Here.

Amplify Austin Day's success is only possible because the entire community joins together to celebrate generosity; support from local businesses is key. Companies like **Compass Real Estate Central Texas, Charles Schwab & Co, NXP Semiconductors, and Google** to name a few, promote the campaign, give dollars, and encourage their employees to do the same. Overall, the business community donated more than **\$1.6 million** in matching and direct support to this year's Amplify campaign.

For the fourth consecutive year, Cirrus Logic led the Business Fundraiser Leaderboard with the most dollars raised and more than 250 employee donors. "There are so many in need in Central Texas and there's always an opportunity for us to do more," says John Forsyth, Cirrus Logic President and CEO. "Our employees see Amplify Austin Day as a vital way of giving back to our community."

In addition to providing the online giving platform, through the I Live Here I Give Here Amplify Fund, ILHIGH raised more than **\$442,000** in matching gifts and prizes available to participating nonprofits to incentivize their campaigns. Local foundations, companies, and individuals — such as **Visible, Reissa Foundation, Greater Round Rock Community Foundation, Austin Community Foundation, the Muriel Jo White Trust, Visible, Circuit of the The Americas, Expedia Group, Tito's Handmade Vodka, Curative, ETC, Dell Technologies, Lee & Roger Kintzel, JuiceLand, Google, NXP, Tracks Church, and Netspend** — stepped up to support the day with generous contributions.

This year, ILHIGH has put significant resources into making this Amplify Austin Day more accessible for BIPOC-led organizations including **Asian Family Support Services, Voces Oral History Center, and Con Mi MADRE, raising a total of \$970,00**. In addition to adding a new search functionality to easily identify organizations that are helmed by Black, Latinx, Asian Pacific Islander, and Indigenous people, ILHIGH also partnered with the **[Black Leaders Collective](#) and [Meme Styles Consulting](#)** to develop a plan to amplify the voices and needs of Black-led social change organizations across Austin and Central Texas including **Austin Justice Coalition, Black Mamas ATX, and Six Square**. ILHIGH offered a match for Black-led nonprofits through the I Live Here I Give Here Amplify Fund this year and raised **\$40,500**, putting Black-led nonprofits at the forefront of the community-wide day of online giving. Funding for this match was provided by **Shield-Ayres Foundation, Tito's Handmade Vodka, Woollard Nichols & Associates, and an anonymous community leader**.

In support of ILHIGH's newest initiative to partner with retailers, restaurants, and service providers to donate sales proceeds to support local nonprofits, **Juiceland** raised approximately **\$10,000** committing 100% of net sales proceeds from its Central Texas stores to support nonprofits who serve the LGBTQIA+ community. Additionally, ILHIGH partnered with Tito's Vodka, JuiceLand, and Rambler Sparkling Water to serve a specialty cocktail, **Tito's Amplifier**, at participating local restaurants with a portion of the proceeds going to the Amplify Fund.

"What an amazing 24 hours," said ILHIGH board chair Elaine Garza. "Central Texas is on its way to becoming one of the most giving regions in the country, and I could not be more proud to live here. Thank you to all the amazing champions, donors, partners and nonprofits for all you do to make our community a better place."

Local families, individuals, and groups also advocated for causes important to them by serving as peer-to-peer fundraisers for participating nonprofits. More than **1,661 community members** led their own fundraisers, resulting in **\$1,467,580** for more than **700+** nonprofit organizations.

Local and regional media outlets also played an important role in raising awareness about the opportunity to give back local across the Central Texas community. More than 20 media outlets, including major sponsors **Austin American-Statesman**, **Austin Monthly**, **Austin PBS**, **Austin Business Journal**, and others, helped make Amplify Austin Day 2022 possible through in-kind support.

In-kind donors are another important part of the campaign. Thank you to **C3 Presents**, **Black Pumas**, **Durand Jones & The Indications**, **Band of Horses**, **White Reaper**, **Trevor Scott**, host of "We Are Austin", and many more for their generosity. The second year of our round-the-clock livestream programming, **Amplify LIVE**, was only made possible because of their tremendous support.

Grand prizes (\$5,000 each) were given to nonprofits with the most funds raised and most unique donors by a large nonprofit, medium nonprofit, and small nonprofit in the 24-hour period of Amplify Austin Day, including **The Missy Project**, **Austin Justice Coalition**, **Mobile Loaves & Fishes**, **Austin Farm Sanctuary**, **Austin Boxer Rescue**, and **Central Texas Food Bank**. Early Giving prizes (\$2,500 each) were given to nonprofits with the most funds raised and most unique donors by a large nonprofit, medium nonprofit, and small nonprofit during the early giving period of January 18th to March 2nd at 5:59 pm. In addition, a grand prize (\$5,000) was given to **Hospice Austin** for achieving the most dollars toward a match they solicited.

Carrying Hope, **Bastrop County Emergency Food Pantry & Support**, **Austin Region Justice Center for our Neighbors**, **Muslim Community Support Services**, **Austin Family Institute**, **Austin Empty Bowl Project**, **Florence's Comfort House**, **Women's Storybook Project of Central Texas**, **Learning Bridge**, and **Street Youth Ministry** were awarded the **Reissa Relay Prize** (\$2,000), sponsored by the **Reissa Foundation**, in which they were recognized for excellence in collaboration among small- and medium-sized nonprofits whose work and missions support (1) at-risk children and vulnerable families.

Hourly prizes (\$1,000 each) were also 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.

To learn more about Amplify Austin Day 2022, participating nonprofit organizations, and sponsorship opportunities, please visit AmplifyATX.org. Follow I Live Here I Give Here on [Facebook](#), [Instagram](#), [Twitter](#), [LinkedIn](#), and [TikTok](#) for the latest news and updates. Official hashtag: **#ILiveHereIGiveHere**

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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 \$82 million dollars for the local community since 2013. During a single 24-hour period, from 6pm on March 2nd, to 6pm on March 3rd, residents across a 7-county region will come together to support more than 700 nonprofits by making a donation through the platform, AmplifyATX.org.

ABOUT I LIVE HERE I GIVE HERE:

I Live Here I Give Here envisions every Central Texan to be engaged in giving. It is our mission to amplify giving in Central Texas through cultivating and creating deeper connections for givers. Programs like Amplify Austin Day, See Us Give, Giving Tuesday, and the Austin Involved Board Internship Program are designed to help locals find the issues they care about and take action to be part of the solution. For more information, visit [ILiveHereIGiveHere.org](http://LiveHereIGiveHere.org).

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