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The North Valley Community Foundation is excited to announce North Valley Week of Giving, a supersized, local version of Giving Tuesday.

Nonprofit, charitable public organizations in Butte, Glenn, Tehama and Colusa counties can sign up to participate in North Valley Week of Giving, which runs Dec. 1-7. The event is exclusively online. Donations can be made to any participating organization through NVCF's Week of Giving web page, www.nvcf.org/weekofgiving.

Giving Tuesday is a national online campaign encouraging people to invest in the charitable causes they value on the Tuesday after Thanksgiving.

"Why just have a day of giving to charitable causes when you can have seven?" said Carly Gordon, NVCF's director of philanthropic initiatives. "We know the coronavirus pandemic is making it more difficult for charitable organizations to hold fundraisers. This provides an opportunity to raise awareness about nonprofits in our area and also gives people and businesses a chance to donate to multiple causes in one place."

Applications for organizations that would like to participate are available at nvcf.org/weekofgiving. The deadline for organizations to apply is 4 p.m. Nov. 1.

In the month of November, NVCF will work with participating organizations on fundraising strategies to raise awareness about the campaign.

With generous support from Ken Grossman and Katie Gonser of Sierra Nevada Brewing Co., North Valley Week of Giving will provide cash awards and other incentives to participating organizations.

"We strive to improve and strengthen our region, and our world, by investing in the development of unifying, innovative and sustainable programs," said Alexa Benson-Valavanis, NVCF president and CEO. "The North Valley Week of Giving is just that."

The event is designed to further the power of communitywide fundraising efforts, demonstrated for a decade through NVCF's Annie B's Community Drive, while also capitalizing on the storytelling and fundraising efficiencies of the internet.

The future of giving is online, and with that in mind, NVCF has created a simple infrastructure and intuitive process to open up the world of online fundraising to our funds and nonprofits in the area.

"Our approach will encourage community members to use the internet to support the causes they value, as well as provide an easy opportunity to learn about new and existing causes in the region," said Benson-Valavanis. "Equally as important, our investment in building out the online infrastructure, as well as handling the administrative and accounting work, will allow small, medium and large-scale operations alike to focus solely on sharing their stories -- and value -- without the burden of developing new internal infrastructure that can be costly."

Millions of dollars are being invested in public charities through the internet each year. There are generations who have the capacity to give but will likely never write a check to a charity. Their passion and ability to help nonprofits and charitable funds advance their missions is not something that the nonprofit sector can afford to overlook if they hope to maintain stability and achieve sustainability. So, the North Valley Community Foundation is investing in this strategy and infrastructure for everyone.

NVCF will provide marketing, storytelling and messaging materials for all participants to help make this a successful campaign.

"Let's make investing in what we value as easy as a click of a 'Donate' button. And, let's show again how working together really is the way forward for our region," said Benson-Valavanis.