

**FOR IMMEDIATE RELEASE**

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**I Live Here I Give Here Asks Central Texans to Support Local Nonprofits  
Facing Increased Need this GivingTuesday**

***GivingTuesday is December 1, 2020***

Austin, TX — October 21, 2020 — Local nonprofit I Live Here I Give Here will encourage the Central Texas community to come together to make unrestricted, sustaining donations, engage in virtual volunteerism, and perform acts of generosity. As the official Central Texas community leader for GivingTuesday for a fourth consecutive year, I Live Here I Give Here addresses the growing financial needs in the nonprofit community through the collaboration with the worldwide movement.

GivingTuesday is a global day of giving and unity on December 1, 2020. The event takes place annually the Tuesday after Thanksgiving, following commercial shopping days Black Friday and Cyber Monday, and is designed to drive an influx of generosity, citizen engagement, business and philanthropy activation, and support for communities and nonprofits around the world.

At a time when we are all experiencing unprecedented change and distance due to the pandemic, generosity can bring people together by giving everyone power to make a positive change in the lives of others. GivingTuesday is a day for everyone to stand together and give back in all ways, no matter who or where we are.

“Central Texas nonprofits continue to face an unprecedented challenge — as need increases, resources are more limited. This is a critical time for our community to once again step up and embrace generosity in all of its forms — through sustaining donations, acts of kindness, giving of time and talent, and more,” states Courtney Manuel, I Live Here I Give Here CEO. “I Live Here I Give Here stands with our nonprofit members in Central Texas and with our GivingTuesday partners around the world to shine a light on the importance of generosity. We hope to see everyone in the community take action to help their neighbors in need.”

For the Central Texas campaign, November 1 - December 1, 2020, I Live Here I Give Here aims to raise dependable, unrestricted funds that will allow local nonprofits to be nimble and resilient by encouraging recurring gifts, which can be scheduled for a nonprofit organization of choice at [AmplifyATX.org](https://AmplifyATX.org). Through outreach and marketing, they created the “Generosity Now” challenge that will work to engage the community in virtual volunteer opportunities, peer-to-peer fundraising, and an “Actions for Good” social media campaign. The community will be encouraged to show their generosity in a variety of ways such as writing notes to nursing home residents, chalking their driveway with a positive message for neighbors, or helping fulfill a nonprofit wishlist by ordering supplies, and then share how they give back using the hashtag #ILiveHereIGiveHere, nominating a friend or family member to complete another generous act. All efforts will focus on leveraging our collective spirit of generosity to increase resilience within the context of physical distancing.

A key driver of the Central Texas GivingTuesday campaign is community partnership. I Live Here I Give Here collaborates with hundreds of local nonprofits and relies on support from local and regional media partners, businesses, and community organizations to highlight the vital role of generosity in our community.

With this initiative, I Live Here I Give Here builds upon its 2019 “Actions for Good” GivingTuesday campaign, when the organization counted a record 8.4 million acts of generosity from the community. It also expands on #GivingTuesdayNow, a COVID-19 emergency response campaign that took place on May 5, 2020 and raised more than \$300K in unrestricted funds in a matter of days. GivingTuesday continues to grow each year. Since 2017, I Live Here I Give Here has counted approximately 15 million actions for good in Central Texas, including \$6.6 million donated by Central Texans.

I Live Here I Give Here rallies individuals, families, businesses, and foundations to support local nonprofits in a way that is meaningful to them on Amplify Austin Day, GivingTuesday, and year-round through its online giving and discovery platform, [AmplifyATX.org](https://AmplifyATX.org).

Those interested in joining I Live Here I Give Here’s Central Texas GivingTuesday efforts can visit [ilivehereigivehere.org/givingtuesday](https://ilivehereigivehere.org/givingtuesday). Follow I Live Here I Give Here on Instagram and Facebook @ilivehereigivehere and Twitter @ILH\_IGH for updates and acts of generosity inspiration.

For more details about the GivingTuesday movement, visit the GivingTuesday website ([www.givingtuesday.org](https://www.givingtuesday.org)), Facebook page (<https://www.facebook.com/GivingTuesday>) or follow @GivingTuesday and #GivingTuesday on Twitter. For youth interested in joining the movement, visit [GivingTuesdayKids.org](https://GivingTuesdayKids.org) for project ideas. If interested in data on global giving trends, visit <https://www.givingtuesday.org/data>.

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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, GivingTuesday, the Austin Involved 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 for decades to come. For more information, visit [ILiveHereIGiveHere.org](https://ILiveHereIGiveHere.org).

**ABOUT GIVING TUESDAY**

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.

**MEDIA CONTACT:**

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*\*High-resolution images available upon request*