



For Immediate Release: March 8, 2021

**LONG BEACH GIVES ONLINE FUNDRAISING OPPORTUNITY
FOR LONG BEACH NONPROFITS**

*Long Beach Gives seeks to increase the number of participating nonprofits
and sets goal to raise \$2 million in 2021*

Long Beach, CA - Long Beach Gives is excited to announce its third annual, citywide, online fundraising event to take place on Thursday, September 23, 2021 from 12:00 a.m. to midnight. Last year, over 7,000 donors and 1,197 peer fundraisers raised over 1.7 million dollars for 154 nonprofit organizations representing over 16 causes for children, families, animals, the arts and environment, social justice, and many more. Dedicated community sponsors invested over \$192,000 for this community wide event to support the great work that nonprofit organizations do each and every day to enrich the lives of those that live and work in Long Beach.

Long Beach Gives returns this year to support and highlight the work of Long Beach nonprofits and to educate individuals and businesses about the critical services nonprofits provide to our community. Long Beach Gives invites nonprofits serving Long Beach residents, with at least two years of 501 (c) 3 tax exempt status (by April 1, 2021), to apply by March 31st.

“Long Beach Gives is not only a fun and engaging way to connect with new donors and raise money, it is a wonderful way to connect with other nonprofits and professionals. I also think for smaller nonprofits or those with less resources, the training and educational workshops are an incredible added value.” - Richard & Karen Carpenter Performing Arts Center, Long Beach Gives participant 2020.

Long Beach Gives offers participating nonprofit organizations over a dozen trainings in marketing and online fundraising, hands-on assistance in building strategic fundraising campaigns, and regularly scheduled virtual meetups and affinity groups provided by The Nonprofit Partnership. Christina Kreachbaum, the Nonprofit Partnership’s Program Manager provides a preview of the educational opportunities for participating nonprofits, “We designed

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this year's capacity building trainings to incorporate and reflect what the nonprofit sector shared are the most challenging aspects of reaching new donors online. Additionally, with no plans to return to in-person training, we've added a few ways and more time for the nonprofits to network and seek peer support from each other and from the Long Beach Gives team."

Niko Galvez, Campaign Director of Long Beach Gives shares why this year's campaign is just as crucial as the last one, "Nonprofits serving the residents of Long Beach survived a tumultuous year of increased need for their services, many nonprofits relocated staff and programming and shifted to providing essential services virtually. This year, as nonprofits seek to rebuild, renew and envision a better, more positive future for us all, Long Beach Gives provides the education nonprofits need to reach new donors and champion their impactful work across the city through this collaborative online fundraising effort."

"It's an opportunity for people to see all the GREAT work being conducted by so many different nonprofits in the city. It gives people a chance to get more connected and know they're making valuable contributions to our community." - Romeo, Long Beach Gives Donor 2020.

More information on eligibility, participant requirements, the selection process, and the online application can be found at <https://www.longbeachgives.org/application/>. **The deadline to apply is Wednesday, March 31 at 5:00 pm.** Nonprofits are asked to attend a virtual information session on Friday, March 12, 2:00-3:30 or Tuesday, March 23, 10:00-11:30 to learn more about Long Beach Gives, their participation requirements, what it takes to run a successful campaign, and the opportunity to ask questions. These information sessions will have Spanish and Khmer translation. Registration links can be found on the application page listed above.

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ABOUT LONG BEACH GIVES

Long Beach Gives is our city's annual day of giving; providing an easy and fun way for the entire city to give to Long Beach nonprofit organizations through a unique online giving platform. We help people find, learn about and contribute to the causes they believe in while enabling nonprofits to share their stories and engage the Long Beach community. **This year Long Beach Gives will take place on Thursday, September 23, 2021 from 12:00 am to midnight.**

Donations last year ranged from \$5 to \$25,000 and online gifts averaged \$104 from nearly 9,000 transactions. Peer fundraisers raised over \$600,000 of the \$1.7 million, creating

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personal profile pages that explained why they were passionate about supporting their chosen nonprofit organization. These pages were shared via social media, email, text, and more to raise 34% of the total amount raised last year.

For more information visit www.longbeachgives.org

MEDIA CONTACT

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High-resolution images are available upon request.