

FOR EMBARGOED RELEASE ON TUESDAY, FEB. 23, 2021 AT 10 AM CST:



**I LIVE HERE I GIVE HERE ANNOUNCES FULL DETAILS FOR
AMPLIFY AUSTIN DAY, INCLUDING ILHIGH AMPLIFY: DISASTER RELIEF FUND,
AMPLIFY LIVE, COMMUNITY CHALLENGES, MATCHING GIFTS FROM TOP DONORS**

Reissa Foundation, Greater Round Rock Community Foundation, Tito's Handmade Vodka, Austin Community Foundation, Netspend, Circuit of the Americas, Germania Insurance, Rowing Dock, Shield-Ayres Foundation, NXP, Enverus, Moreland Properties, Google, Lee & Roger Kintzel, Social Solutions, and Others Donate to Nonprofits Across Central Texas on March 4-5, the Region's Biggest Day of Giving

AUSTIN, TX — Feb. 23, 2021 — Due to the unprecedented need this year caused by COVID-19 and the devastating impact of last week's winter storms, **Amplify Austin Day 2021** is more important than ever. Join **I Live Here I Give Here** (ILHIGH) in their ninth annual community-wide day of giving, which begins at 6 pm on Thursday, March 4, and ends at 6 pm on Friday, March 5, 2021. ILHIGH is proud to announce multiple partnerships and community challenges with beloved local organizations and businesses in support of this critical initiative. Amplify Austin Day is calling on the community **to double their participation from prior years to 60,000 unique individual donors while raising critical funds for the 675+ participating Central Texas nonprofits.**

Over the past eight years, Amplify Austin Day has **raised more than \$69 million** collectively for hundreds of Central Texas nonprofits, including \$12.3 million in 2020 for more than 760 Central Texas nonprofit organizations. As the **region's biggest day of giving**, it connects the community with hundreds of nonprofits over the course of 24 hours to raise funds critical to sustaining and growing a vibrant nonprofit sector, as well as aid in the path to recovery from the recent catastrophic events.

Early giving for Amplify Austin Day is now open at AmplifyATX.org and includes more than \$375,000 in matching dollars and cash prizes for participating nonprofits. In response to the urgent immediate needs and subsequent aftereffects due to the winter storms that wreaked havoc across the state during the week of February 14, the **ILHIGH Amplify: Disaster Relief Fund** was established. This matching gift fund is designated to support 130+ Central Texas organizations whose missions focus on one of the following cause categories: Basic Needs, Disaster Relief & Emergency Response, Human Services, and/or Housing, Shelter & Homelessness. Also new this year, I Live Here I Give Here is partnering with **The New Philanthropists** to provide an additional \$13,500 matching gift pool for organizations that participate in both Amplify Austin Day and The New Philanthropists Board Matching Program, which offers board of directors placement opportunities to leaders of color and provides programming opportunities for nonprofits looking to create a more inclusive environment.

Spanning **seven Central Texas counties** — Travis, Hays, Williamson, Burnet, Bastrop, Caldwell, and Blanco — givers can plan ahead and make donations to their favorite area nonprofits now. Participants can **make a gift of any value of \$5 or more** to advance a cause that is important to them using ILHIGH's [AmplifyATX.org](https://www.amplifyatx.org) platform to search for organizations by keyword, location, and/or across **19 cause categories**, including racial equity, civil rights, civic engagement, the environment, animals, the arts, poverty, basic needs, education, and more.

More details on Amplify LIVE:

The first-ever **Amplify LIVE**, produced in partnership with **C3 Presents**, will air March 4-5, 2021, on [AmplifyATX.org](https://www.amplifyatx.org). Primetime hours for this round-the-clock livestream are 6-7 pm on Thursday, March 4, and 8:30-9:30 am and 5:30-6:30 pm on Friday, March 5. The livestream will feature the local nonprofit community, Amplify Austin Day's leading sponsors, Central Texans who inspire generosity, celebrity guests, businesses, and media leaders, as well as music performances filmed at Grammy Award-winning **Adrian Quesada's Electric Deluxe Recorders Studio** in East Austin. This new celebrity-driven virtual experience will be presented by **Judy Maggio**, host of "ATX Together" (Austin PBS); **Trevor Scott**, host of "We Are Austin" (KEYE-TV CBS Austin); and **Joah Spearman**, CEO and founder of *Localeur*. Primetime hours will be kicked off with sets by **DJ Mel**.

Austin music luminary **Charlie Sexton** serves as I Live Here I Give Here's inaugural music director. He created two Amplify Austin Day Supergroups and has produced two original songs created exclusively for Amplify Austin Day. Local musicians include **David Ramirez**, **Mélat**, **Alex Maas** (The Black Angels), and **Loulou Ghelichkhani** (Thievery Corporation and Night Glitter), with band members featuring **John Michael Schoepf** (Night Glitter), drum dynamo **J.J. Johnson** and **Anthony Farrell** (Greyhounds). The Amplify LIVE event would not be possible without the generous sponsorship of **C3 Presents**, **Tito's Handmade Vodka**, **Jack & Patsy Woods Martin**, **Kathy Smith-Willman & Chad Willman**, **Vinson & Elkins LLP**, **Marisa & Harrison Giles**, and **Electric Deluxe Recorders**.

[Merchandise is now available for preorder](#) via the merch tab on [AmplifyATX.org](https://www.amplifyatx.org) for those wanting to show their support with items, including a 2021 Amplify Austin T-shirt designed by C3 Presents, an I Live Here I Give Here tote bag or mask, and a Super Supporter pack that includes a bundle of all three.

