

News Release



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Giving Challenge Moves into Final Week

Online donations will be matched until Friday at 4 p.m.

After one week, Lakes Area donors are making some visible ripples.

Since last Monday, 145 individuals have given more than \$17,000 in online donations through the foundation's *Ripple Effects Giving Challenge*. The donations will benefit five nonprofit organizations selected by an anonymous Initiative Foundation donor.

The nonprofits are Bridges of Hope, Kinship Partners, Lakes Area Habitat for Humanity, Salem WEST and The Salvation Army. Each can earn up to \$5,000 in matching donations. The foundation is offering another \$1,000 for the organization that finishes the challenge with the most individual donors.

Over the weekend, Bridges of Hope moved into the lead with 46 donors, but four of the five nonprofits are separated by only 13 donors.

"It's fun to watch the generosity and the friendly competition," said Matt Kilian, Initiative Foundation director of communications. "This is a unique opportunity to double your donation and help your favorite nonprofit win an extra \$1,000. At the end of the week, we want every one of these nonprofits to reach their goal."

Donors can participate and follow the challenge in real time at www.givemn.org/ripples. In order to be counted toward the match, donations must be made online with a credit card before 4 p.m., Friday, August 13th. 100 percent of all gifts will go to the nonprofits.

Kilian said the challenge is being held online because web donations are less expensive for nonprofits and less time-consuming for most donors. GiveMN.org is a nonprofit online giving portal that allows donors to search for, connect with, and share charitable causes that inspire them.

The Brainerd Dispatch, BL Broadcasting, Brainerd Lakes Chamber and Range Printing have also contributed advertising and other promotional support to the challenge.

Partnering with local donors, the Initiative Foundation offers loans to businesses, grants to nonprofits, and a variety of leadership programs that enable citizens to build stronger communities in central Minnesota.

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