



## **MEDIA ALERT – PHOTO/B-ROLL OPPS**

### **Media Contacts:**

[Christine Rogers](#), cell (214) 364-7049

[Carrie Dyer](#), cell (210) 287-5434

[Carol Goglia](#) cell 214-676-3222

## **NORTH TEXAS GIVING DAY TO BE DESIGNATED OFFICIAL CITY OF DALLAS DAY OF RECOGNITION**

**What:** City of Dallas officials will declare September 20, 2018, “North Texas Giving Day,” an official day of recognition. During the August 15 council briefing, city council members, several nonprofit leaders, and Communities Foundation of Texas’ Chief Giving Day Officer will be there to receive the Mayor’s proclamation on behalf of thousands of nonprofits participating in the 10<sup>th</sup> annual 2018 Giving Day.

**When:** Wednesday, August 15, 2018, 9 a.m.

**Where:** Dallas City Hall, Room 6ES, 1500 Marilla Street, 75201

**Who:** Councilmember Jennifer Staubach Gates, Communities Foundation of Texas Chief Giving Day Officer Susan Swan Smith, and several nonprofit leaders representing various council districts.

**Why:** This is the 10<sup>th</sup> anniversary of North Texas Giving Day, the nation’s largest community giving day. In nine years, North Texas Giving Day has generated \$195 million for the community. For this milestone year, North Texas Giving Day has organized 10 Days of Giving, including scheduled online giving, volunteer events, concerts, and more from September 10-19. The signature day, North Texas Giving Day, now an official city day, is September 20. In 2017, the day raised a national-record-breaking \$39 million for more than 2,700 nonprofits.

**Interviews:** Susan Swan Smith, Chief Giving Day Officer of Communities Foundation of Texas, founder of North Texas Giving Day and nonprofits in attendance

**Visuals:** Councilmember Jennifer Staubach Gates reading the official proclamation to city council members, nonprofit leaders, and Communities Foundation of Texas representatives. Nonprofits dressed in their organization’s t-shirts.

**About CFT's North Texas Giving Day**

Communities Foundation of Texas' North Texas Giving Day is our region's annual online giving extravaganza benefitting 20 counties of North Texas. The day is powered by creative nonprofits, social media activism, area wide collaboration, and of course, you! North Texas Giving Day's goal is to make giving easy for donors, while helping build awareness and support for local nonprofits. Since 2009, North Texas Giving Day has pumped \$195 million into the community. In 2017, \$39 million was raised through more than 137,000 gifts benefiting 2,723 nonprofits. Visit [www.NorthTexasGivingDay.org](http://www.NorthTexasGivingDay.org) or follow [#NTxGivingDay](https://twitter.com/NorthTexasGivingDay) [@NorthTexasGivingDay](https://www.facebook.com/NorthTexasGivingDay)

**About Communities Foundation of Texas**

Presenting North Texas Giving Day is one of many ways Communities Foundation of Texas (CFT) serves as a hub for philanthropy in North Texas. With the goal of building a thriving community for all, CFT leads strategic grantmaking initiatives, professionally manages more than 1,000 charitable funds for families, companies, foundations and nonprofits and has awarded more than \$1.8 billion in grants since its founding in 1953. [www.cftexas.org](http://www.cftexas.org) [www.facebook.com/CFTexas](https://www.facebook.com/CFTexas) or [www.twitter.com/GiveWisely](https://www.twitter.com/GiveWisely).

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