



# MEDIA RELEASE

## Manitoba community foundations raise more than \$1 million, Manitobans make more gifts than ever, during another successful 24-Hour Giving Challenge

### *Each qualifying \$5 gift was worth \$7 thanks to stretch funding from the Manitoba government and The Winnipeg Foundation*

**Friday, Dec. 6, 2019. FOR IMMEDIATE RELEASE.** Our province's culture of generosity was once again demonstrated as Manitobans came together to support their hometowns during the 24-Hour Giving Challenge on Saturday, Nov. 16. On that day, **Manitoba community foundations raised more than \$1 million** and Manitobans made more gifts than ever during the challenge, demonstrating we can have more impact by working together.

During the 24-Hour Giving Challenge, each \$5 gift made to a Manitoba community foundation's undesignated fund was stretched by \$1 from the Manitoba government (to a maximum of \$2,000 per foundation) and by \$1 from The Winnipeg Foundation (to a maximum of \$2,000 per foundation). This added stretch to the undesignated funds provides community foundations with greater flexibility in responding to communities' changing needs and emerging priorities.

Manitoba is home to 55 community foundations – the most community foundations per capita in the country. Many community foundations were also able to leverage additional stretch funding from local community partners. Please see attached PDF for a detailed list of gifts by foundation. Since gifts to community foundations are endowed, Manitobans' generosity ensures permanent support for communities. The 24-Hour Giving Challenge is coordinated by Endow Manitoba, an initiative of The Winnipeg Foundation.

"We are thrilled with the response this year, and so grateful to our community. It's not just the current residents, but the ones who have moved away and still care about Dauphin," says Kit Daley, Executive Director of the Dauphin and District Community Foundation. "We want to thank everyone who contributed, including the Manitoba government and The Winnipeg Foundation for their stretch funding. We really appreciate the support and the impact gifts made during the 24-Hour Giving Challenge will have on our granting dollars."

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"The 24-Hour Giving Challenge is our primary fundraiser every year. We look forward to it and we promote it with our residents and businesses year-round," says Chris Saunders and Carol Findlay, Pinawa Community Foundation Board members. "We focus on repeat donors and keeping them up to date on how their gifts are being matched, not only by The Winnipeg Foundation and the Manitoba government, but also by local companies. It is an opportunity for everyone to pull together and be part of a good news story."

"Thanks to generous support from across Manitoba more than \$1 million was raised in a single day to support our province's strong network of community foundations," says Municipal Relations Minister Rochelle Squires. "Our government first participated in the 24-Hour Giving Challenge in 2017 which resulted in a significant increase in gifts. We know these funds help build and strengthen our communities which is why we have committed to extend our participation until 2026."

#### **24-Hour Giving Challenge 2019 highlights:**

- \$1,010,386.83 raised
- \$844,882.21 total gift value
- \$165,504.62 total stretch value
- 2,111 gifts made in 24 hours
- 31 community foundations received maximum stretch

#### **Historic amounts raised during 24-Hour Giving Challenge:**

- 2019 - \$1,010,386.83
- 2018 - \$1,016,666.61
- 2017 - \$893,448.89
- 2016 - \$497,115.99
- 2015 - \$555,868
- 2014 - \$245,428

Community foundations are charities, built by communities for communities. Gifts are pooled and permanently invested, and the interest earned is granted to local initiatives each year. Since the capital is never spent, your gifts support the community forever. Every year, community foundations invest millions of dollars into a wide range of local charitable projects, helping ensure our Manitoba hometowns are vibrant and thriving.

#### *Media inquiries/questions:*

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