

I Live Here
I Give Here®

Amplify Austin Day

I LIVE HERE I GIVE HERE TO HOST 12TH ANNUAL AMPLIFY AUSTIN DAY ON MARCH 6 - 7

Austin-based nonprofit announces new Amplify Wilco Day campaign plus the addition of 75 new participating nonprofits; sponsorships from Juiceland, Amy's Ice Cream, Tito's Handmade Vodka and more.

AUSTIN, TX (February 20, 2024) — [I Live Here I Give Here](#) is inviting Central Texans to participate in this year's **Amplify Austin Day**, a community-wide giving event scheduled for March 6-7. The event will kick off at 6 p.m. on Wednesday, March 6, and conclude at 6 p.m. on Thursday, March 7. Residents across the seven-county Central Texas region are encouraged to make donations to support over 700 local nonprofit organizations during this 24-hour period. For the first time, I Live Here I Give Here will have over 75 new nonprofits participating, with this year's goal being to ensure every nonprofit receives a donation.

Amplify Austin Day aims to increase giving in Central Texas for hundreds of nonprofits by providing easily accessible giving opportunities via the **online Amplify ATX platform**. Donors can search for nonprofit organizations by keyword, location, and category across seven Central Texas counties: Travis, Hays, Williamson, Burnet, Bastrop, Caldwell, and Blanco. Participating nonprofits serve 19 different cause categories, including racial equity, the environment, animals, the arts, basic needs, children, and veterans.

While the official start of Amplify Austin Day is on March 6, early giving is already open at [AmplifyATX.org](#) for residents who wish to jumpstart donations to their favorite nonprofit. Early donations will count toward the Amplify Austin Day totals and qualify donors for early giving incentives and grand prizes. Since 2013, Amplify Austin Day has raised \$102.7 million for over 1,400 Central Texas nonprofits, demonstrating the transformative impact of donations, from \$5 and on.

This year, I Live Here I Give Here will debut a new hyper-local campaign called [Amplify Wilco Day](#), benefiting over 60 Williamson County-serving nonprofits, nearly 10% of this year's nonprofit participation. Participating organizations include The Caring Place, ROCK Ride On Center for Kids, Sam's Adventure Camp, Williamson County Children's Advocacy Center, Hope Alliance, Candlelight Ranch, and more.

To keep the Amplify Austin Day momentum going, I Live Here I Give Here will host [Amplify LIVE](#)— a benefit concert celebrating the funds raised through Amplify Austin Day and I Live Here I Give Here's 17 years of impact on the Central Texas nonprofit community. This year's concert will be held on **Thursday, April 18, 2024**, at the Historic Scoot Inn in Austin, Texas. In collaboration with C3 Presents, the benefit concert will feature headliner Ben Kweller and performances by Kalu & The Electric Joint and THEBROSFRESH. General admission and VIP tickets are available for purchase online beginning **Friday, February 23**, at [www.ilivehereigivehere.org/amplify-live](#).

Details about how to get involved:

Community members can visit [AmplifyATX.org/info/about-us](#) now to get involved as a **Fundraising Champion**. Fundraising Champions fundraise for nonprofits they love during Amplify Austin Day. Local businesses are invited to **fundraise too by** signing up their company to **become a Business Fundraiser**. Business Fundraisers are a great way to engage employees in

the community and are critical to the success of Amplify Austin Day. Employees participate by making a gift of \$5 or more to their favorite nonprofit on Amplify Austin Day, and businesses compete with each other for leaderboard recognition. In 2023, 54 Business Fundraisers brought in an additional \$814,000 on Amplify Austin Day. When you sign up as a Business Fundraiser, you create a custom fundraising page, set team goals and celebrate the community's annual day of giving. Awards and recognition will be given to the top Business Fundraisers based on employee participation and dollars raised. There is no cost to register. Businesses can sign up by March 5 Learn more on the [Business Fundraisers page](#) of AmplifyATX.org.

Details about Sponsors:

Amplify Austin Day Sponsors underwrite the giving event to ensure that I Live Here I Give Here has the operating support it needs to host the campaign. From back-end operations of AmplifyATX.org to nonprofit outreach and training, additional staffing, volunteer engagement, advertising and grassroots awareness campaigns, these benefactors ensure that the beloved community-wide tradition continues for our growing region. Sponsors include C3 Presents, Texas Mutual, Wise, Tito's Handmade Vodka, H-E-B, Juiceland, Amy's Ice Cream, and more.

This year, there are over \$180,000 in matching dollars available from multiple local businesses and foundations that are sponsoring nonprofits and cause categories through special challenges, incentives and prizes, including:

- **Anonymous Donor** will match \$25,000 for the Animal Care & Services cause category
- **Anonymous Donor** \$2,500 match Youth & Children cause category
- **Amy's Ice Creams** is gifting 5% of net proceeds on March 6 & 7 to benefit I Live Here I Give Here's and Amplify Austin Day operational costs.
- **Central Texas Community Foundation** will match \$25,000 for Animal Care & Services and Military & Veterans nonprofits in Williamson County
- **Cirrus Logic** has committed to matching \$5,000 to the Amplify Fund.
- **Dirdie Birdie** gifting 10% of net sales proceeds on March 6 & 7 to benefit SAFE
- **Expedia Group** has committed to matching \$25,000 to the Amplify Fund.
- **H-E-B** is committing \$10,000 to Environment, Conservation & Sustainability cause category match
- **Juiceland** is committing to a \$10,000 match in support of nonprofits who serve the LGBTQIA+ community by gifting 100% of their net sales on Amplify Austin Day (March 7) from its Central Texas stores.
- **Juniper** gifting 10% of net sales proceeds on March 6 to benefit SAFE
- **Lee + Roger Kintzel** matching \$20,000 to nonprofits in the Housing, Shelter & Homelessness cause category.
- **NXP** has committed to matching \$10,000 to the Amplify Fund.
- **Reissa Foundation** is giving \$25,000 to selected affordable housing nonprofits.
- **Shield-Ayres Foundation** matching \$10,000 to nonprofits in the Housing, Shelter & Homelessness cause category.
- **Sonic** is gifting 5% of net proceeds from 15 Austin-area locations on March 6 & 7 to benefit Austin Humane Society and The Unstoppables Project.
- **Tito's Handmade Vodka** will match \$15,000 for the Arts and Culture cause category.
- **Tso Chinese (through their charitable arm, TsoGiving)** is committing to a \$5,000 match with a goal of raising an additional \$5,000 in support of I Live Here I Give Here by gifting a percentage of their net sales for the month of March.
- **Uncle Nicky's** gifting 10% of net sales proceeds on March 6 & 7 to benefit SAFE
- **Westminster** will match \$2,500 for the Senior Adults cause category.
- **WP Engine** has committed to matching \$5,000 to nonprofits in the Basic Needs cause category.

This year, Amplify Austin Day is being promoted across 30 media outlets in Central Texas. These include Waterloo Media, Austin American Statesman, Austin Business Journal, Austin Monthly, Austin PBS, Austin Woman and Community Impact.

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

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ABOUT AMPLIFY AUSTIN DAY:

I Live Here I Give Here's signature program, Amplify Austin Day, is the biggest day of giving in Central Texas, raising \$102.7 million for the local community since 2013. During a single 24-hour period, from 6 p.m. March 6 to 6 p.m. March 7, residents across a seven-county region will come together to support more than 700 nonprofits by making a donation through the platform AmplifyATX.org.

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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