

**INSERT YOUR  
ORGANIZATION'S  
LOGO**



**Media Contact**

Name

Phone number

E-mail

**FOR IMMEDIATE RELEASE**

---

**Support the work of [organization name] on Colorado Gives Day**

**City, CO (Date)** – [insert name of your organization] invites Coloradans to support our efforts to [insert mission/services provided] by donating to us on Colorado Gives Day, December 4, 2018.

Presented by Community First Foundation and FirstBank, Colorado Gives Day is an annual statewide movement to celebrate and increase philanthropy through online giving. The event is powered by ColoradoGives.org, a year-round, online giving website.

Eagle County Gives is a coalition of 49 Vail Valley nonprofits dedicated to strengthening the collaboration, fundraising capacity and awareness of the nonprofit sector that enhances the quality of life in Eagle County.

Last year, a record-breaking \$36.6 million was raised for Colorado nonprofits. Approximately \$1 million of that was raised for nonprofits right here in Eagle County.

“The donations we receive on Colorado Gives Day help us do more to support the community and ensure [insert a statement about your work/mission],” says [insert name and title of your executive director]. “Our goal is to raise \$xxxx this year, which is a big part of our annual operating budget. We also want to get a share of the \$1 Million Incentive Fund.”

**\$1 Million Incentive Fund**

Community First Foundation and FirstBank each contributed \$500,000 to create a \$1 Million Incentive Fund, one of the largest gives-day incentive funds in the country. Every nonprofit receiving a donation on Colorado Gives Day receives a portion of the fund, which increases the value of every dollar donated. For example, if [insert name of your organization] receives 10 percent of the total donations made on Colorado Gives Day, [insert name of your organization] also receives 10 percent of the \$1 Million Incentive Fund.

To increase awareness of our organization, we are participating in Eagle County Gives as well as... [Include information about special ways your organization is participating, any special events, matching donation opportunities from large donors, collaborations with other nonprofits, etc.]

Community First Foundation, an Arvada-based foundation dedicated to fueling the power of community to drive positive change, and FirstBank, Colorado's largest locally owned bank, have partnered to present Colorado Gives Day for the past six years. By making fundraising simple for nonprofits and giving easy for donors, Colorado Gives Day is one the most successful events of its kind in the nation. Last year, \$36.6 million was raised for Colorado nonprofits in just 24 hours. Since its inception in 2010, \$182 million has been donated on Colorado Gives Day.

For more information about [insert name of your organization], please visit [insert website]. For more information about Colorado Gives Day, please visit [ColoradoGivesDay.org](http://ColoradoGivesDay.org).

###

**About [insert name of your organization]**

[Insert short description of your organization and the work you do]

**About Eagle County Gives**

Founded in 2010, Eagle County Gives is a coalition of 49 Vail Valley nonprofits dedicated to strengthening the collaboration, fundraising capacity and awareness of the non-profit sector that enhances the quality of life in Eagle County. Together, we strive to increase the awareness of our collective impact and have banded together to increase total local donations on Colorado Gives Day and year-round. Support for Eagle County Gives provides 49 local organizations the means to provide basic human needs, protect the mountains you explore, and develop and protect the next generation.

**About Community First Foundation**

Since 1975, Community First Foundation has been helping generous donors and innovative nonprofits come together to improve the quality of life and create positive change in Jefferson County, the Denver metropolitan area and beyond. We serve as a connector, partner, collaborator and resource to fuel the power of community for the greater good. We are proud to use our energy, leadership and trusted stewardship of financial resources to energize giving across our state, strengthen nonprofits, support donors and find new ways to address community needs. For more information, visit [CommunityFirstFoundation.org](http://CommunityFirstFoundation.org).

**About FirstBank**

FirstBank operates more than 115 locations in Colorado, Arizona and California. FirstBank is the largest locally owned banking organization in Colorado, serving more than 650,000 customers. Since 2000, FirstBank has contributed more than \$50 million and thousands of volunteer hours to charitable organizations. FirstBank is unique in that a majority of its stock is owned by management and employees. For more information, visit [firstbank.com](http://firstbank.com).