



I Live Here
I Give Here®

Amplify Austin Day

The biggest giving event in Central Texas

2023 Impact Report



A Letter from the I Live Here I Give Here CEO

Friends,

This year's annual Amplify Austin Day report is a reflection of the good **you** collectively grow in our community every day. During the 24-hour giving event, you showed up and supported 701 different nonprofits across 19 different cause categories. You invested almost \$10 million in critical operating support for the missions you care about across 7 counties in Central Texas – Thank you.

I have never been prouder to report that this year, as a community, you surpassed a huge Amplify Austin Day milestone. Collectively since 2013, **you invested more than \$103 million into thousands of participating organizations through our program!** Represented in this number is the cash that is critical to sustain our nonprofit community's daily operations. It's the money that is so hard for organizations to raise through traditional philanthropy. It's the money that keeps the lights on, pays the bills, and pays competitive salaries and benefits for the hardworking staff. The missions we all care about are only as strong as the people working tirelessly to keep them going, and your gifts during Amplify Austin Day fuel their labor. **How and why you give matters.** I'm proud that the funds our nonprofit partners raise during Amplify Austin Day sustain critical programming and create societal change without the more burdensome and expensive work of lifting a fundraising gala or writing a grant proposal to a new funder.

If you are reading this report, you were a part of that milestone too. On Amplify Austin Day, your gifts and matches set an example for Central Texas and the next generation of givers, many of whom made their first donation to a nonprofit organization on Amplify Austin Day. You inspire them to explore new causes that will one day be near and dear to their heart. They give what they can to support the operations of the organizations that make Central Texas a better place to live, one gift at a time, and collectively make a transformative impact.



With sincere gratitude,

A handwritten signature in black ink that reads "Courtney Manuel". The signature is fluid and cursive.

Courtney Manuel
Chief Executive Officer



AMPLIFY AUSTIN DAY
www.AmplifyATX.org

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Amplify Austin Day 2023 By the Numbers

\$9.9 Million Donated

701

Nonprofits

7

Counties

11th

Annual

24

Hours

28,275

Donors

\$303,799

Raised for the I Live Here
 I Give Here Amplify Fund

9,979

First Time
 Donors

19

Cause
 Categories

144

BIPoC-Led
 Nonprofits

**\$1.7
 Million**

Matching Dollars
 Raised by
 Nonprofits

1,589

Fundraising
 Champions

**\$1.35
 Million**

Raised by
 Business
 Fundraisers

**\$1.3
 Million**

Raised for
 BIPoC-Led
 Nonprofits



Giving is Growing and Evolving



While Austin navigates some of our most challenging social issues – affordable housing, systemic racism and injustice, and food insecurity to name a few – we as donors have a chance to make an equitable and ethical choice when it comes to our philanthropic decisions. Giving to support nonprofit operations is an important (if not the most important) way to maximize your impact for causes you care about. In doing so, you can:

- Provide stability for the organization, which leads to growth and creativity in addressing challenging problems
- Power the salaries that pay for the most critical part of a nonprofit's infrastructure: its people
- Allow nonprofits to remain flexible and adaptable in changing environments (hello, Covid!)
- Reduce the organization's dependence on more expensive fundraising models like events

On Amplify Austin Day, your gifts provide important operational support and set an example for our next generation of philanthropists, many of whom have already started their work as donors through our See Teens Give program.



See Teens Give

See Teens Give was created to empower and activate local teenagers to give back to their community. This mentor-led program brings together youth across Central Texas to discover nonprofits that align with their personal passions. Participating students are invited to turn their inspiration into real-time action by fundraising for I Live Here I Give Here during Amplify Austin Day.

This work is fundamental to I Live Here I Give Here's mission to engage every Central Texan in giving. The act of giving is not dependent on age, ability, or social status. It is driven by a passion to help others. By empowering today's youth, we are building a stronger, more philanthropic community for tomorrow.

