

#GivingTuesdayNWO

Donor Frequently Asked Questions

Q: What is #GivingTuesday™?

A: It is a global day dedicated to giving. Following Black Friday and Cyber Monday, #GivingTuesday™ is a time when charities, families, businesses, community centers and students around the world come together for one common purpose: to celebrate generosity and to give. In 2018, #GivingTuesday™ will be held on November 27. The movement encourages nonprofit organizations to harness the power of social media to create awareness of their missions and to raise funds. To learn more about the national movement, visit www.givingtuesday.org.

Q: What is the role of Toledo Community Foundation in the day of giving?

A: Toledo Community Foundation encourages northwest Ohio nonprofits to take part in a local day-long giving campaign titled #GivingTuesdayNWO on November 27, 2018. The role of Toledo Community Foundation is to support and encourage nonprofits to raise funds on that day. The local #GivingTuesdayNWO helps to build the capacity of regional organizations of all sizes, particularly in regards to the use of social media and online giving. In partnership with The Center for Nonprofit Resources, Toledo Community Foundation will offer educational sessions to the nonprofit community in September and October. These sessions will feature tools and resources useful in supporting a successful #GivingTuesdayNWO campaign. In addition, Toledo Community Foundation will offer three grant awards of \$5,000 each to nonprofits that participate in #GivingTuesdayNWO.

All information regarding the educational session and grant program is published on the Toledo Community Foundation website (www.toledocf.org/givingtuesday) and the e-newsletter of The Center for Nonprofit Resources. Nonprofit staff and board members can sign up to receive the newsletter by visiting www.c4npr.org/main/enewsletter-sign-up.

Q: How can I participate in #GivingTuesdayNWO?

A: Give directly to northwest Ohio nonprofit organizations on November 27, 2018 by making an online donation on your chosen organization's website, delivering a check or cash to that organization's headquarters or by suggesting a grant from your Toledo Community Foundation Donor Advised Fund to the organization on that day. Note that #GivingTuesdayNWO is designed to capitalize on excitement and awareness on one day only, so it is critical to ensure that your donation occurs on the exact date (November 27, 2018).

We encourage you to give to your favorite nonprofit organization, especially those that have registered to participate in #GivingTuesdayNWO. A list of organizations that have registered with us and which currently have 501(c)(3) tax-exempt status will be published on Toledo Community Foundation's website at www.toledocf.org/givingtuesday.

The list will be updated on November 6, 13 and 20. A final list of registered organizations will be uploaded to the website by 5 p.m. on November 26, 2018.

Q: What do I need to know about the Toledo Community Foundation #GivingTuesdayNWO grant program?

A: The Foundation encourages local nonprofit organizations to participate in this day of giving by offering a total of three, \$5,000 grant awards to organizations that register to participate with Toledo Community Foundation. After registering and successfully running a #GivingTuesdayNWO campaign, local nonprofits that complete a survey describing their activities and results will be eligible for selection as one of three grant recipients. Note that eligible organizations will receive funds based on a random selection administered by Toledo Community Foundation. One grantee will be selected from each of three groups including: 1) organizations with operating budgets over \$500,000; 2) organizations with operating budgets less than \$500,000; and 3) organizations that attend both #GivingTuesday Mastermind sessions offered by The Center for Nonprofit Resources. Not all organizations that participate in the day of giving will receive funds from Toledo Community Foundation.

Q: How do I know what organizations are eligible for the grant program?

A: An updated list of eligible, registered 501(c)(3) nonprofit organizations will be uploaded to the Toledo Community Foundation website on November 6, 13 and 20. A final list of eligible organizations will be uploaded to the website by 5 p.m. on November 26, 2018. Please visit www.toledocf.org/givingtuesday to view the list of organizations.

Q: Will every organization that participates receive funding from Toledo Community Foundation?

A: No. A limited amount of funding is available for the grant program. Three eligible organizations will receive funding based on random selection.

Q: Can donations be made directly to Toledo Community Foundation on behalf of an eligible, participating organization?

A: No. The Foundation cannot accept any donations on behalf of nonprofit organizations. All donations must be made directly to the organization itself.

Q: What was the regional impact of #GivingTuesdayNWO in 2017?

A: In 2017, 208 area nonprofits registered to participate in #GivingTuesdayNWO. On the day of giving, more than \$630,965 was raised locally. An additional \$80,982 was donated to nonprofits through matching contributions made following Giving Tuesday.