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& ARIZONA GRANTMAKERS FORUM**



NEWS RELEASE

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EARLY ARIZONA GIVES DAY TALLIES PUT EVENT ON TRACK TO EQUAL OR SURPASS LAST YEAR'S RECORD-SETTING \$6.1 MILLION IN DONATIONS

PHOENIX, Ariz. (April 7, 2021): While complete numbers won't be fully tallied for another week as nonprofits around the state submit final reports which include additional direct-to-organization donations inspired by Arizona Gives Day, all indications are that Arizona Gives Day 2021 is on pace for another record-setting result.

During this year's 24-hour online fundraiser, more than 37,000 individuals donated \$5.45 million to 980 Arizona nonprofits through the Arizona Gives website (www.AZGives.org). Also, 1,442 volunteers pledged nearly 59,000 hours to help their favorite nonprofits impact their communities.

"We're on track to equal or surpass the \$6.1 million donated last year," said Kristen Merrifield, CEO at the Alliance of Arizona Nonprofits, which manages Arizona Gives Day in collaboration with Arizona Grantmakers Forum. FirstBank, one of the nation's largest privately held banks with a focus on "banking for good," is the presenting sponsor. "Donors across Arizona really stepped up again this year to show how much they value, support and need the great work being done by nonprofit organizations in every specialty area throughout the state. We are deeply grateful."

Merrifield said that after last year's 24-hour online fund raising cycle, \$4.8 million had been raised. After final reports were in, the tally swelled to the record-setting \$6.1 million.

“What that means, as of today, is that between the two Aprils of COVID, Arizona donors contributed at least \$11.5 million to support the work of nonprofits. That is an incredible show of generosity,” she said.

Since the first Arizona Gives Day in 2013, more than \$28 million has been raised for Arizona nonprofits.

“In FirstBank’s nine years as the corporate partner of Arizona Gives Day, we continue to be amazed at how this community rallies around noble causes,” said Joel Johnson, FirstBank East Valley Market President. “Even in the face of economic struggles, Arizonans will open their hearts and wallets to the organizations that make this place tick. We are truly humbled by the generosity put on display over the past month, and lucky to call Arizona home.”

Arizona Gives Day prize-pool winners will be announced next week. Merrifield emphasized that “giving can be done all year long through our Arizona Gives Day website” at www.azgives.org.

ARIZONA GIVES DAY 2021 FAST FACTS

- 1043 nonprofits participated from across the state
- 37,130 donors donated \$5.45 million through the Arizona Gives Day website to 980 nonprofit organizations.
- 1,442 volunteers pledged 58,760 hours.
- Giving can be done all year at AZGives.org where you can choose one or more organizations for your donation or find new Arizona organizations to give to.
- Giving eCards can be purchased all year at www.azgives.org/ecards. The person receiving the eCard gets to choose which nonprofit to donate to on AZGives.org.
- AZGives.org offers an advanced search filter to find nonprofits by specific criteria, area of focus, and which donations may qualify as an Arizona tax credit. Donors can either check out as a guest or create an account to set up recurring donations and make changes to their giving throughout the year.
- 84 prizes from the \$160,000 prize pool, ranging from \$500 - \$7,500, will be awarded.
- Arizona Gives Day is managed by the Alliance of Arizona Nonprofits in collaboration with Arizona Grantmakers Forum. FirstBank, one of the nation’s largest privately held banks with a focus on “banking for good,” is the presenting sponsor. Arizona Gives Day’s annual online giving movement unites nonprofits to celebrate and increase philanthropy in Arizona through online giving.
- Arizona Gives Day is not possible without the support of sponsors FirstBank, Arizona Community Foundation, BHHS Legacy Foundation, Freeport McMoRan Foundation, Hickey Family Foundation, Intel Corporation, Vitalyst Health Foundation, Community Foundation for Southern Arizona, Salt River Project (SRP), Southwest Gas Corporation,

Tucson Electric Power/UniSource Energy Services and Sechler Morgan CPA. In-kind promotional partners are Frontdoors Media and InBusiness Magazine.

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About the Alliance of Arizona Nonprofits: The Alliance of Arizona Nonprofits is a statewide trusted resource and advocate for the nonprofit community. The Alliance's mission is to unite, strengthen and advance Arizona's nonprofit sector and is comprised of more than 1,000 members – both nonprofits and those in the community who support them – across the state. Since 2004, the organization has been dedicated to furthering the common interests of Arizona's nonprofit community and envisions an Arizona where all nonprofits are valued, empowered and thriving, with support from grassroots efforts like Arizona Gives Day. For more information, visit www.arizonanonprofits.org, or email azgives@arizonanonprofits.org.

About FirstBank: FirstBank began providing banking services in Colorado in 1963. Today, the bank maintains more than \$23 billion in assets and operates more than 110 branch locations across Colorado, Arizona and California. FirstBank offers a variety of checking accounts, savings accounts, home equity loans, mortgages, and a full range of commercial banking services, including financing, treasury management and deposit accounts. Since 2000, FirstBank has been recognized as a leader in corporate philanthropy, contributing nearly \$70 million and thousands of volunteer hours to charitable organizations. The company is also unique in that a large portion of its stock is owned by management and employees, giving employees a financial stake in the bank's success through its Employee Stock Ownership Program. For more information, visit www.efirstbank.com. MEMBER FDIC

About the Arizona Grantmakers Forum: Arizona Grantmakers Forum is the statewide network that connects, educates and advocates for Arizona philanthropy. With a mission to empower its members to transform Arizona through leadership and meaningful philanthropy, Arizona Grantmakers is made of organizations that provide funds and resources to nonprofit organizations throughout the state. Members include private foundations, trusts, endowed community foundations, corporate foundations, businesses with charitable giving programs, government agencies and individuals with organized giving programs. For more information, visit www.arizonagrantmakersforum.org.