

NEWS

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County will support Give BIG fund-raising campaign

The Board of Supervisors today approved the County's participation in Give BIG San Bernardino County, a one-day online giving campaign intended to benefit 150 non-profit organizations that serve the needs of local residents.

The County, in partnership with The Community Foundation, will encourage businesses, community leaders and volunteers to help reach a goal of \$300,000 in new donations for non-profits in San Bernardino County during a 24-hour web-a-thon in early May 2014. Last year, The Community Foundation conducted the first major online giving campaign in the Inland Empire for the City of Riverside, generating more than \$200,000 for non-profits in that area.

The Give BIG campaign follows a growing trend of 24-hour online and technology-based fund-raising efforts. Non-profits and charitable organizations like the American Red Cross have seen success with text-based donation drives. Other organizations are using websites such as Kickstarter.com and gofundme.com to help raise money for projects.

The purpose of the Give BIG campaign is not only to raise money for non-profits in a single 24-hour period, but to provide training and structure to help non-profits continue to market their causes and raise funds in the future - particularly through the use of social media sites like Facebook and Twitter.

"We hope that Give BIG will not only attract donors who regularly contribute to our local organizations, but will inspire young, new donors to get involved and promote civic engagement in their community," said San Bernardino County Supervisor James Ramos, who spearheaded the County's involvement in Give BIG.

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During the campaign, non-profits will come together to help meet the overall fundraising goals of Give BIG, but they will also engage in friendly competition to raise the most money and find new donors in an effort to win prizes and matching grants. Already, more than 80 volunteers throughout the county have formed regional subcommittees to help raise awareness about Give BIG.

More information about how to get involved in Give BIG San Bernardino County will be released in the coming weeks.

Supporting Give BIG San Bernardino County is one of many actions the county has taken to increase the capacity of local non-profit organizations to provide services to county residents and foster a culture of philanthropy within the county.

Having a successful non-profit sector is key to achieving the Countywide Vision identified by residents and other key community stakeholders, www.sbcounty.gov/vision. Non-profit organizations provide health and social services to the county's most-vulnerable residents and contribute to the economic health and social well-being of the county. However, non-profit agencies in San Bernardino County are severely underfunded and struggling to provide critical services. A study conducted by the James Irvine Foundation reports that "lack of capacity is the region's key non-profit issue."

In addition to supporting Give BIG San Bernardino County, the board today approved an agreement with the Inland Empire United Way to help the county's strongest non-profit agencies attract additional investment, fill service gaps, and increase capacity to meet community service needs.