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ALABAMA GIVES DAY HOPES FOR RECORD CONTRIBUTIONS

Birmingham, Ala. – On February 2, 2012 the Alabama Association of Nonprofits, in partnership with the Alabama Broadcasters Association and the Razoo Foundation, is taking one day to harness the power of individual contributions statewide. Alabama Gives Day will connect new and existing donors with thousands of Alabama nonprofits through a simple one day online giving process increasing awareness of local Alabama charities.

This historic event in Alabama, backed by the marketing power of Alabama radio and television stations, will further help charitable organizations continue to provide a broad spectrum of aid across the state. “The Alabama Broadcasters Association is excited to participate in what will be a historic event for philanthropy in our state and possibly across the nation. Alabama radio and TV stations will join together in an effort to raise record amounts in gifts for charities across the state in a 24-hour period,” said Sharon Tinsley, President of the Alabama Broadcasters Association.

When presented with a new way to give online, community members have overwhelmingly shown their support through donations. This year, Colorado Gives Day raised \$12 million for Colorado nonprofits while Minnesota’s Give to the Max raised an incredible \$13.4 million. While the immediate benefit is huge, the ripple effects of giving have helped spur other philanthropic endeavors according to organizers in Minnesota and Colorado. Alabama Gives Days hopes to follow suit breaking philanthropic records statewide.

“Connecting individual donors to nonprofits, while also promoting the safety and ease of online giving, is critical to helping our nonprofits be sustainable without being so dependent on foundation and corporate grants,” said Russell A. Jackson, Alabama Gives Day Manager for the Alabama Association of Nonprofits. “Never before has an event of this magnitude taken place in our state. This will be a defining moment for Alabama nonprofits participating in the event and the impact will be felt far and wide.”

Nonprofits eligible to participate must have 501(C) (3) status from the IRS. Nonprofits can learn more by visiting www.alabamagivesday.org

The Alabama Association of Nonprofits (AAN) strives to unite nonprofits for a stronger Alabama by strengthening the sector and members through nationally-recognized professional development, advocacy and public policy and association management services. The AAN is committed to advancing the sector by providing professional training opportunities, policy engagement and training, group purchasing benefits, consulting services and management support to help nonprofit organizations. For more information about AAN and Alabama Gives Day please visit www.alabamanonprofits.org.