See Teens Give was inspired by the success of I Live Here I Give Here's long-running dinner series, See Us Give. Since 2010, See Us Give has helped more than 2,700 Central Texans actively pursue a more generous life.



Dawson Burrell is a 16 year old who attends St. Stephen's Episcopal School. He raised over \$1,100 through 14 donors.



Madison Aranda is a 15 year old who attends Round Rock Christian Academy. Through recruiting 8 donors, she raised \$425.



Lily Burpo is a 15 year old who attends Stephen F. Austin High School. She had the highest number of donors (53) this year and raised over \$1,700.



Business Fundraisers + The Amplify Fund

Expedia Group's Global Month of Caring



Business Fundraiser

Local businesses are critical partners in realizing I Live Here I Give Here's vision to create a community where every Central Texan is actively engaged in giving.

On Amplify Austin Day, 54 Business Fundraisers joined us to raise awareness about our community's biggest giving event by encouraging their employees to make donations that support the nonprofits doing important work in our community.

By the Numbers:

\$1.35 Million

Total dollars raised by employee giving and corporate matches

54

Total Business Fundraisers

Top Performers, Dollars Raised:

Small company
100 employees or less:
Rudd & Wisdom, Inc.
Consulting Actuaries

Medium company
101-500 employees:
Solarwinds

Large company
500+ employees:
Cirrus Logic

Top Performers, Participation Rate:

Small company
100 employees or less:
ECPR Texas

Medium company
101-500 employees:
Maxwell Locke & Ritter

Large company
500+ employees:
Cirrus Logic



Volunteer at Meals on Wheels



ECPR Award



Volunteer at Austin Humane Society



The Amplify Fund

Since its inception in 2016, the I Live Here I Give Here Amplify Fund (Amplify Fund) has given back nearly \$12 million to nonprofits. It supports every participating nonprofit and is distributed proportionately across over 700 organizations. In addition to providing prizes and matching gifts, The Amplify Fund helps to reimburse nonprofits for their costs to fundraise on Amplify Austin Day, making this campaign a cost-effective way to fundraise.



Volunteer at Mission Accomplished

By the Numbers:

\$303,799

Total dollars raised for The Amplify Fund

16

Total number of corporate and foundation sponsors

\$67,500

Prize Dollars

1,959

Unique Individual Donors

Initiatives + Cause

Category Sponsorships:

- Environment, Conservation & Sustainability cause category match
- Animal Care & Services cause category match
- Military & Veterans cause category match
- Housing, Shelter, Homelessness cause category match
- #LoveTitos: Arts & Culture Amplification
- LGBTQIA+ cause category match
- Selected Affordable Housing Nonprofits & BIPOC led organizations
- Basic Needs cause category match

Sponsors and

Supporters by Level

Community Catalyst

(starting at \$25,000):

Anonymous, Austin Community Foundation, Expedia Group, Central Texas Community Foundation, Reissa Foundation

Champion

(starting at \$15,000):

Lee & Roger Kintzel, Tito's Handmade Vodka

Impact Leader

(starting at \$10,000):

H-E-B, Google, JuiceLand, Netspend, NXP, Shield-Ayres Foundation

Community Builder

(starting at \$5,000):

Cirrus Logic, SolarWinds, WP Engine



Impact on a Mission

Nonprofit members go the distance to help make Amplify Austin Day a success, and I Live Here I Give Here celebrates the positive impact this effort has on the community.

Rancho Alegre Conjunto Music Festival

Raised \$8,560

Amplify saved the Rancho Alegre Conjunto Music Festival.



Rancho Alegre Conjunto Music Festival

That is not an exaggeration. When we were notified in January that we were denied city funding for this year's event, which is Austin's only Conjunto music festival and one of its only purely Latino music events, we were devastated. Conjunto is a traditional, accordion-driven music genre born in south Texas and, along with its musical descendant, Tejano music, has been the soundtrack of East Austin for generations. We knew that if we didn't have the festival this year, it would be the end of the festival and a major blow to our tiny little grassroots organization. We would lose everything we'd fought for and built from scratch 11 years ago. And it would be a death blow to Conjunto music in Austin.

