

FOR IMMEDIATE RELEASE



I LIVE HERE I GIVE HERE INVITES CENTRAL TEXANS TO TAKE ACTS OF GENEROSITY BY SUPPORTING THEIR GIVINGTUESDAY CAMPAIGN

Austin-based Nonprofit Projecting to Reach \$100 Million in Cumulative Funding and 38 Million in Acts of Generosity for the 2021 Central Texas GivingTuesday Taking Place on November 30

AUSTIN, TX (November 4, 2021) — Austin-based nonprofit [I Live Here I Give Here](#) (ILHIGH) is pleased to announce it will serve for the fifth year as the official Community Leader in the Central Texas region for [GivingTuesday](#), an annual day of giving taking place the Tuesday immediately following Thanksgiving, **on November 30, 2021**. GivingTuesday is a worldwide celebration of generosity and promotes giving back starting at the local level after the consumer-based shopping events of Black Friday and Cyber Monday. By giving together, we can shape the future of our community by coming together to donate, engage in virtual and/or in-person volunteerism, and perform acts of generosity.

As a giving gateway, ILHIGH connects individuals, families, and local businesses with nonprofits they hold near and dear to their hearts so that they can make a resounding impact on the community that they love. On this GivingTuesday, support I Live Here I Give Here and reimagine all the meaningful ways you can make a difference by making an unrestricted, sustaining donation towards their fundraising efforts at [ILiveHereIGiveHere.org](#), in an effort to help ILHIGH reach its goal of \$100 million in cumulative funding for 2021.

Donors who use the [AmplifyATX.org](#) platform to donate to their favorite nonprofits on GivingTuesday can make an optional extra contribution to the [I Live Here I Give Here Amplify Fund](#) in the donation cart before checkout, or can visit the [fund page](#) to contribute directly as the fund is now open. The ILHIGH Amplify Fund energizes donors and nonprofits on Amplify Austin Day in early March, and is the source of critical matching dollars shared across all organizations. Since 2013, ILHIGH has raised over \$11M for the Amplify fund which benefits all 700+ participating Central Texas causes.

"2021 is a momentous year for I Live Here I Give Here," says Courtney Manuel, Chief Executive Officer at I Live Here I Give Here. "Not only are we celebrating our organization's 15th Anniversary, we are also about to achieve an incredible milestone -- \$100 million raised for Central Texas nonprofits. We will surpass this landmark achievement on GivingTuesday, thanks to the generous Central Texans who helped us get there!"

New this year, ILHIGH has teamed up with [Visible](#), an all-digital wireless service powered by Verizon, that's committed to accessibility and inclusivity. Since day one, Visible has supported its community by bringing people together, giving back and inspiring change.

"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."

In addition to the Central Texas giving campaign, I Live Here I Give Here encourages the community to participate in their [Acts of Generosity Social Media Challenge](#) by sharing how you give using the hashtags [#ILiveHereIGiveHere](#) and [#GivingTuesday](#). Tag friends, family, and co-workers to join the generosity movement with you. Courtesy of Visible, one Instagram follower will be selected to review \$100 to give to their favorite nonprofit on AmplifyATX.org. An [Act of Generosity](#) can be anything from supporting local artists, mailing a good book to a friend as a surprise, fostering an animal, donating unused books, or being kind and generous with yourself by doing activities you love.

Since its first GivingTuesday campaign in 2017, I Live Here I Give Here has counted approximately 31 million acts of generosity in Central Texas, including \$17 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](#).

Those interested in joining I Live Here I Give Here's Central Texas GivingTuesday efforts can visit [ILiveHereIGiveHere.org/GivingTuesday](#). Follow I Live Here I Give Here on [Facebook](#), [Instagram](#), [Twitter](#), and [LinkedIn](#) for the latest news and updates. Official hashtag: #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), Giving Tuesday, 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 and lives on for decades to come. For more information, visit [ILiveHereIGiveHere.org](#).

ABOUT GIVINGTUESDAY

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.

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High-resolution images available upon request.