More details about sponsors:

This year, multiple local businesses and foundations are participating with special challenges and incentives, including the following:

- **Reissa Foundation** will be sponsoring a Reissa Relay Prize that recognizes excellence in collaboration among small- and medium-sized nonprofits whose work and missions support (1) at-risk children and vulnerable families OR (2) who are Black, Indigenous, and People of Color (BIPOC) led or BIPOC serving.
 - During early giving, the Reissa Foundation will initiate a relay in which nonprofit organizations will be selected by peers in their category to receive \$2,000 toward their fundraising campaigns. A total of 20 prizes (10 in each category) will be awarded, and winners will be formally announced on Amplify Austin Day. The Reissa Foundation is also making a \$10,000 general gift to the ILHIGH Amplify Fund.
- The Hood Endowment Fund of the **Greater Round Rock Community Foundation** will provide \$30,000 in matching gifts to support Williamson County nonprofits whose missions are in service of military veterans and animal welfare. An additional \$5,000 contribution will cover nonprofit registration fees for select Williamson County-based nonprofits.

- **Tito's Handmade Vodka** continues to be a dedicated sponsor and significant supporter of Amplify Austin Day. Tito's will provide \$20,000 in matching funds for the Arts & Culture cause category as well as \$7,500 for The New Philanthropists Challenge.
- **Netspend** will provide \$20,650 to support Austin Pets Alive!, Center for Child Protection, Central Texas Food Bank, Girls Empowerment Network, Health Alliance for Austin Musicians, Latinitas, and Manos de Cristo.
- **Rowing Dock** is hosting Paddle for a Cause, which will raise funds for the Trail Foundation, Flatwater Foundation, and #bossbabesATX while also providing Austinites with the opportunity to experience Lady Bird Lake by kayak, canoe, or SUP. All sales proceeds will be donated to the ILHIGH Amplify Fund, and Rowing Dock will match all purchases with an additional donation (total donation potential is \$20,000).
- **Shield-Ayres Foundation** is making a \$10,000 grant in support of all nonprofits in the Basic Needs cause category.
- Longtime residents and active community volunteers **Lee & Roger Kintzel** are sponsoring the Housing, Shelter & Homelessness cause category with a \$10,000 matching grant.
- **Social Solutions**, our first donor to the ILHIGH Amplify: Disaster Relief Fund, provided a generous \$10,000 contribution to inspire others to give.
- **Austin Community Foundation, Circuit of The Americas, Germania Insurance, NXP, Enverus, Google, and Moreland Properties** have collectively invested \$80,000 in the ILHIGH Amplify Fund, which supports every single participating nonprofit organization while motivating others to give at the same time. Overall, the fund has raised almost \$375,000 in matching dollars and exclusive prizes that energize the 24-hour campaign. Since its inception in 2016, the ILHIGH Amplify Fund has given back more than \$1.3 million to nonprofits.

More than 20 media outlets, including major sponsors **Austin American-Statesman, Austin PBS, Waterloo Media, Austin Monthly, Austin Woman, Community Impact Newspaper**, and others, are offering in-kind support for Amplify Austin Day 2021 to help raise awareness across the community. Each year, Amplify Austin Day media sponsors play a significant role in making the community-wide day of giving possible through public education initiatives and in-kind advertising. See a [full list of sponsors](#) on [AmplifyATX.org](#).

More details about how to get involved:

Community members can visit [AmplifyATX.org](#) now to get involved as **Fundraising Champions** to advocate for nonprofit causes they are passionate about. When visiting their chosen nonprofit's profile at [AmplifyATX.org](#), click the "Fundraise" option to set up a personal fundraising page to share with friends, family members, colleagues, and neighbors. Last year, peer-to-peer fundraising for Amplify Austin Day resulted in **\$1.8M** raised by **2,380** fundraising champions for their favorite cause.

Local businesses are also invited to join the local generosity movement by signing up their company to **become a Business Fundraiser**. Business Fundraisers encourage their employees to participate by making a gift of \$5 or more to a nonprofit of their choice on Amplify Austin Day. Local companies are critical to the success of Amplify Austin Day. When you sign up as a Business Fundraiser, you create a custom fundraising page, set team goals, and celebrate our community's annual day of giving. Awards and recognition will be given to the top business fundraisers based on employee participation and dollars raised. **And the company with the most dollars raised or the highest percentage of employees participating will be entered to win one of two Fender guitars, signed by all the members of Charlie Sexton's Amplify Austin Day Supergroup!** Registration is Feb. 1 - March 1. Learn more on the [Business Fundraisers page](#) of [AmplifyATX.org](#).

To learn more about Amplify Austin Day 2021, participating nonprofit organizations, and sponsorship opportunities, please visit AmplifyATX.org. Follow I Live Here I Give Here on [Facebook](#), [Instagram](#), [Twitter](#), and [LinkedIn](#) for the latest news and updates. Official hashtag: **#ILiveHereIGiveHere**

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ABOUT I LIVE HERE I GIVE HERE:

I Live Here I Give Here's mission is to make Central Texas the most generous community in the nation. Programs like Amplify Austin Day, See Us Give (formerly See Jane Give and Give Back Jack), Giving Tuesday, Board Internship Program, and the I Live Here I Give Here Awards are designed to help locals find the issues they care about and take action to be part of the solution. By inspiring new and young givers, volunteers, and activists to make an impact on the community where they live, I Live Here I Give Here is ensuring that philanthropy in Central Texas grows and lives on for decades to come. For more information, visit ILiveHereIGiveHere.org.

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