

REPORTER-HERALD

'Give where you live:' Loveland nonprofits are on Colorado Gives Day list

By Shelley Widhalm Reporter-Herald Staff Writer

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To Participate

What: Colorado Gives Day.

When: All day Tuesday.

Where: Go online to GivingFirst.org.

Loveland Nonprofits:

A Child's Dream.

Boys and Girls Clubs of Larimer County.

Disabled Resource Services.

House of Neighborly Service.

Life Choices.

McKee Medical Center Foundation.

Neighbor to Neighbor.

Pathways Hospice.

Project Self-Sufficiency.

Reflections for Youth.

Teaching Tree Early Childhood Learning Center.

Tuesday will be a day for cybergiving.

The Community First Foundation, along with FirstBank, is presenting the second annual Colorado Gives Day, an initiative to increase philanthropy in Colorado through online giving to nonprofits in the state.

Colorado Gives Day is a 24-hour period "to give where you live."

"It's a day dedicated to celebrating and supporting Colorado nonprofits," said Caitlin Jenney, communications manager for the Community First Foundation, an Arvada-based supporter of nonprofits that assists individuals with charitable giving.

Eleven of the 900 nonprofits listed at GivingFirst.org are based in or have sites in Loveland.

"The day creates a sense of urgency that (donors) need to take action," said Mary Carraher, executive director of Project Self-Sufficiency of Loveland-Fort Collins.

Last year, the Community First Foundation aimed to raise \$1 million for 540 nonprofits but actually raised \$8.4 million.

The foundation, which hopes to exceed that amount this year, covers all of the processing fees for the day, so 100 percent of the donations go directly to the nonprofits.

"This is a time when charities really need our help. It's a tough economy," Jenney said.

"Last year was a tough economic time, too. We were blown away by the generosity of Coloradans. This year we want to ask how far we can go."

The nonprofits that participated last year reported that:

98 percent received donations.

83 percent gained new donors.

"It's an opportunity for potential donors that don't know about Project Self-Sufficiency to learn about us and become new donors," Carraher said, adding that the donations the agency receives will support its operation expenses.

Lindsay Nichols, program director of Neighbor to Neighbor, said the nonprofit could use the additional funds, which will go toward finding stable, affordable housing for those in need.

"Because of the tough economic times, funding has been shrinking and the need has been growing," Nichols said. "Nonprofits rely on donations, grants and fundraising." FirstBank is sponsoring 12 new High Five prizes, each worth \$5,000, to stimulate giving and reward nonprofits for achieving their goals in the amount of money they raised, the number of donations they received and the largest percent increase from 2010. Also, the bank is providing \$1,000 in Bonus Bucks each hour when a donor will be randomly chosen and the nonprofit associated with that donation will receive the cash.

"We want to make Dec. 6 the largest day of giving in the state," Jenney said. Shelley Widhalm can be reached at 669-5050, ext. 531, or swidhalm@reporter-herald.com.