

*For Immediate Release*

## **4-H to Join in Alabama Gives Day Feb. 2 to Support Nonprofits**

Alabama 4-H, the state's largest youth development organization, is joining other nonprofits in the state for the first, massive, one-day online giving opportunity on Thursday, Feb. 2.

The Alabama Association of Nonprofits, in partnership with the Alabama Broadcasters Association, is taking one day to harness the power of individual contributions statewide. Supported by the Razoo Foundation, the Alabama Press Association, Alabama Giving, Intermark Group and hundreds of nonprofits in our state, Alabama Gives Day aims to make history by connecting new and existing donors with hundreds of Alabama nonprofits in just 24 hours.

"Donations are vital to Alabama 4-H, and we are glad to be partnering with the Alabama Association of Nonprofits in this historic effort," says Dorman Grace, chairman of the Alabama Club Foundation. "This opportunity is a win-win for Alabama 4-H youth, Alabama nonprofits and the entire state. Every donation is important and will go to Alabama."

Lamar Nichols, assistant director of 4-H and Youth Development for the Alabama Cooperative Extension System, says money raised in this one-day effort will be directed to the local 4-H program in each county. "County programs are the heart of 4-H, and today more than ever before, local funding is critical," he says. "Unless a donor designates otherwise, funds generated from Alabama Gives Day goes directly to the county 4-H program where it will best serve 4-H youth."

"The Alabama Broadcasters Association is excited to participate in what will be a historic event for philanthropy in our state and possibly across the nation. Alabama radio and TV stations will join together in an effort to raise record amounts in gifts for charities across the state in a 24-hour period," says Sharon Tinsley, president of the Alabama Broadcasters Association.

The Gives Day movement began three years ago in Minnesota as a means to increase philanthropy and help grow the individual donor base of nonprofits. This year Minnesota's Give to the Max day saw 47,538 donations totaling \$13.4 million. Colorado Gives Day recently had 52,000 donations totaling \$12 million. When presented with a new way to give online, community members have overwhelmingly shown their support through donations, and while the immediate benefit is huge, the ripple effects of giving have helped spur other philanthropic endeavors according to organizers in Minnesota and Colorado. Alabama Gives Day hopes to follow suit breaking philanthropic records statewide.

"Connecting individual donors to nonprofits, while also promoting the safety and ease of online giving, is critical to helping our nonprofits be sustainable," says John Stone, president and CEO for the Alabama Association of Nonprofits. "Never before has an event of this magnitude taken place in our state. This will be a defining moment for Alabama nonprofits participating in the event, and the impact will be felt far and wide. We've seen what Minnesota, Colorado and other Gives Days have done, and with Alabama's strong tradition of giving, we believe that history can be made on Feb. 2."

To learn more about Alabama Gives Day and Alabama 4-H, go to [www.Alabama4H.com](http://www.Alabama4H.com).

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**About Alabama 4-H**

Alabama 4-H is the state's largest youth education organization, reaching more than 84,000 youth between the ages of 9 and 18. There are nearly 1,700 clubs throughout Alabama's 67 counties. 4-H teaches leadership, citizenship and positive character development, and provides programs, competitions, events and activities for youth in rural and urban settings through in-school programs, community clubs and special interest groups. To find out more about Alabama 4-H, go to [www.Alabama4H.com](http://www.Alabama4H.com).