



I LIVE HERE I GIVE HERE'S #GIVINGTUESDAYNOW CAMPAIGN DRIVES IMMEDIATE FUNDING TO CENTRAL TEXAS NONPROFITS IN RESPONSE TO URGENT COVID-19 NEED

AUSTIN, TX (May 14, 2020) – I Live Here I Give Here (ILHIGH) is proud to announce that the Central Texas community responded to the unprecedented need caused by COVID-19 with **3,112** donations made through AmplifyATX.org to **428** Central Texas nonprofit organizations, totalling **over \$300,000** during its #GivingTuesdayNow campaign. I Live Here I Give Here is still seeing donations come in via its year-round online giving platform, AmplifyATX.org.

The global day of giving and unity rallied 145 countries to put generosity into action and raised critical unrestricted funds to help nonprofits respond to urgent and increased need caused by COVID-19.

“Time and time again, Central Texas steps up to support our nonprofit ecosystem,” says Courtney Manuel, Executive Director of I Live Here I Give Here. “We are so grateful for our community’s generous spirit. It’s what makes us resilient, and it’s why we love to call Central Texas home.”

ILHIGH served as the official Central Texas Community Leader for #GivingTuesdayNow, a global day of giving and unity organized as an emergency response to COVID-19. Throughout #GivingTuesdayNow, several hundreds of nonprofits across Central Texas were able to benefit from monetary donations and an increased awareness surrounding the urgent needs of the local nonprofit community. Highlights from #GivingTuesdayNow include, but are not limited to, the following:

- Top nonprofit fundraisers on AmplifyATX.org included Central Texas Food Bank, YMCA of Austin, Highland Lakes Canine Rescue, Hospice Austin, and Common Good Community Development.
- United Way for Greater Austin and Austin Community Foundation's All Together ATX fund has raised over \$5.8 million to date. St. David's Health Care gave a \$50,000 gift to match donations to the All Together ATX fund beginning on #GivingTuesdayNow.
- Caritas of Austin received a \$66,077 gift from The Meyer Levy Charitable Trust.
- Austin icons the Paramount Theatre and Hole in the Wall updated their marquees in solidarity with the nonprofit community on May 5.
- Approximately 600 community members shared how and why they embrace generosity to inspire others on social media.

I Live Here I Give Here offered special incentives on #GivingTuesdayNow to inspire and amplify giving. Twenty donors who gave via AmplifyATX.org on May 5 were selected randomly by I Live Here I Give Here to receive an additional \$250 to give to a nonprofit of their choice on AmplifyATX.org. Winning donors chose to direct funds to organizations including Austin Creative Alliance, DivInc, Latinitas, Front Steps, TexARTS, Central Texas Food Bank, Casa Marianella, Mothers’ Milk Bank, Austin Pets Alive!, Thundering Paws, and Multicultural Refugee Coalition.

Community members across Central Texas participated in the Generosity Now social media challenge, sharing how and why they embrace generosity using the hashtags #ILiveHereIGiveHere and #GivingTuesdayNow, contributing to the success of the #GivingTuesdayNow campaign on May 5. This was an inspiring show of togetherness and community in a time of physical distancing.

In conjunction with #GivingTuesdayNow, ILHIGH hosted its signature mentorship program for emerging philanthropists, See Us Give, virtually via Zoom. Local influencers such as Kelly Wynne Ferguson and Jeremiah Bentley shared their personal giving stories with 157 participants, who were able to foster mentor/mentee relationships and deepen their personal philanthropic journeys.

The #GivingTuesdayNow campaign once again demonstrated to the world the generosity of the Central Texas community, and that generosity can take a variety of forms that are personally meaningful, uniquely local, and easy to incorporate into daily life. AmplifyATX.org continues to serve as a year-round nonprofit search engine especially for those who want to give back during the pandemic. Those interested in giving back locally can visit AmplifyATX.org to connect with a new nonprofit, sign up to become a monthly donor to an organization, and more.

For more details about the [#GivingTuesdayNow movement](http://GivingTuesday.org), visit the GivingTuesday website (www.givingtuesday.org), Facebook page (<https://www.facebook.com/GivingTuesday>) or follow @GivingTuesday and #GivingTuesdayNow on Twitter. Sign up for inspirational “Daily Generosity” text messages by texting “GivingTuesday” to 33777. To learn more about ILHIGH, please visit www.ilivehereigivehere.org. If interested in staying up to date on additional news and announcements, make sure to also follow along on Facebook at [@ILiveHereIGiveHere](https://www.facebook.com/ILiveHereIGiveHere), on Twitter at [@ILH_IGH](https://twitter.com/ILH_IGH), and on Instagram at [@ilivehereigivehere](https://www.instagram.com/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), 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.

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.

#GivingTuesdayNow is organized by the nonprofit GivingTuesday, in partnership with its global network of leaders, partners, communities and generous individuals to help address the urgent need caused by COVID-19. More than 200 communities in 65 countries are participating in the May 5 day of giving and unity.

IMAGES:

High-resolution images are available for download [HERE](#)

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