

# #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 2021, #GivingTuesday™ will be held on November 30. 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](http://www.givingtuesday.org).

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

A: Greater Toledo Community Foundation encourages northwest Ohio nonprofits to take part in a local day-long giving campaign titled #GivingTuesdayNWO on November 30, 2021. The role of Greater 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 addition, Greater Toledo Community Foundation will offer two grant awards of \$5,000 each to nonprofits that participate in #GivingTuesdayNWO.

All information regarding the grant program is published on the Greater Toledo Community Foundation website (<https://www.toledocf.org/2021/10/givingtuesdaynwo-2/>) and the 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](http://www.c4npr.org/main/enewsletter-sign-up).

**Q: How can I participate in #GivingTuesdayNWO?**

A: Give directly to northwest Ohio nonprofit organizations on November 30, 2021 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 Greater 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 30, 2021).

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 Greater Toledo Community Foundation's website at <https://www.toledocf.org/2021/10/givingtuesdaynwo-2/>.

The list will be updated on November 9, 16 and 23. A final list of registered organizations will be uploaded to the website by 4 p.m. on November 29, 2021.

**Q: What do I need to know about the Greater 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 two, \$5,000 grant awards to organizations that register to participate with Greater 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 two grant recipients. Note that eligible organizations will receive funds based on a random selection administered by Greater Toledo Community Foundation. One grantee will be selected from each of two groups including: 1) organizations with operating budgets over \$500,000; and 2) organizations with operating budgets less than \$500,000. Not all organizations that participate in the day of giving will receive funds from Greater 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 Greater Toledo Community Foundation website on November 9, 16 and 23. A final list of eligible organizations will be uploaded to the website by 4 p.m. on November 29, 2021. Please visit <https://www.toledocf.org/2021/10/givingtuesdaynwo-2/> to view the list of organizations.

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

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

**Q: Can donations be made directly to Greater 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 2020?**

A: In 2020, 99 area nonprofits registered to participate in #GivingTuesdayNWO. On the day of giving, more than \$323,437 was raised locally. An additional \$10,000 was donated to nonprofits through grants made by Greater Toledo Community Foundation following GivingTuesday.