We had to think fast. Amplify was our Hail Mary pass. Thank goodness we signed up! We gave ourselves through the end of Amplify to decide if we needed to cancel. While we didn't quite meet

our goal, we raised enough money to ensure that we could still hold the event. We couldn't have done it without Amplify and the support of local media, friends, family, strangers, musicians, music fans, and everyone who loves a good comeback story.

Via Hope

Raised \$11,000 and won a First Year Nonprofit Prize

We participated in Amplify Austin Day for the first time this year and our goal was to raise funds for the training and certification of Peer Support Specialists. Amplify Austin Day provided our organization with a wonderful platform for which we could serve the community and support our primary mission to strengthen the mental health workforce. With the excellent training I Live Here I Give Here provided, our staff rallied around the initiative. Their efforts expanded our new donor base three-fold.



Via Hope

Nori Hubert, our Amplify Austin Liaison, began the initiative as a quiet, unassuming personality with a wonderful smile. Once begun, she led our effort with unbridled passion and an almost missionary zeal. The trainings provided by I Live Here I Give Here empowered her to articulate a clear, doable plan and to lead our staff in a strong grassroots campaign. She, nor our organization will ever be the same.

This campaign has really excited our team. Also, the board is exuberant over our “First-time participant” award. Thank you again for your support of Via Hope.



Your Donations in Action

Samaritan Center

HEALTH CARE & WELLNESS

We raised \$11,000, which supports 73 counseling sessions for low-income children or adults.

Texas River School

ENVIRONMENT, CONSERVATION, & SUSTAINABILITY

We now have the funds to complete our boat ramp to increase access to the Colorado River for both students and the public

BIG Love Cancer Care

HEALTH CARE & WELLNESS

Funds raised provide rent/utility assistance for 3 families in crisis, stock the inpatient unit kitchen 5 times, grant the wishes of 20 cancer patients, and deliver 30 healthy meals to the hospital.

A New Start Wildlife Rescue & Rehabilitation

HOUSING, SHELTER, & HOMELESSNESS

Thanks to the funds raised on Amplify Austin Day, we were able to cover 6 months of specialized formula for the wildlife babies!

Austin Free-Net

EDUCATION & LITERACY

The money we raised will help us provide free computers, internet and training to Austin’s most marginalized residents.

Mobile Loaves & Fishes

HOUSING, SHELTER, & HOMELESSNESS

We participate in Amplify Austin Day, because we believe that housing alone will never solve homelessness, but community will. When our community comes together to achieve our mission of mitigating homelessness, there is a huge impact on our formerly homeless neighbors. Amplify Austin has helped Mobile Loaves & Fishes connect with our community over the 24-hour period of giving. We enjoy knowing that everyone has the opportunity to be involved in this mission of providing food and clothing, cultivating community, and promoting dignity to our formerly homeless neighbors in need.



Mobile Loaves and Fishes



Cause Marketing

Perhaps there is no better way to celebrate philanthropy across Central Texas on Amplify Austin Day than to enjoy food from a favorite local eatery. This year, I Live Here I Give Here proudly partnered with JuiceLand, Amy's Ice Creams and Excelsior Hospitality to raise support and awareness directly at their storefronts. These businesses leveraged their messaging platforms and loyal customers to create even more good in our community.

JuiceLand

JuiceLand gave 100% of its net proceeds to Amplify Austin Day's participating LGBTQIA+-serving nonprofits.

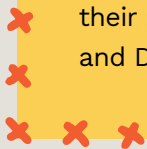


Amy's Ice Creams

Amy's Ice Creams gave 5% of its profits in celebration of Amplify Austin Day to support all Central Texas nonprofits. They also offered an exclusive delicious treat called the Central Texas Swirl.

Excelsior Hospitality

Excelsior Hospitality donated 10% of net sales proceeds on March 1, 2023 from their restaurants Juniper, Uncle Nicky's and Dirdie Birdie.



