



## Amplify Austin

### NINTH ANNUAL AMPLIFY AUSTIN DAY RAISES \$12.5 MILLION FOR CENTRAL TEXAS NONPROFITS IN 24 HOURS WITH 34,415 INDIVIDUAL DONORS

**AUSTIN, TX — March 5, 2021 —** [I Live Here I Give Here](#) (ILHIGH) is proud to announce that **34,415 unique donors** contributed to the ninth annual community-wide day of giving – Amplify Austin Day – and raised more than **\$12.5 million** for 686 participating nonprofit organizations spanning **seven Central Texas counties**, including Travis, Hays, Williamson, Burnet, Bastrop, Caldwell, and Blanco. Over the past nine years, Amplify Austin Day has had a **\$81.5 million** impact on Central Texas nonprofits. The 24-hour day of giving began at 6 p.m. on Thursday, March 4, and concluded this evening at 6 p.m.

In addition to providing the online giving platform, through the Amplify Fund, ILHIGH raised more than **\$325,000** in matching gifts and prizes available to participating nonprofits to incentivize their campaigns. As part of this effort, on February 19, as Central Texas began to thaw out from the historic winter storm, ILHIGH designated a special ILHIGH Fund match for organizations on the frontlines whose missions fall into at least one of the following cause categories: Disaster Relief & Emergency Response, Basic Needs, Human Services, and Housing, Shelter & Homelessness. To date, the **Amplify Disaster Relief Fund has raised more than \$191,000**, and donors can continue to support the community's needs via this special designation through March 14.

“Central Texas has had quite a year! Twelve months ago, our community shut down in response to COVID-19 just 24 hours after Amplify Austin Day concluded. At the time, we thought it would last a few days, maybe a couple of weeks. Yet one year later, much of the region is still closed, and our community is now facing both the ongoing economic repercussions from the pandemic and the aftereffects from the recent historic winter storm,” says **Courtney Manuel**, CEO of I Live Here I Give Here. “However, it is our nonprofit sector that remains on the front lines during these times of uncertainty. They do not close. They step up and care for the most vulnerable. They are always there to bridge the gaps that so many community members face. And they even find ways to unite us through recreation, entertainment, and cultural institutions. It is triumphant days like today that demonstrate generosity and remind me of the power of Central Texans to take action and give back. I am proud to call Austin home.”

Amplify Austin Day's success is only possible because the entire community joins together to celebrate generosity, and support from local businesses is key. Companies like **C3 Presents, Netspend, Zoom Video Communications, Enverus, Google, Social Solutions, Tito's Handmade Vodka, NXP, Moreland Properties, Rowing Dock, Germania Insurance, Circuit of the Americas, and Vinson & Elkins LLP**, to name a few, promote the campaign, give dollars, and encourage their employees to do the same. Overall, the business community has provided more than **\$1.6 million** in matching and direct support to this year's Amplify campaign.

Local foundations and individuals – such as the **Reissa Foundation, Greater Round Rock Community Foundation, Austin Community Foundation, Shield-Ayres Foundation, Lee & Roger Kintzel, Marisa & Harrison Giles, Jack & Patsy Woods Martin, and Kathy Smith-Willman & Chad Willman** – also stepped up to support the day with generous contributions, providing an additional **\$145,000** in matching gifts across various cause categories and Amplify LIVE sponsorships.

“Our region is growing, and, like so much of Texas and the nation at large, we've had challenges caused by and coinciding with that growth. Austin is becoming a sizable urban center, but it still retains the heart of a small town with its emphasis on

community. Amplify Austin exemplifies that character as we generously work together to support and celebrate the neighbors, nonprofits and donors that make Central Texas such a wonderful place to live,” says **Tim Hayden**, Board Chair for I Live Here I Give Here.

Local families, individuals, and groups also advocated for the causes important to them by serving as peer-to-peer fundraisers for participating nonprofits. More than **2,713 community members** led their own fundraisers, resulting in **\$1,297,155** for more than **675+** 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 PBS, Waterloo Media, Austin Monthly, Austin Woman, Community Impact Newspaper**, and others, helped make Amplify Austin Day 2021 possible through in-kind support.

In-kind donors are another important part of the campaign. Thank you to **C3 Presents** and **Electric Deluxe Recorders** for their generosity. 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 **Central Texas Food Bank, Highland Lakes Canine Rescue, Good Work Austin, Austin Pets Alive!, Austin Siamese Rescue, and Central Texas Tortoise Rescue**. 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 19th - March 4th at 5:59 pm. These top prizes went to **Hospice Austin, Highland Lakes Canine Rescue, Good Work Austin, Central Texas Food Bank, Leander ISD Educational Excellence Foundation (LEEF), and Central Texas Tortoise Rescue**, respectively. In addition, a grand prize (\$5,000) was given to **Hospice Austin** for achieving the most dollars toward a match they solicited.

**Black Mama’s ATX, MEASURE, E4 Youth, Six Square - Austin’s Black Cultural District, Hearts 2 Heal, The New Philanthropists, 100 Black Men, DivInc, Code2College, Austin African American Book Festival, Partnerships for Children, Circle of Hope Community Center, Austin Youth River Watch, Anthropos Arts, Austin Soundwaves, Art All Summer - an Arts Enrichment Program of Govalle Elementary PTA, Fundamentals for Foster Care, Carrying Hope, Austin Threads, and HopeAustin** 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 OR (2) who are Black, Indigenous, and People of Color (BIPOC)-led or BIPOC-serving.

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](https://AmplifyATX.org).

To learn more about Amplify Austin Day 2021, participating nonprofit organizations, and sponsorship opportunities, please visit [AmplifyATX.org](https://AmplifyATX.org). Follow I Live Here I Give Here on [Facebook](#), [Instagram](#), [Twitter](#), and [LinkedIn](#) for the latest news and updates. Official hashtag: #ILiveHereIGiveHere

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

I Live Here I Give Here’s mission is to make Central Texas the most generous community in the nation. Programs like Amplify Austin Day, See Us Give (formerly See Jane Give and Give Back Jack), Giving Tuesday, Board Internship Program, and the I Live Here I Give Here Awards are designed to help locals find the issues they care about and take action to be part of the solution. By inspiring new and young givers, volunteers, and activists to make an impact on the community where they live, I Live Here I Give Here is ensuring that philanthropy in Central Texas grows and lives on for decades to come. For more information, visit [LiveHereIGiveHere.org](https://LiveHereIGiveHere.org).

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