



Key Messages

Summary

Colorado Gives Day is a statewide movement to increase online giving. This year, Community First Foundation and FirstBank are presenting Colorado Gives Day on Tuesday, December 8, 2020.

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1. Colorado Gives Day donations are accepted at ColoradoGives.org, which features the missions, programs and finances of more than 2,500 Colorado nonprofits. Each organization's online profile is screened by Community First Foundation to ensure specific standards are met before they are added to the program.
2. Colorado Gives Day unites all Coloradans in a common goal to strengthen the state's nonprofits by giving to their favorite charities online. The state's largest community giving movement has raised a total of \$217 million since its inception in 2010.
3. All Coloradans are encouraged to join the statewide Colorado Gives Day movement by supporting their favorite causes online through ColoradoGives.org. Give Where You Live on Colorado Gives Day, December 8, 2020.
4. Colorado Gives Day. It's more than just a day. It's a movement that inspires and unites thousands of donors to give where they live and support Colorado nonprofits.
5. Donations can be scheduled ahead of time, starting on November 1, 2020.

Incentive Fund/Prizes

1. Colorado Gives Day features a \$1.5 Million Incentive Fund made possible by Community First Foundation, FirstBank and other community partners. It is one of the largest giving day incentive funds in the country.
2. The \$1.5 Million Incentive Fund is a pool of dollars that increases the value of every donation made through ColoradoGives.org on Colorado Gives Day. For example, if a nonprofit organization receives 10 percent of the total donations made on Colorado Gives Day, that same nonprofit receives 10 percent of the \$1.5 Million Incentive Fund.

3. The Colorado Gives Day \$1.5 Million Incentive Fund is one of the largest giving day incentive funds in the country.
4. **Note: The Incentive Fund is not a dollar-for-dollar match. Please do not use the word “match” when promoting the day. See below for key points.*