Amplify LIVE

Following the success of Amplify Austin Day, the first annual Amplify LIVE benefit concert occurred on Thursday, May 18 at the Historic Scoot Inn. The show served as a celebration of I Live Here I Give Here's 16 years of impact for our Central Texas community; which includes over \$100 million raised through Amplify Austin Day.

The concert, produced by C3 Presents and sponsored by Texas Mutual Insurance, Vinson & Elkins, Tito's, Cirrus Logic, HEB, Marisa & Harrison Giles, and St. David's Healthcare, featured incredible performances by Austin artists Jackie Venson, Tameca Jones, and Mélat with special guest emcee, Laurie Gallardo of KUTX.

Proceeds from ticket sales helped provide I Live Here I Give Here with operating support for the future production of Amplify Austin Day. These funds help cover the necessary expenses related to the infrastructure of our community's biggest giving day. This includes backend operations of the AmplifyATX.org platform, nonprofit stewardship, staffing, advertising, volunteer recruitment, and more.



Jackie Venson playing into the night at the Historic Scoot Inn.

\$140,626

Total Raised - Includes ticket sales and onsite donations

461

Total Attendees (General Admission and VIP)



Jackie Venson captured mid performance by acclaimed concert photographer Merrick Ales.



A group of VIP Attendees enjoying the beautiful spring weather from the VIP patio.

Thank You

We extend heartfelt appreciation and gratitude to the over 28,000 people who gave on Amplify Austin Day and to these leading sponsors who made the campaign a tremendous success for our local nonprofit community.

Amplify Austin Day + The Amplify Fund Sponsors

Presenting (starting at \$50,000):

Anonymous
C3 Presents

Community Catalyst (starting at \$25,000):

Anonymous
Austin Community Foundation
Expedia Group
Central Texas Community Foundation
Reissa Foundation

Champion (starting at \$15,000):

Lee & Roger Kintzel
Tito's Handmade Vodka
Texas Mutual Insurance Company

Impact Leader (starting at \$10,000):

H-E-B
Google
JuiceLand
National Christian Foundation
Netspend
NXP
Shield-Ayres Foundation
Tito's Handmade Vodka
Vinson & Elkins / Marisa + Harrison Giles

Community Builder (starting at \$5,000):

Cirrus Logic
SolarWinds
WP Engine

Grassroots (starting at \$2,500)

H-E-B
K. Friese & Associates
Nonprofit Austin
St. David's HealthCare

I Live Here I Give Here Annual Business Members

Callan Capital
Cirrus Logic
Maxwell, Locke & Ritter
Compass Real Estate
H-E-B
Silicon Labs
Charles Schwab
Expedia Group

Media Partners

- 25,537,406 Media Impressions
- 35 Media Partners
- \$138,000 In-Kind Media

Austin American Statesman
Austin360
Austin Monthly
Waterloo Media
Austin Business Journal

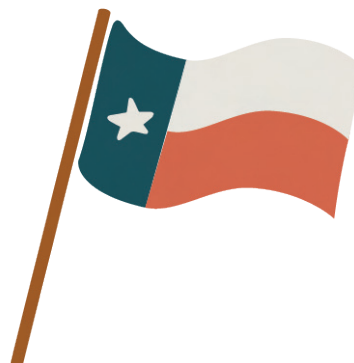
Austin PBS
Austin Woman Magazine
Community Impact
KMFA 89.5
Austin Public
CultureMap
KUT and KUTX
Sun Radio
Tribeca
Artslandia
Audacy
Austin Chronicle
Build A Sign
El Mundo
365 Things Austin
Antone's
Austin Motel
Austinites101
Do512
EASTside Magazine
Hole in the Wall
Leander Chamber
Long Center
Paramount Theatre
soulciti
Telemundo
The Austin Common
The Nudge
The Scout Guide
The Texas Tribune

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Amplify Austin Day

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