



I LIVE HERE I GIVE HERE'S 2024 AMPLIFY WILCO DAY HIGHLIGHTS OVER 60 WILLIAMSON COUNTY CHARITIES

The Hyper-Local Campaign Will Support Williamson County-Serving Nonprofits in 24-Hour Giving Event Alongside Amplify Austin Day on March 6-7; Early Giving to Start Jan. 24

AUSTIN, TX (Jan. 24, 2024) – [I Live Here I Give Here](#) today announces that **Amplify Wilco Day**, a new complementary campaign to **Amplify Austin Day**, will be held over a 24-hour period from March 6-7. The event will benefit over 60 Williamson County-serving nonprofits, making up nearly 10% of this year's nonprofit participation.

The inaugural hyperlocal event will happen at the same time as Amplify Austin Day, the biggest giving event in Central Texas, to inspire giving during a single 24-hour period. Since 2013, Amplify Austin Day has raised \$102.7 million for over 1,400 Central Texas nonprofits, demonstrating the transformative impact of even small donations starting at \$5.

Beginning at 6 p.m. March 6 and until 6 p.m. March 7, donors may contribute \$5 or more using the I Live Here I Give Here [AmplifyWilco.org platform](#) to search for and select organizations across 19 cause categories, including racial equity, the environment, animals, the arts, basic needs, children, veterans and more. This year's participating organizations include ROCK Ride On Center for Kids, Sam's Adventure Camp, Williamson County Children's Advocacy Center, Hope Alliance, Candlelight Ranch and more.

"Williamson County, though often viewed as a part of Austin by many, is its own unique community that we felt deserved to get its own recognition this year," says Piper Stege Nelson, I Live Here I Give Here's executive director. "We've heard feedback over the years that Williamson County residents want to give where they live, and Amplify Wilco Day will support just that."

Starting today, Jan. 24, Central Texans can make early donations of \$5 or more to their favorite local nonprofits, which will contribute to Amplify Wilco Day totals, early giving incentives and grand prizes. Individuals can support all participating Amplify Wilco Day nonprofits with a contribution to the Amplify Fund by adding their donation at checkout or donating directly to the Amplify Fund.

The Amplify Fund was established in 2016 to inspire individuals, foundations, local businesses and nonprofits to participate in Amplify Austin Day. To date, it has given back nearly \$12 million to participating nonprofits. The Amplify Fund raises awareness for Amplify Austin Day, Amplify Wilco Day and local nonprofits; provides matching dollars to encourage donors; funds prizes for participating nonprofits; and reimburses nonprofits for fundraising costs on March 6-7. Through the Amplify Fund, nonprofits can access a significant match pool and unlock grand prizes, early giving prizes and hourly prizes.

To learn more about Amplify Wilco Day 2024, participating nonprofit organizations and sponsorship opportunities, please visit AmplifyWilco.org. Follow I Live Here I Give Here on [Instagram](#), [Facebook](#), [LinkedIn](#), [Twitter](#) and [TikTok](#) for the latest news and updates.

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ABOUT I LIVE HERE I GIVE HERE:

I Live Here I Give Here connects individual donors and volunteers with local causes they care about. As a nonprofit, they offer community-wide events and year-round specialty programming for businesses, individuals, and the broader nonprofit community to make giving possible for everyone. For more information, visit LiveHereIGiveHere.org.

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