



Media Contacts:

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

FOR IMMEDIATE RELEASE

**COMMUNITIES FOUNDATION OF TEXAS' NORTH TEXAS GIVING DAY
IS BACK FOR ITS 13th YEAR WITH FIRST-EVER
PRESENTING SPONSOR AMAZON**

North Texas Giving Day Season is now open with nonprofit registration happening now through August 16

DALLAS (May 26, 2021) – The 2021 Communities Foundation of Texas' [North Texas Giving Day](#) launches with the announcement of Amazon as the event's inaugural presenting sponsor. The 13th annual Giving Day follows another record-setting year, where more than 106,000 donors raised \$58.8 million for more than 3,000 nonprofits.

"Amazon is thrilled to serve as North Texas Giving Day's presenting sponsor. The donations from this event fuel so much important work throughout North Texas, strengthening our community and supporting the most vulnerable," said **Vickie Yakunin, Amazon's Dallas Senior Manager of External Affairs**. "Thousands of our employees work and live across North Texas. We strive not just to be a good employer, but also a good neighbor. By partnering with North Texas Giving Day, an event that is about giving back locally, we are able to invest in our community as we work together to recover from the pandemic and build a more equitable future for all."

"Having Amazon as our 2021 presenting sponsor is a dream match for Communities Foundation of Texas. This partnership will empower Giving Day to significantly expand its reach to new audiences and elevate the nonprofit sector in unique and exciting ways," said **Monica Egert Smith, CFT's Chief Relationship Officer**.

With the goal of increasing and diversifying donors, this year North Texas Giving Day will take place on Thursday, September 23, 2021 with early giving commencing on September 1.

"The needs of the community are vast as we all emerge from the pandemic and into a new normal," said **Chris McSwain, director of community engagement for North Texas Giving Day**

and Communities Foundation of Texas. “At the same time, we know if we can rally and galvanize the community and inspire more people to give, even in small amounts, we can and will help meet these needs and support the nonprofits doing vital work across North Texas. This year our goal is grow the spirit of giving by bringing more giving heroes into the fold individually to help the collective.”

Adhering to local and state health recommendations, North Texas Giving Day once again pivoted its in-person kickoff events, where nonprofits learn best practices and hear from former participants, to be online. Event organizer Communities Foundation of Texas will host nonprofit trainings virtually throughout the summer with various webinars on maximizing social media, leveraging board participation, and more to help the more than 3,000 nonprofits raise much-needed funds. Nonprofits must register to participate by visiting www.northtexasgivingday.org/resources. Registration is now open and closes August 16, 2021.

Support for Communities Foundation of Texas’ North Texas Giving Day has been committed so far by Allstate, Amazon, Amon G. Carter Foundation, Anonymous, Arlington Tomorrow Foundation, The Ramesh and Kalpana Bhatia Family Foundation, Communities Foundation of Texas, The Dallas Foundation, Energy Transfer, Hunt Cares, On-Air Media, Sid W. Richardson Foundation, Skyare and the Texas Women's Foundation.

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, [Communities Foundation of Texas](http://www.northtexasgivingday.org) has presented [North Texas Giving Day](#), an annual community-wide giving event that has raised more than \$375 million for thousands of local charities through the www.NorthTexasGivingDay.org website. In 2020, this leading, community-wide giving event raised nearly \$80 million from more than 100,000 donors for more than 3,200 nonprofits across the 20-county North Texas region.

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.

###

Join the conversation on [Twitter](#), [Instagram](#), or [Facebook](#) via #NTxGivingDay and @NorthTexasGivingDay.

Press may download high-res photos and b-roll:

- [Video of presenting sponsor Amazon announcement](#) (credit On-Air Media)
- [Amazon Philanthropy](#) (credit Amazon)
- [2020 Give Big Drive By B-roll](#) (credit DHD Films)
- [2020 Give Big Drive By Photos](#) (credit Kim Leeson)
- [2020 North Texas Giving Day Concert presented by Arlington Tomorrow Foundation and Levitt Pavilion](#) (NOTE: Photo credits and captions are reflected in the folder and file names.)