

## Arizona Gives Day Returns April 9th

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The Alliance of Arizona Nonprofits and Arizona Grantmakers Forum are pleased to announce the return of Arizona's statewide day of giving for a second year. Presented by FirstBank, Arizona Gives Day is scheduled for April 9, 2014. The 24-hour online giving initiative encourages Arizonans to recognize and financially support the efforts of various nonprofits from across the state. In addition to fundraising, Arizona Gives Day is an opportunity to raise awareness of the state's nonprofit sector and educate communities on the benefits of online giving.

"After seeing the success of this event last year we are excited to have this event return in Arizona, and raise more than before," said Patrick McWhortor, president and CEO of the Alliance of Arizona Nonprofits. "We hope to have as many as 10,000 Arizonans support our nonprofit community that day, raising much-needed dollars for these worthwhile organizations."

According to Marissa Theisen, president and CEO of the Arizona Grantmakers Forum, the impact of individual donors on the state's many nonprofit organizations will be felt for years to come. "These funds will help organizations change lives, build leaders and champion so many good causes."

### *Fast Facts:*

- Arizona Gives Day is a statewide effort to generate awareness and funding for the more than 20,000 nonprofits in the state of Arizona.
- Individual giving is key to the success of many nonprofit organizations and financial contributions made on Arizona Gives Day will make a huge impact on the services and programs available in our state.
- Arizona Gives Day provides the opportunity for nonprofits to engage with new donors and increase participation from existing donors.
- Arizona Gives Day will harness the collective energy of the \$20 billion nonprofit community in Arizona.

### *How to Give:*

Beginning at midnight on April 9 and continuing until 11:59 p.m., Arizonans can go online at [www.azgives.org](http://www.azgives.org) and pledge their financial support to the nonprofit of their choice. Donors will select the recipient of their online donation – there will be an estimated 800 or more to choose from – and the donation will go directly to their chosen organization.

Or, if you wish to give right now, simply visit [azgives.org](http://azgives.org) and click "schedule my donation," where you will be able to choose which organization you wish to support right now.

No matter why or when you give on April 9 – *just give!*

Every single penny raised on Arizona Gives Day will impact us all.