

The logo consists of a teal speech bubble with a white outline. Inside the bubble, the text "I Live Here" is on the top line and "I Give Here" is on the bottom line, both in white, sans-serif font. A registered trademark symbol (®) is located at the end of "I Give Here".

I Live Here  
I Give Here®

## Amplify Austin Day

### I LIVE HERE I GIVE HERE ANNOUNCES FULL DETAILS FOR 2022 AMPLIFY AUSTIN DAY, INCLUDING PARTNERSHIP WITH BLACK LEADERS COLLECTIVE AND RETURN OF AMPLIFY LIVE

*Reissa Foundation, Greater Round Rock Community Foundation, Austin Community Foundation, Visible, Circuit of the Americas, Tito's Handmade Vodka, Expedia Group, Dell Technologies, H-E-B, and Others Donate to Nonprofits Across Central Texas on March 2-3, the Region's Biggest Day of Giving*

**AUSTIN, TX (February 1, 2022)** — Join [I Live Here I Give Here](#) (ILHIGH) in their **10th annual Amplify Austin Day**. The community-wide day of giving begins at **6 pm on Wednesday, March 2, and ends at 6 pm Thursday, March 3, 2022**. ILHIGH is proud to announce multiple partnerships and community challenges with beloved local organizations and businesses in support of this critical initiative. Amplify Austin Day (AAD) is calling on the community to show up like never before, with the **goal to grow the giving and reach 50,000 donors**.

Central Texas has experienced tremendous growth over the past decade with thousands of people moving to Austin and the surrounding communities. This has created a greater need for resources and support for local nonprofits. Since AAD's founding in 2013, the annual event has **raised \$82 million dollars from 500,000 gifts** that have benefited Central Texas nonprofits. Gifts as little as \$5 have made a transformative impact on the collective community. **As the region's biggest day of giving**, the 10th annual event will once 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. Early giving for Amplify Austin Day is now open at [AmplifyATX.org](#) and includes more than \$310,000 in matching dollars and cash prizes for participating nonprofits.

Spanning **seven Central Texas counties** — Travis, Hays, Williamson, Burnet, Bastrop, Caldwell, and Blanco — participants can **make a gift of any value 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.

New this year, ILHIGH has 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.

ILHIGH will also be bringing back **Amplify LIVE** for its second year, presented by C3 Presents, a 24-hour music and fundraising livestream event that highlights Austin musicians and nonprofit members.

### **More details on Amplify LIVE:**

This year, **Amplify LIVE** continues with programming produced in partnership with **C3 Presents**. The livestream will air March 2-3, 2022, on [AmplifyATX.org](https://www.amplifyatx.org). It will begin at 6 p.m. on Wednesday, March 2, and continue nonstop through Thursday, March 3 at 6 p.m. and will feature stories from the local nonprofit community. These are Central Texans who inspire generosity, celebrity guests and businesses, and music performances by **Black Pumas**, **Durand Jones** 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](https://www.amplifyatx.org), Austin Public (Channel 10), and I Live Here I Give Here’s [YouTube](https://www.youtube.com) and [Facebook](https://www.facebook.com) pages.

### **More details about sponsors:**

This year, there are multiple local businesses and foundations who have seeded the fund through special challenges, incentives, and prizes, including **Reissa Foundation** which 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. They are also contributing to I Live Here I Give Here’s Advancing Equity Initiatives with funding to support all small- and medium-sized nonprofit organizations, in addition to BIPOC-Led organizations with operating budgets of \$100,000 or less.

Other notable I Live Here I Give Here Amplify Fund donors include:

- **Expedia Group** will be joining the Reissa Foundation and Woollard Nichols & Associates to support small- and medium-sized nonprofit organizations, whose operating budget sizes are less than \$100,000 and \$100,000-\$500,000, respectively.
- **Shield-Ayres Foundation, Tito’s Handmade Vodka, Woollard Nichols & Associates, and an anonymous community leader** are supporting Black-led social change nonprofit organizations. This partnership with the Black Leaders Collective will raise more awareness and funding for Black-Led nonprofit organizations, who are historically underfunded.
- **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. TNP’s Board Matching Program offers placement opportunities for leaders of color, helps nonprofits understand how they can be intentional about diversifying their boards, and provides programming opportunities for nonprofits looking to create more inclusive organizations.
- **Greater Round Rock Community Foundation** will support Williamson county nonprofits with the Military Veterans and Animal Care & Services cause categories.
- **An anonymous funder** has offered a \$25,000 matching grant to be distributed among all participating Animal Care & Services organizations.
- From youth needing a better path, helping seniors age with grace, and giving dignity to those struggling with homelessness, 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.
- **Circuit of the Americas (COTA)** made a generous gift to support all participating nonprofit organizations during its 2021 Peppermint Parkway event. Joining COTA to support all nonprofits include Google and Cirrus Logic.
- In celebration of their 25th year anniversary, **Tito’s Handmade Vodka** is sponsoring the ILHIGH Amplify Fund with a \$25,000 gift. Also in honor of their 25th anniversary and the 10th annual Amplify Austin Day, the **Love, Tito’s** retail store has selected I Live Here I Give Here as the local nonprofit beneficiary for sales proceeds. Customers will have the option to donate 100% of net proceeds from their in-store purchase to support I Live Here I Give Here. This promotion will run through March 31.
- **Dell Technologies** is supporting the ILHIGH Amplify Fund with a gift to support select nonprofits in line with their goal to advance digital inclusion and sustainability initiatives to deliver enduring results for 1 billion people by 2030.
- **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.

New this year, I Live Here I Give Here is also 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.

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. Each year, Amplify Austin Day media sponsors play a significant role in making the community-wide day of giving possible through public education initiatives and in-kind advertising. See a [full list of sponsors](#) on [AmplifyATX.org](#).

**More details about how to get involved:**

Community members can visit [AmplifyATX.org/fundraisers](#) now to get involved as a **Fundraising Champion**. Fundraising Champions advocate for one specific nonprofit or for all organizations. To become a fundraising champion, visit [AmplifyATX.org/fundraisers](#) and select “Sign Up” to create your profile. Alternatively, to fundraise for a specific organization, go directly to the profile page for the organization you champion and select “Fundraise.” **Last year, 1,809 Fundraising Champions raised \$1.4M for their favorite cause on Amplify Austin Day.**

Local businesses are also invited to **grow the giving** by signing up their company to **become a Business Fundraiser**. Business Fundraisers encourage their employees to participate by making a gift of \$5 or more to their favorite nonprofit on Amplify Austin Day. Local companies are critical to the success of Amplify Austin Day and this year, I Live Here I Give Here has set a **goal of 100 participating businesses**. When you sign up as a Business Fundraiser, you create a custom fundraising page, set team goals, and celebrate the community’s annual day of giving. Awards and recognition will be given to the top business fundraisers based on employee participation and dollars raised. There is no cost to register. Businesses can sign up by February 25, 2022. Learn more on the [Business Fundraisers page](#) of [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](#).

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