

Give Where YOU LIVE

In 24 hours of online giving you can support nonprofit organizations servicing the Roanoke Valley through **Roanoke Valley Gives** day.

It's as easy as point-click-give, for as little as \$10
Only on March 15, 2017
rvgives.givebig.org



An initiative of Foundation for Roanoke Valley

What is Roanoke Valley Gives?

Roanoke Valley Gives, an initiative of Foundation for Roanoke Valley, is a 24-hour online giving event designed to inspire and grow philanthropy across the Roanoke Valley! We hope to empower those who love the community to easily support their favorite causes or charitable organizations.

What is the goal of Roanoke Valley Gives?

Our inaugural Roanoke Valley Gives day proved to be a success – raising over \$366,000 for the local nonprofit community in a 24-hour period – exceeding the original goal of \$150,000. With the first year under our belt, Foundation for Roanoke Valley truly believes the community and the participating nonprofit organizations will reach \$500,000 on March 15, 2017! Additionally, Foundation for Roanoke Valley is investing \$10,500 to establish the incentive prize pool with a goal of generating \$70,000 from the corporate community and fundholders to provide prize money (grants) to participating nonprofits.

How does Roanoke Valley Gives work?

Foundation for Roanoke Valley will continue its relationship with Click & Pledge to set up an online platform with searchable profiles of participating nonprofits. All donations will be processed through the Roanoke Valley Gives platform. Anyone can donate to his/her favorite nonprofits from March 15 at 12:00 am through 11:59 p.m. via rvgives.givebig.org. Nonprofits and donors can track progress throughout the 24-hour event. Additionally, Foundation for Roanoke Valley will promote the campaign through pre-event, day-of-event and post-event marketing materials, social media and awarding prizes in the form of grants to participating nonprofits.

Who participates?

Donors at all levels are invited to “give where you live” and donate to their favorite nonprofits while sharing the opportunity with their networks. We have over 130 local nonprofits participating in the 2017 Roanoke Valley Gives day. Nonprofits must be a 501(c)3 tax-exempt organization located in and serving the cities of Roanoke and Salem and the counties of Botetourt, Craig, Franklin and Roanoke.

Partner with Roanoke Valley Gives!

A wide range of sponsorships are available for businesses, companies and fundholders that wish to partner with Foundation for Roanoke Valley to support Roanoke Valley Gives. Roanoke Valley Gives will reach across the entire Roanoke Valley, helping local nonprofits raise money, while raising the visibility of your business through our marketing campaign! For more information, please contact Carly Oliver at carly@foundationforroanokevalley.org.