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GIVING TUESDAY SUCCESSFUL FOR A SECOND STRAIGHT YEAR

GREAT BEND, Kan. – The numbers are in and for the second straight year, Golden Belt Community Foundation’s “Give Where You Live” – Giving Tuesday event proved successful with even more gifts received for local endowments than last year. Celebrated on Dec. 1 this year, Giving Tuesday attracted more than 400 donors who gave over \$210,780 that impacted organizations throughout Barton, Pawnee, Rush and Stafford counties. This total amount includes a \$50,000 match.

Efforts to grow the endowments of these participating organizations and increase giving were strategic and goal oriented. Christy Tustin, Executive Director of Golden Belt Community Foundation said the first Giving Tuesday in 2014 raised over \$127,000 in the one-day giving event, including \$30,000 in that year’s matching pool. New this year, the foundation opened up donations to be received via mail beginning Nov. 16 through Dec. 1. “We wanted to offer people the option to donate in-person on Giving Tuesday or to mail their donations in the event they were not able to make it on Dec. 1. This also opened up the possibility for out of state donors to support their favorite organization “back home,” Tustin continued.

Donations started adding up into the thousands ahead of the Dec. 1 celebration, including a gift from as far away as Florida. Businesses were also invited to join in and include employees in on the Giving Tuesday spirit. CUNA Mutual Retirement Solutions, Great Bend Regional Hospital, Adams, Brown, Beran & Ball, and Holy Family were among the businesses participating.

Rounding out the top five organizations to raise the most funds for their endowments were The Prairie Godmother Funds Endowment, Barton County Pool Endowment, Heartland Cancer Patient Care and Support Endowment, Almost Home, Inc. Endowment, and First Christian Church of Great Bend Endowment. These five organizations all received a portion of a \$3,000 incentive grant for raising the most funds.

The gifts have been designated, matching funds allocated, and incentive grants awarded. In January the GBCF Board of Directors will discuss the 2015 results and the possibility of hosting Giving Tuesday 2016. The GBCF also will celebrate its 20th anniversary in 2016.

For questions, please call Golden Belt Community Foundation at 620-792-3000 or email gbcf@goldenbeltcf.org.

About #GivingTuesday

#GivingTuesday is a movement to celebrate and provide incentives to give—the 2015 iteration was held on December 1, 2015. This effort harnesses the collective power of a unique blend of partners—nonprofits, businesses and corporations as well as families and individuals—to transform how people think about, talk about and participate in the giving season.

#GivingTuesday inspires people to take collaborative action to improve their local communities, give back in better, smarter ways to the charities and causes they celebrate and help create a better world. #GivingTuesday harnesses the power of social media to create a global moment dedicated to giving around the world.

Golden Belt Community Foundation

At \$18.2 million in total assets and more than 157 funds under management, Golden Belt Community Foundation has been connecting people who care to causes that matter since 1996. Golden Belt Community Foundation exists to provide non-profit organizations in central Kansas with a permanent source of support and to serve as a vehicle for charitable giving for donors. GBCF serves the counties of Barton, Pawnee, Rush, and Stafford. For more information about Golden Belt Community Foundation, call (620) 792-3000 or visit their website at www.goldenbeltcf.org.

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