

FOR IMMEDIATE RELEASE:

11/22/2016

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**5<sup>th</sup> Annual #GivingTuesday One Week Away**  
*MANP Urges Statewide Participation*

**Portland, ME** - Maine Association of Nonprofits (MANP), the largest membership organization in the state dedicated to strengthening Maine's nonprofits, is encouraging all Mainers to participate in #GivingTuesday on November 29. This global day of giving harnesses the collective power of individuals, communities and organizations to encourage philanthropy and to celebrate generosity worldwide. #GivingTuesday is held annually on the Tuesday after Thanksgiving and the widely recognized shopping events Black Friday and Cyber Monday to kick-off the holiday giving season and inspire people to collaborate in improving their local communities and to give back in impactful ways to the nonprofits causes they support.

"We have a day for giving thanks and we have two days for getting deals. Giving Tuesday is an opportunity to focus on what really matters this holiday season," said Mary Erin Casale, Advocacy and PR Manager for MANP. "The more people give back to their community, the more they are engaged in making Maine a better place for all of us."

MANP's biennial [Adding Up Impact Report](#) illustrates how nonprofits provide an excellent return on society's investment and details charitable giving in Maine. A new edition of the report is scheduled to be published in February 2017. The latest data shows that on average, Maine people give over \$700 per year to charity<sup>1</sup>. This number lags behind the national average of \$1400. However, Mainers are extremely generous with their time. Approximately 350,000 of Maine's residents volunteer annually, a rate that puts Maine in the top 25% nationally.<sup>2</sup>

"Giving Tuesday provides an opportunity for Mainers to increase these numbers and take collaborative action to support the work of Maine's nonprofits while taking part in a unifying social movement," said Jennifer Hutchins, Executive Director of MANP. "Nonprofits address the challenges facing the state year-round and are essential to our community infrastructure. During this time of giving, we encourage Mainers to dig a little deeper to support their friends, neighbors and local organizations."

In 2015, nonprofits raised more than \$117 million online on #GivingTuesday to help make the world a better place in countless ways. Much more was generated offline and through donations of time and other resources. For more information on how Maine organizations are participating in #GivingTuesday, email Mary Erin Casale at [mecasale@nonprofitmaine.org](mailto:mecasale@nonprofitmaine.org) or call (207)871-1885. For more information on the national #GivingTuesday movement, visit <http://www.givingtuesday.org>

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*Since 1994, MANP has grown to become Maine's comprehensive resource for the tools, knowledge, and connections nonprofits need to be effective and well-run. With a growing statewide membership of almost 800 nonprofit and 135 for-profit organizations, MANP advances the public profile of Maine nonprofits by highlighting their vital contribution to the quality of life in our state, connects people, organizations and resources from all sectors to foster collaborative problem solving, and strengthens nonprofits by providing management training and leadership development programs, resources and services to help staff and board leaders enhance their community mission impact.*

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<sup>1</sup> IRS Revenue Transaction Files (RTF) of 501(c)(3) Public Charity Form 990/990EZ/990PF Returns

<sup>2</sup> Volunteering and Civic Life in America, Corporation for National and Community Service