

FOR IMMEDIATE RELEASE

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I Live Here I Give Here Responds to Urgent COVID-19 Need by Calling for Acts of Generosity, Joining #GivingTuesdayNow in Global Day of Giving and Unity

Austin, TX – April 7, 2020 – Local nonprofit I Live Here I Give Here is responding to address the growing and ever-changing needs of Central Texas nonprofits by encouraging the community to come together to make unrestricted, sustaining donations, engage in virtual volunteerism, and perform acts of generosity. They will serve as the official Central Texas community leader for #GivingTuesdayNow, collaborating with communities in 65 countries worldwide.

#GivingTuesdayNow is a global day of giving and unity, set to take place on May 5, 2020 as an emergency response to the unprecedented need caused by COVID-19. The day is designed to drive an influx of generosity, citizen engagement, business and philanthropy activation, and support for communities and nonprofits around the world.

At a time when we are all experiencing this pandemic, generosity can bring people together across the globe by giving everyone power to make a positive change in the lives of others. #GivingTuesdayNow is a day for everyone around the world to stand together and give back in all ways, no matter who or where we are.

“Our local nonprofits are all facing new challenges and dire realities. Many are working diligently on the frontlines to serve the most vulnerable in our community. More than ever before, this is a crucial time for our community to step up and embrace generosity in all of its forms – through sustaining donations, acts of kindness toward neighbors, virtual volunteerism, and more. If we do not take action, it will be to the detriment of the organizations that make Central Texas the vibrant community we love,” states Courtney Manuel, I Live Here I Give Here executive director. “I Live Here I Give Here stands with our nonprofit members and partners across the Central Texas community and with our GivingTuesday partners around the world. We are honored to lead this initiative and hope to see everyone in the community participate in this generosity movement.”

For the Central Texas campaign, I Live Here I Give Here aims to build up dependable, unrestricted funds that will allow local nonprofits to be nimble and proactive by encouraging recurring gifts, which can be scheduled for a nonprofit organization of choice at AmplifyATX.org. Through outreach and marketing, they will also work to engage the community

in virtual volunteer opportunities, peer-to-peer fundraising, and an acts of generosity social media challenge. In the “Generosity Now” challenge, people will be encouraged to show their generosity in a variety of ways such as writing notes to nursing home residents, chalking their driveway with a positive message for neighbors, or helping fulfill a nonprofit wishlist by ordering supplies, and then share how they give back using the hashtags #ILiveHereIGiveHere and #GivingTuesdayNow, nominating a friend or family member to complete another generous act. All efforts will focus on leveraging our collective spirit of generosity to increase resilience within the context of physical distancing.

With this initiative, I Live Here I Give Here builds upon its 2019 “Actions for Good” GivingTuesday campaign, when the organization counted a record 8.4 million acts of generosity from the community. #GivingTuesdayNow also continues the momentum from Amplify Austin Day, which took place on March 5-6, 2020 and raised \$12.3 million in unrestricted funds for I Live Here I Give Here’s 760 local nonprofit members, now reaching these organizations at a time of critical need. I Live Here I Give Here will again rally individuals, families, businesses, and foundations to support nonprofits in a way that is meaningful to them through its year-round online giving and discovery platform, AmplifyATX.org.

“As a global community, we can mourn this moment of extreme crisis while also finding the opportunity to support one another. We each have the power to make an impact with acts of generosity, no matter how small, and to ensure the sustainability of organizations and services that are crucial to the care and support of our communities,” said Asha Curran, CEO of GivingTuesday. “#GivingTuesdayNow is a chance for us to stand united and use grassroots generosity to show that we are all in this together, beginning to end. Even as many face financial uncertainty, generosity is not about size. From calling an elderly neighbor to chat to offering translation help; from showing gratitude to our healthcare workers to donating to your local food bank, every act of kindness is a beacon of hope in this crisis. We all have something to give, and every act of human consideration and kindness matters.”

Those interested in joining I Live Here I Give Here’s Central Texas #GivingTuesdayNow efforts can visit <https://ilivehereigivehere.org/givingtuesdaynow>. Follow I Live Here I Give Here on Instagram and Facebook @ilivehereigivehere and Twitter @ILH_IGH for updates and acts of generosity inspiration.

For more details about the GivingTuesday movement, visit the GivingTuesday website (www.givingtuesday.org), Facebook page (<https://www.facebook.com/GivingTuesday>) or follow @GivingTuesday and #GivingTuesdayNow on Twitter. For youth interested in joining the movement, visit GivingTuesdayKids.org for project ideas.

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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), GivingTuesday, the Austin Involved 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 for decades to come. For more information, visit ILiveHereIGiveHere.org.

ABOUT GIVING TUESDAY

GivingTuesday is a global generosity movement unleashing the power of people and organizations to transform their communities and the world. GivingTuesday was created in 2012 as a simple idea: a day that encourages people to do good. Over the past eight years, it has grown into a global movement that inspires hundreds of millions of people to give, collaborate, and celebrate generosity.

Whether it's making someone smile, helping a neighbor or stranger out, showing up for an issue or people we care about, or giving some of what we have to those who need our help, every act of generosity counts and everyone has something to give. GivingTuesday strives to build a world in which the catalytic power of generosity is at the heart of the society we build together, unlocking dignity, opportunity and equity around the globe.

#GivingTuesdayNow is organized by GivingTuesday, in partnership with its global network of leaders, partners, communities and generous individuals. GivingTuesday is a nonprofit organization that is dedicated to unleashing the power of people and organizations to transform their communities and the world.

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***High-resolution images available upon request*