



## For Immediate Release

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### Roanoke Valley Gives is Back for a Third Year

**Roanoke, VA (February 7, 2018)** – Foundation for Roanoke Valley announced today that *Roanoke Valley Gives*, the first-ever valleywide online day of giving implemented in March 2016, will return. Nonprofits from all over the Roanoke Valley will come together for a third powerful day of action on Wednesday, March 14, 2018.

This innovative online fundraising event encourages Roanoke Valley residents to donate as much money as possible in support of their favorite local charities in just twenty-four hours. To date, 160 Roanoke Valley nonprofits have joined this year's effort, with additional organizations in the process of registering.

Collectively in 2017, the organizations raised \$705,813, blowing away the \$500,000 goal. Over 6,000 donors participated, contributing from \$10 to \$40,000. Building on that success and believing in the generosity of the community, the Foundation announced that the 2018 goal is **\$800,000**.

Carly Oliver, Foundation Associate Director, noted "Give days had proven to be quite successful in other communities across Virginia and the United States. Our goal is to help nonprofits raise significant amounts of dollars for their organization in a very short period of time, to expand their donor base, and to provide them with an online giving presence and professional social media and related technical training. We do this work solely to benefit this community we love, as the community foundation does not receive any fee income from the give day."

To further entice organizations to participate, the Foundation has again raised tens of thousands of dollars in the form of sponsorships to be awarded as incentive prizes throughout the day, such as for the organizations that raise the most money. Poe & Cronk Real Estate Group is again the event's Platinum Partner, and Davis H. Elliot Company and Advance Auto Parts are the Gold Partners. More than two dozen other sponsors comprise the Silver, Bronze, Golden Ticket, and Media sponsors. The Foundation indicated that it is still looking for additional sponsors for the day.

*Roanoke Valley Gives* will begin at midnight EST on March 14 and continue until 11:59 p.m. on that same day. Donors will go online to [rvgives.givebig.org](http://rvgives.givebig.org) to connect with causes they care about and make tax-deductible donations to support the important work of their favorite Roanoke Valley nonprofits.

Foundation for Roanoke Valley is the community foundation serving this region. It has worked for 29 years to administer and make grants from hundreds of named endowment funds on behalf of the community. For more information, visit [www.foundationforroanokevalley.org](http://www.foundationforroanokevalley.org). Platinum Partner Poe & Cronk Real Estate Group is locally owned and internationally recognized as the region's leading full-service commercial real estate company.

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