



FOR IMMEDIATE RELEASE

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**COMMUNITY FOUNDATION OF SARASOTA
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**Nonprofit Organizations Gear Up for the 2024 Giving Challenge
*Registration is now open for the 24-hour online giving event, hosted
by the Community Foundation of Sarasota County***

FOR IMMEDIATE RELEASE— For the hundreds of nonprofit organizations expected to take part in the 2024 Giving Challenge, the months leading up to the event in early April are crucial for gaining traction to make the most of the short—but energizing—online giving event.

Registration opened Nov. 1 and is ongoing through Jan. 12, 2024, with those registered by Dec. 12 automatically eligible to be entered into a drawing for a \$500 cash award. Interested nonprofit leaders can register at givingchallenge.org. All participating organizations must have a profile on The Giving Partner, a powerful online directory of nonprofit organizations, by Jan. 12, 2024. Participation in the Giving Challenge and registration on The Giving Partner are free and available to all registered 501(c)3 organizations serving Charlotte, DeSoto, Manatee, and/or Sarasota counties.

Since 2012, the Giving Challenge has provided a platform and exposure for nonprofit fundraising, with \$75 million raised over eight challenges that have supplied unrestricted funding to nonprofits serving Charlotte, DeSoto, Manatee and Sarasota counties.

Donations are amplified through an inspiring match offered by The Patterson Foundation that doubles donation dollars on unique gifts up to \$100, fueling nonprofits fiscally for the coming years. The Patterson Foundation has lent its support in this way since the first Giving Challenge.

“The Giving Challenge inspires philanthropy and emphasizes the Community Foundation’s democratic credo that everyone can “Be the One” to have a positive impact on the community,” said Roxie Jerde, President and CEO of the Community Foundation.

In 2022, that critical mass of donating led to \$16.2 million in unrestricted funds raised in a single 24-hour period, money that was delivered directly to the 667 participating nonprofits.

But the Giving Challenge is far more than a fundraising event. Participants of past challenges have reported that, aside from generating significant income, the preparation for the giving day is an opportunity to build relationships and develop skills that are vital to an organization's overall well-being.

In 2022, more than 77 percent of survey participants reported that participation in the Giving Challenge helped their organization build capacity. Responses ranged in ways the Giving Challenge increased their ability to fulfill their missions:

- "Participating earns us credibility and visibility."
- "Participating allowed us to partner with new organizations and reach new supporters."
- "The Giving Challenge helped us extend our reach in the community."

The Community Foundation of Sarasota County hosts workshops and convenings in the months leading up to the event, which this year will be noon to noon April 9-10, 2024. Workshops offer nonprofit leaders best practices and new strategies for marketing and development that leaders can utilize long after Giving Challenge dollars have been allocated.

"The Giving Challenge benefits both givers and nonprofits alike, fostering mutual growth and impact," explained Debra Jacobs, President and CEO of The Patterson Foundation. "These nonprofits dedicate themselves to preparing for the 24-hour event, and the results of their hard work are evident in the creative ideas, innovative approaches, and lasting relationships that arise. This extends beyond the conclusion of the Giving Challenge, as they continue to employ effective fundraising strategies."

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About the Community Foundation of Sarasota County: The Community Foundation of Sarasota County is a public charity founded in 1979 by the Southwest Florida Estate Planning Council as a resource for caring individuals and the causes they support, enabling them to make a charitable impact on the community. With assets of \$460 million in more than 1,570 charitable funds, the Community Foundation awarded grants and scholarships totaling \$45.3 million dollars last year in the areas of education, the arts, health and human services, civic engagement, animal welfare and the environment. Since its founding, the Community Foundation has been able to grant more than \$396 million to area nonprofit organizations in our community thanks to the generosity of charitable individuals, families, and businesses. For more information, visit www.CFSarasota.org or call (941) 955-3000.

About The Patterson Foundation: The Patterson Foundation strengthens the efforts of people, organizations and communities. The Foundation focuses on issues that address common aspirations and foster wide participation, along with ways organizations learn and share as they evolve. For more information, please visit www.thepattersonfoundation.org and connect with [@ThePattersonFdn](https://twitter.com/ThePattersonFdn) on Twitter.