



## Amplify Austin Day

### 10th ANNUAL AMPLIFY AUSTIN DAY AND AMPLIFY LIVE KICKS OFF TODAY AT 6 P.M.

*Amplify LIVE Virtual Experience Continues for its Second Year to Showcase Music Performances, Media Leaders, Celebrity Guests, and More!*

**WHAT:** The 10th annual [Amplify Austin Day](#) (AAD), a 24-hour community-wide day of online giving organized by local nonprofit [I Live Here, I Give Here](#) (ILHIGH), is set to kick off today at 6 p.m. and will continue through tomorrow, March 3 until 6 p.m. This year's goal is to **grow the giving and reach 50,000 donors** for the 700+ participating Central Texas nonprofits.

**As the region's biggest giving day**, the 10th annual event will again connect Central Texans with hundreds of nonprofits over the course of 24-hours to raise funds critical to sustaining and growing a vibrant nonprofit sector. Spanning **seven Central Texas counties** — Travis, Hays, Williamson, Burnet, Bastrop, Caldwell, and Blanco — participants can **make a gift of \$5 or more** to advance a cause that is important to them using ILHIGH's [AmplifyATX.org](#) platform. Users can search through **700 participating organizations** by keyword, location, and/or across **20 cause categories**, including racial equity, civil rights, civic engagement, the environment, animals, the arts, poverty, basic needs, education, and more.

ILHIGH has put significant resources into making this Amplify Austin Day more accessible for BIPOC-led organizations. In addition to adding new search functionality to easily identify organizations that are BIPOC, Black, Latinx, and Asian Pacific Islander-led, ILHIGH has 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. The partnership aims to put Black-led nonprofits at the forefront of AAD this year, and, for the first time, ILHIGH will be offering a match for Black-Led nonprofits through the I Live Here I Give Here Amplify Fund. Funding for this match was provided by **Shield-Ayres Foundation, Tito's Handmade Vodka, Woollard Nichols & Associates, and an anonymous community leader.**

**Amplify LIVE** continues for its second year with programming produced in partnership with **C3 Presents**. The livestream will air March 2-3, 2022, on [AmplifyATX.org](#). It will begin at 6 p.m. on Wednesday, March 2, and continue through 6 p.m., Thursday, March 3 and will feature stories from the local nonprofit community. These stories are about Central Texans who inspire generosity, celebrity guests and businesses; the livestream will also feature music performances by **Black Pumas, Durand Jones, Band of Horses**, and more. This round-the-clock livestream will be presented by **Trevor Scott, host of "We Are Austin"** and will be accessible to broadcast on [AmplifyATX.org](#), Austin Public (Channel 10), and I Live Here I Give Here's [YouTube](#) and [Facebook](#) pages.

Additional local businesses and foundations have seeded the I Live Here I Give Here Amplify Fund through special matches, incentives, and prizes; see a [full list of supporters](#) on [AmplifyATX.org](#). Notable organizations include:

- **Circuit of the Americas (COTA)** made a generous gift to support all participating nonprofit organizations during its 2021 Peppermint Parkway event. **Austin Community Foundation, Google, and NXP** joins COTA in supporting all nonprofits.
- **Reissa Foundation** will be sponsoring the Reissa Relay Prize to recognize excellence in collaboration among small- and medium-sized nonprofits whose work and missions support at-risk children and vulnerable families. The foundation is also providing grants to BIPOC-led organizations with operating budgets of \$100,000 or less.
- **Expedia Group** will be joining the **Reissa Foundation, K Friese + Associates** and **Woollard Nichols & Associates** to support small- and medium-sized nonprofit organizations, whose operating budget sizes are less than \$100,000 and \$100,000 to \$500,000, respectively.
- **Expedia Group and H-E-B** are supporting The New Philanthropists (TNP) Challenge. Nonprofit organizations who sign up commit to participating in The New Philanthropists' Board Matching Program, which offers board placement opportunities for leaders of color. In honor of its 25th anniversary, **Tito's Handmade Vodka** will add \$25 to each donation to Arts & Culture nonprofit organizations when donors write #LoveTitos in the public message box of their donation on AmplifyATX.org. The match applies to the first \$25,000 in donations in this cause category.
- Healthcare startup **Curative** is the inaugural presenting sponsor of the Health Care & Wellness cause category, supporting more than 100 nonprofits whose missions are dedicated to a healthy body and mind.
- Community members **Lee & Roger Kintzel** are offering a matching grant for nonprofits in the Housing, Shelter & Homelessness cause category.
- **ETC** is providing a match to organizations whose missions focus on one of the following cause categories: Basic Needs, Disaster Relief & Emergency Response, Human Services, and/or Housing, Shelter & Homelessness.
- **Greater Round Rock Community Foundation** will support Williamson county nonprofits in the Military Veterans and Animal Care & Services cause categories.
- **An anonymous funder** has offered a matching grant to be distributed among all participating Animal Care & Services organizations, and the Muriel Jo White Trust will be supporting selected nonprofit organizations in the cause category
- The Unforgotten Match funded by **Tracks Church** recognizes nonprofits who provide services that empower people with the skills and support needed to live independent and thriving lives.
- **Dell Technologies** is supporting the ILHIGH Amplify Fund with a gift to support select nonprofits to advance digital inclusion and sustainability initiatives to deliver enduring results for one billion people by 2030.
- **Netspend** is also supporting select nonprofits through their #NetspendCARES initiative that helps drive employee volunteerism and engagement.

New this year, I Live Here I Give Here is partnering with retailers, restaurants, and service providers who want to donate sales proceeds to support local nonprofits. Leading this initiative, Matt Shook, CEO of **JuiceLand** is committing 100% of net sales proceeds on Amplify Austin Day (March 2-3) from its Central Texas stores to support nonprofits who serve the LGBTQIA+ community.

**Visible**, an all-digital wireless service powered by Verizon, is a sponsor for Amplify Austin Day, and is supporting general operations. Since day one, Visible has supported its community by bringing people together, giving back and inspiring change.

More than 20 media outlets, including major sponsors ***Austin American-Statesman, Austin Monthly, Austin PBS, Austin Business Journal*** and others, are offering in-kind support for Amplify Austin Day 2022 to help raise awareness across the community. See a [full list of sponsors](#) on [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**

**WHEN:** Today, March 2 at 6 p.m. through tomorrow, March 3 at 6 p.m.

**WHERE:** [AmplifyATX.org](#)

**INTERVIEW OPPORTUNITIES:** ILHIGH representatives, including **CEO Courtney Manuel**, will be available for interviews throughout the 24-hour community-wide day of online giving. Please contact Giant Noise if you're interested in setting up an interview with a representative at [ILiveHere@GiantNoise.com](mailto:ILiveHere@GiantNoise.com).

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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](#).