



Q&A: A CLOSER LOOK AT THE BIG DAY

The economic and social impact from donations on Arizona Gives Day is felt far and wide

In just a few years, Arizona Gives Day has become a powerful force supporting nonprofits. To learn more about the day and its impact, Kristen Merrifield, Chief Executive Officer of the Alliance of Arizona Nonprofits, provides insights into the statewide online giving campaign.

Q: What is the potential impact of one day of giving for the state's economy?

A: Arizona nonprofits generate \$28 billion in revenue each year, according to the recent **Nonprofit Economic Impact Report**, and Arizona Gives Day is a meaningful contributor to that number. In 2016, we raised nearly \$3 million in 24 hours, or just over 1 percent of that \$28 billion. In 2017, we will be releasing Phase II of the Economic Impact Report, which will look at the Social Return on Investment, or SROI, of charitable giving in Arizona. This will provide us even more insight.

Q: How does Arizona Gives Day impact services in the state, and who benefits?

A: Arizona Gives Day has always had a large focus on bringing new donors to our local nonprofits. We are working to grow the spirit of philanthropy in our state and to show that anyone can make a difference in our communities by giving to their favorite nonprofits. The nonprofits benefit because they have the needed financial resources to carry out their important work, their clients and causes benefit because they are receiving critical services, and our citizens benefit by Arizona being a great place to live, work and play.

Q: Are their particular advantages to giving on Arizona Gives Day?

A: Participating nonprofits have the chance to win money from a **\$175,000 prize pool**. Prizes are awarded based on the total funds raised within particular categories that are based on yearly revenue, size or location. Prizes will also be awarded through random drawings.

Q: Can you share success stories from past years?

A: There have been many wonderful, inspiring successes. For example, as a result of fundraising during the 2015 Arizona Gives Day, the Humane Society of Southern Arizona was able to explore a number of new programs, including a project that pairs veterans with shelter dogs in need of socialization and enrichment. Similarly, Phoenix Rescue Mission was able to invest in high school diploma obtainment, vocational development and workforce readiness.

Find out how you can become part of Arizona Gives Day 2017 at www.azgives.org.