



**I Live Here
I Give Here®**

**It's
Possible.**

*Imagine a community where
every Central Texan takes part
in shaping our future.*

2021 GivingTuesday

Impact Report



Generous Actions Leading the Way.

GivingTuesday is a global day of giving that takes place every year the Tuesday after Thanksgiving and the shopping events Black Friday and Cyber Monday. The movement brings people together around the world in the name of service and giving.

In Central Texas, GivingTuesday is more than just a one-day giving event. We believe it should inspire ongoing kindness and goodwill throughout our community. This year, to drive this generosity movement, I Live Here I Give Here partnered with Visible, an all-digital wireless service powered by Verizon, that's committed to accessibility and inclusivity, to launch the Acts of Generosity Challenge.

An Act of Generosity can be anything that spreads kindness, from hosting a canned food drive, or fostering a pet, to visiting a local art show, or leaving positive comments online. Throughout the month of November, we shared 30 ways to act generously. We encouraged our followers to commit to taking action and sharing it with #ILiveHereIGiveHere. From November 1 - 30, we witnessed

477 Acts of Generosity within our community.

As GivingTuesday approached, the generosity movement continued to spread toward a new community partnership for I Live Here I Give Here. More than two dozen local businesses agreed to join us for our first ever cause marketing initiative. Together with our neighbors, Cenote, UpWest, and Good Work Austin, we raised thousands of additional funds.

Then, within hours of GivingTuesday's kick-off, I Live Here I Give Here reached an amazing milestone – **\$100 Million in collective funding!** By the end of GivingTuesday, we celebrated as we learned our 7-county region came together to give **\$8.8 Million in donations** to local nonprofits.

As we reflect on the incredible achievements of this campaign, we want to thank each and every one of you. At I Live Here I Give Here, we envision a community where every Central Texan can take part in shaping our future. Together, we are striving towards that every day.

GivingTuesday By The Numbers.

\$8,872,170

Dollars Raised

\$21,902

Gifts to
I Live Here I Give Here

60,639

Donations Made

741

Nonprofit Participants

\$146

Average Gift

7

Counties Served



GivingTuesday In the Press.

60,639

Earned Media
Impressions

\$24,000

Estimated Value of
In-Kind Media Impressions



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When I Live Here I Give Here learned about Visible's commitment to supporting its community by bringing people together, giving back, and inspiring change, there was an instant alignment of values.

"At the core of Visible is social impact," said Visible CEO Angie Klein. "We set out to create a groundswell of impactful change by shining a light on people so all of us are seen, heard, and empowered. We're excited to support the work of I Live Here I Give Here as they work toward our shared value of connecting people and showing up for the community."

Together, we developed the Acts of Generosity Challenge to encourage others to share how they give using the hashtag #ILiveHereIGiveHere. On GivingTuesday, courtesy of Visible, one Instagram follower was selected to receive \$100 to give to their favorite nonprofit on AmplifyATX.org. Our winner was Austin realtor, Amber King. She generously awarded her winnings to the Friends of Austin Animal Center.

Giving Back by Supporting Small Business.

Central Texas is a close community that is passionate about their local small businesses. What better way to promote supporting local than by partnering with the very businesses that help our community culture thrive.

Cenote and UpWest were the first to join us for our cause marketing initiative, committing to offer a portion of their sales on GivingTuesday to I Live Here I Give Here's mission. We then teamed up with Adam Orman, founding member, and Kevin Lawler, managing director of **Good Work Austin**, for an even greater impact. Good Work Austin is a nonprofit that advocates for employees of the service industry, and provides small businesses with access to low cost healthcare and counseling options for their staff.

Thank you to the enormous generosity of our cause marketing participating businesses:

Antonelli's Cheese

Black Star Co-op

Brentwood Social House

Bufalina

Cenote

Chez Zee

China Harbor

Colleen's Kitchen

Contigo

Dai Due

Epoch Coffee

Flitch Coffee

Garbo's

Hillside Farmacy

House Wine

L'Oca d'Oro

Lenoir

Little Wu

Mezzeme

Rosedale Kitchen & Bar

Sala & Betty

Sweet Ritual

Swift's Attic

Taterque

Upwest

West Pecan Coffee + Beer

Wu Chow

Nov. 30th Giving Tuesday

Thank You

Visible

Our Generous Media Partners:

Austin American-Statesman

Austin Monthly Magazine

Austin PBS

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Austin Woman Magazine

Community Impact

CultureMap Austin

KMFA 89.5

The Austin Chronicle

Sun Radio

We extend heartfelt appreciation and gratitude to the thousands of households who gave on GivingTuesday and to these leading sponsors who made the campaign a great success.

