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Long Beach Gives Returns in 2020 for a Greater Impact

Long Beach Gives Second Annual Campaign Set for Thursday, September 24, 2020

Long Beach Gives returns for a second year and aims to raise $1M in support of 150+ nonprofits that make our community a more vibrant place to live, work, and play. The online Giving Day campaign is set for Thursday, September 24, 2020, and will help people find, learn about and be able to easily donate to causes they believe in. The goals of Long Beach Gives are to raise awareness about nonprofits and the critical role they play in our communities, and to inspire people to give generously to nonprofits—creating a strong community where everyone can thrive.

This week, we are announcing the launch the Long Beach Gives campaign website at www.longbeachgives.org where you can visit to learn more about the 150+ nonprofits making a difference in Long Beach. At longbeachgives.org, people of Long Beach can sign-up to become fundraisers for causes they are passionate about, and learn more about each organization. We are counting on caring and philanthropic individuals to spread the word and make an impact through giving to worthy causes. In 2019, Long Beach nonprofits were supported by 871 peer fundraisers—individuals, groups and businesses that set up personalized fundraising pages, sharing their message in order to raise funds for organizations—and the participating organizations are looking forward to more community engagement in year two. “By creating a peer to peer page in support of your favorite charity, you will be able to lend your voice, resources, and energy to advance the mission of that organization.” Niko Galvez, Long Beach Gives Campaign Director

Nonprofits are critical to the community now more than ever—providing safety net services, finding new ways to interact with our youth, advocating for positive change, ensuring our mental health and access to the arts remain as we navigate a new normal—and we want to ensure they endure so that our communities can count on them in the months and years to come. Whether you’ve attended local arts or music events, received legal support or health care services, adopted a pet, or enrolled your child in a special after school program, chances are high you’ve interfaced with a dozen or more groups. Without local nonprofits working tirelessly to fulfill their missions — everyday — our community would look and feel like a very different place.

In the inaugural year in 2019, 93 nonprofits raised over $822,000 through Long Beach Gives, a historic event bringing together the largest collaborative online giving day of Long Beach
serving nonprofits. Building on that success, on September 24th, 2020 150+ nonprofits will work together to raise $1,000,000.00.

Long Beach Gives was spearheaded by The Josephine S. Gumbiner Foundation (JSGF) in 2019 with the goal of moving nonprofits into the growing world of online fundraising and connecting with a new generation of supporters in the community. Nonprofits were provided free training and support from The Nonprofit Partnership (TNP) for success in year 1, and continued that support in year 2. The timing could not have been better to bring Long Beach Gives back. “When the pandemic hit, moving most of our everyday lives online, our nonprofits embraced the virtual world, attended educational webinars and are ready to join together for Long Beach Gives 2020,” Michelle Byerly, Executive Director of The Nonprofit Partnership.

Interested in getting involved? Contact Long Beach Gives to be a peer fundraiser, business sponsor, and more!

For more information about Long Beach Gives visit https://www.longbeachgives.org.

Please see this link for media assets, such as logos, flyers, etc.: https://www.dropbox.com/home/Branding%202020/Nonprofits/Media%20Kit

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**About Long Beach Gives:**

Long Beach Gives is a 24-hour online giving day. This annual fundraising event provides an easy and fun way for our entire city to give together. It helps generous donors and innovative nonprofits come together to improve the quality of life and create positive change for Long Beach. The goal of Long Beach Gives is to inspire individuals and businesses in our community to come together to make a difference in the exemplary work of the 150+ local, participating nonprofits.

Last year was the first year of Long Beach Gives and the outpouring of support helped surpass the initial goal by over 300% in raising over $822,000 for 93 local organizations. Long Beach Gives is returning on Thursday, September 24, 2020 with a one million dollar goal!