

FOR IMMEDIATE RELEASE:

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#### 4<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 December 1. 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, after the widely recognized shopping events Black Friday and Cyber Monday. It serves as a kick-off the holiday giving season and a reminder of the true meaning of generosity. Since 2012, online giving on the Tuesday after Thanksgiving has increased more than four-fold, based on findings by Blackbaud and the Indiana University's Lilly Family School of Philanthropy, produced in partnership with the Case Foundation.

"Mainers are taking part in this global celebration. From the top of the Time and Temp building in Portland to the coastal towns of the Boothbay region, nonprofits across the state are kicking off the charitable giving season," said Mary Erin Casale, Advocacy and PR Manager for MANP. "The more people give back, the more they are engaged in making Maine a better place. It is such a simple idea that everyone can be a part of."

One collaborative in Maine, [Boothbay Treasures](#), has grown to 40 members and is featured on the national [#GivingTuesday chapter map](#). Formed in 2013, the group was created with the modest goal of letting people know that they live, work, and serve in one of the most caring places on Earth. This year, they are promoting their work with a [photograph taken by a drone](#) to help the community visualize how many people are involved in the work being done by their local nonprofits.

MANPs biennial [Adding Up Impact Report](#) details charitable giving in Maine and illustrates how nonprofits provide an excellent return on society's investment. On average, Maine people give over \$600 per year to charity<sup>1</sup>. This number lags behind the national average of \$1200. 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> According to the Nonprofit Research Collaborative, more than half of all nonprofits receive from 25% to more than 50% of their funding in the final 12 weeks of each year.

For more information on MANP, visit <http://www.nonprofitmaine.org/> or call (207)871-1885. For more information on #GivingTuesday, visit <http://www.givingtuesday.org> and for more information on Boothbay Treasures visit <https://www.facebook.com/boothbaytreasures/>

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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> NCCS Data Web, National Center for Charitable Statistics, <http://nccsdataweb.urban.org>

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