



For Immediate Release

Media Contacts:

[Christine Rogers](#), cell (214) 364-7049
[Carrie Goudge Dyer](#), cell (210) 287-5434

‘NORTH TEXAS GIVING TUESDAY NOW’ LAUNCHES AS LOCAL EFFORT TO RAISE CRITICAL FUNDS FOR COVID-19 RELIEF AND RECOVERY: EFFORT TO BE SPEARHEADED BY DALLAS COWBOYS, COMMUNITIES FOUNDATION OF TEXAS AND UNITED WAY OF METROPOLITAN DALLAS

DALLAS – April 1, 2020 – Three leaders in North Texas philanthropy invite you to join them on Tuesday, May 5, for an extraordinary giving effort for COVID-19 relief and recovery. The Dallas Cowboys, Communities Foundation of Texas, and United Way of Metropolitan Dallas are bringing the global Giving Tuesday movement, #GivingTuesdayNow, to Dallas-Fort Worth with ‘North Texas Giving Tuesday Now.’ On this day, these organizations and others will lead the community in raising funds for the first responders and nonprofits who are on the front lines protecting, feeding, educating, and nurturing those who are most adversely affected by the impact of COVID-19.

“We witness the power of unity to create change every day at United Way,” said Jennifer Sampson, president and CEO of United Way of Metropolitan Dallas. “Especially in times like these, North Texans always step forward together to support our communities. This crisis can be a defining moment of solidarity. Our nonprofits are on the front lines, and they need everyone’s generous support to respond to the unprecedented need created by this pandemic.”

North Texas Giving Tuesday Now will be an online campaign that will run on the Communities Foundation of Texas North Texas Giving Day platform. Donors can support the targeted relief and recovery funds with a gift of any amount, give directly to organizations on the front lines of the Covid-19 response, and/or support the needs of more than 3,000 local nonprofits that participated in North Texas Giving Day 2019.

With many service-providing nonprofits seeing an increase in demand for critical services coupled with cancelled spring fundraising events, the day aims to bring people together (virtually) to support those who need it most through seamless online giving tools.

“This is about inspiring local unity, action, and generosity. Our community, country and world need our support now more than ever before,” said Dave Scullin, president and CEO of Communities Foundation of Texas—founder of North Texas Giving Day. “As #GivingTuesdayNow tackles the need on the global and national scale, Communities Foundation of Texas is thrilled to be joined by United Way of Metropolitan Dallas and the Dallas Cowboys in unparalleled efforts to address local needs right here at home.”

“There is no greater need for solidarity and partnership than during a crisis. Especially in North Texas, where there is momentous support for local nonprofits, the Dallas Cowboys are eager to mobilize and energize our region to respond,” said Charlotte Jones, Dallas Cowboys Vice President and Chief Brand Officer. “This region is better together, and we are in this with you North Texas.”

Early gifts can be made on the website, which will launch in coming weeks, beginning April 14, with North Texas Giving Tuesday Now happening 6 am to midnight May 5.

Today's announcement follows the establishment last week of a collaborative North Texas Cares (<https://northtexascare.org>) by Communities Foundation of Texas, United Way of Metropolitan Dallas, and more than 20 other philanthropic organizations. This collaborative provides one place where nonprofits can apply to multiple funders for COVID-19 relief. Already, this collaborative has awarded over \$1.3 million in grants to organizations that are providing critical services to mitigate the short-term and long-term impact of the pandemic.

###

About CFT's North Texas Giving Day

Communities Foundation of Texas' North Texas Giving Day is our region's annual 18-hour online giving extravaganza benefitting the 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 \$290 million into the community. In 2019, \$50 million was raised through more than 100,000 gifts benefitting 3,000 nonprofits in the 20-county region. Visit www.NorthTexasGivingDay.org. #NTxGivingDay @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 \$2 billion in grants since its founding in 1953. www.cftexas.org www.facebook.com/CFTexas or www.twitter.com/GiveWisely.

About United Way of Metropolitan Dallas

United Way of Metropolitan Dallas is a community-based social change organization that puts opportunity in the hands of all North Texans. Working with our determined supporters, we lead the charge to improve education, income and health—the building blocks of opportunity. We invite all change-seekers in our community to Live United to achieve results right here at home. To give, advocate or volunteer, visit www.UnitedWayDallas.org. www.facebook.com/unitedwaydallas or www.twitter.com/unitedwaydallas

About Dallas Cowboys/Gene and Jerry Jones Family Foundation

In the area of community service, the Gene and Jerry Jones Family Foundation's mission is built upon an overall philosophy of helping those who don't have the strength, the resources or the means to help themselves, with a primary focus on the organization's partnership with The Salvation Army. The Joneses enlist the talents, skills and resources of Cowboys players, coaches, cheerleaders and every member of the organization to provide a unique and cutting-edge approach to community outreach. To learn more, visit www.dallascowboys.com/community.

About GivingTuesday

GivingTuesday is a global generosity movement unleashing the power of people and organizations to transform their communities and the world. GivingTuesday was created in 2012 as a simple idea: a day that encourages people to do good. Over the past eight years, it has grown into a global movement that inspires hundreds of millions of people to give, collaborate, and celebrate generosity. Whether it's making someone smile, helping a neighbor or stranger out, showing up for an issue or people we care about, or giving some of what we have to those who need our help, every act of generosity counts and everyone has something to give. GivingTuesday strives to build a world in which the catalytic power of generosity is at the heart of the society we build together, unlocking dignity, opportunity, and equity around the globe. North Texas has been an active GivingTuesday participant for the past five years. In 2019, North Texas celebrated donations of nearly \$40 million on GivingTuesdayDFW and more than 23,000 pledged volunteer hours for 544 nonprofit organizations. To learn more about GivingTuesday participants and activities or to join the global generosity movement, please visit: www.givingtuesday.org and www.givingtuesdaykids.org or at <http://www.facebook.com/GivingTuesday> and <http://twitter.com/GivingTuesday>.