



## NEWS RELEASE

### FOR IMMEDIATE RELEASE

#### **NEARLY 1,000 NONPROFITS REGISTER FOR ARIZONA GIVES DAY 2020** *Early Giving Has Already Generated \$223,000; Emergency Relief Fund is Growing*

PHOENIX, Ariz. (March 31, 2020): Nearly 1,000 501(c)3 nonprofit organizations have registered for the 24-hour online fundraising event, Arizona Gives Day, which begins at 12:01 a.m. on Tuesday, April 7.

Last year, Arizona Gives Day raised \$3.6 million to bring the total since 2013 to \$17 million, “but we’ve never gone into Arizona Gives Day in such an uncertain environment making this year’s event even more critical for nonprofit organizations of every size in every community that are facing severe financial challenges in their ability to provide services and resources to their communities,” said Alliance of Arizona Nonprofits CEO Kristen Merrifield. “Our local nonprofit community is already reporting significant losses, decreases in staff and volunteer capacity and will likely see an increase in demand for services.”

Presented by FirstBank and in collaboration with Arizona Grantmakers Forum, Arizona Gives Day early giving, which began March 17, already has generated \$233,000 for the 975 registered nonprofits and nearly \$10,000 has been contributed to the Nonprofit Emergency Relief Fund that gives donors the option to add donations at check out. All Emergency Relief Fund donations will be distributed evenly among all participating organizations.

A recent Alliance of Arizona Nonprofits survey put the projected financial impact of the current COVID-19 pandemic that has caused many cancelations and postponements reaching at a minimum of \$36 million.

There are two ways to donate to Arizona nonprofits during this critical time:

- Donate now during the early giving period or on Arizona Gives Day on April 7 at [azgives.org](http://azgives.org)
- Donate directly to the Emergency Relief Fund: as an add-on at checkout once a donor gives to a particular nonprofit on Arizona Gives Day or by directly visiting [azgives.org/relieffund](http://azgives.org/relieffund)

Donors may prefer to donate during a specific block of time on Arizona Gives Day to help a nonprofit win a Power Hour and earn additional funds from the prize pool. Arizona Gives Day, a collaboration between the Alliance of Arizona Nonprofits and the Arizona Grantmakers Forum, is an annual online giving movement uniting nonprofits to celebrate and increase philanthropy in Arizona through giving.

Donors also have the option of creating a fundraising page to benefit their favorite nonprofit organization.

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.

For more information, visit [www.azgives.org](http://www.azgives.org)

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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](http://www.arizonanonprofits.org), or email [azgives@arizonanonprofits.org](mailto:azgives@arizonanonprofits.org).

**About FirstBank:** FirstBank began providing banking services in Colorado in 1963. Today, the bank maintains more than \$19 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 \$65 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 all employees a financial stake in the bank's success through its Employee Stock Ownership Program. For more information, visit [www.efirstbank.com](http://www.efirstbank.com).

**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.

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