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& ARIZONA GRANTMAKERS FORUM**



NEWS RELEASE

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**REGISTRATION AND RE-ENROLLMENT OPEN FOR NONPROFITS PARTICIPATING IN 2021
ARIZONA GIVES DAY, PRESENTED BY FIRSTBANK**

In 2020, Arizona Gives Day Raised \$6.1 Million for Local Nonprofits

PHOENIX, Ariz. (Nov. 10, 2020) – Coming off a record-breaking outcome in 2020 when Arizona Gives Day raised \$6.1 million for nonprofits across the state in the midst of a national pandemic, registration and re-enrollment is now open for Arizona nonprofits interested in participating in the 24-hour online fundraising event, on April 6, 2021. Presented by FirstBank, one of the nation's largest privately held banks with a focus on "banking for good," Arizona Gives is hosted by the Alliance of Arizona Nonprofits and the Arizona Grantmakers Forum.

Arizona Gives Day is an annual event uniting nonprofits, big and small, new and established, to celebrate and increase philanthropy in Arizona through online giving. Arizona Gives Day helps raise awareness about the critical role Arizona nonprofits play in our communities and inspires people to give generously to create a thriving and stronger Arizona for all.

Re-enrollment and payment of a refundable registration fee is required annually and can be completed at www.AzGives.org beginning November 10. The registration deadline for new registration is March. 5, 2021. Since 2013, Arizona Gives has raised more than \$23 million for nonprofits statewide. Registrants receive access to workshops, training materials and an online giving toolkit.

New and improved features this year include personal fundraising campaigns, nonprofit goals and leaderboards turned on during the early giving period and an events and volunteer opportunity area collectively listed for viewing in one place. These features were created to encourage year-round use of the website and assist with connecting the community with nonprofit organizations of interest.

"Our ultimate goal is to provide critically important donations that enable Arizona nonprofits of every size to continue doing what they do so well in communities across the state," said Arizona Alliance of Nonprofits Chief Executive Officer Kristen Merrifield.

Information required for registration and re-enrollment includes general information about the nonprofit; IRS Determination Letter; the most current completed financials through Form 990 or the organization's operating

budget; and a bank account and routing number for electronic distribution of donations. Arizona Gives virtual workshops to assist in making each participant's fundraising experience a success are scheduled Monday, November 16 and Monday, December 14 with additional workshops being scheduled for the beginning of the year. Registrants can participate in real time or view the recording at a later date.

"Arizona Gives offers a number of significant options for both nonprofits and donors including the ability for year-round giving and for donors to create personal fundraising campaigns," Merrifield said.

Changes for the 2021 campaign include:

- Improved giving day nonprofit dashboard
- Donor 'repeat your donation' feature
- Ability to review monthly donation distributions within your profile
- Resource & help library

A full explanation of improvements and answers to important questions about Arizona Gives Day can be found at www.AZGives.org.

For interested donors, 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 also can create an account to pre-schedule donations or can check out as a guest, set up recurring donations, and make changes to their giving throughout the year.

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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 the Arizona Grantmakers Forum: Arizona Grantmakers Forum is the statewide network that connects, educates and advocates for Arizona philanthropy. Its mission is to empower members to transform Arizona through leadership and meaningful philanthropy. Member organizations make financial grants to nonprofit organizations throughout the state and represent the interests of private foundations, trusts, endowed community foundations, corporations, government agencies and individuals with organized charitable gift programs. About FirstBank: FirstBank began providing banking services in Colorado in 1963. Today, the bank maintains more than \$18 billion in assets and operates more than 115 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 more than \$60 million and thousands of volunteer hours to charitable organizations. The company is also unique in that a majority of its stock is owned by management and employees. For more information, visit www.efirstbank.com.