



Colorado Gives Day returns for its ninth year on **Tuesday, December 4, 2018**. This annual giving day celebrates and increases philanthropy in Colorado with the rallying cry, “Give Where You Live!” Colorado Gives Day is powered by ColoradoGives.org, a year-round giving website featuring more than 2,500 Colorado nonprofits.

Community First Foundation launched Colorado Gives Day in 2010 with just 539 participating nonprofits and a goal to raise one million dollars. Coloradans gave more than eight million dollars, far surpassing the goal and proving that Coloradans value their nonprofits. From 2010 – 2017, \$182 million has been raised for the state’s nonprofit community.

Many organizations leverage Colorado Gives Day as their most important fundraising activity. Participating nonprofits receive a toolkit of ready-made promotional materials to help offset the resources required to run a fundraising campaign. They also benefit from thousands of dollars of sponsored media coverage from local TV, radio and print outlets. This has real impact for the nonprofits in our communities.

Pam Brier, Executive Director of the Action Center, explains, “The funds we raise on Colorado Gives Day help us to ensure families can get through this holiday season without having to choose between paying their rent, keeping their heat on or providing meals for their family.”

Growth of Colorado Gives Day Since Inception ---

