



Give Fest - Oct. 10, 2024

WHAT IS GIVE FEST?

Give Fest is an exciting 24-hour window when Ellis, Rooks, and Trego counties come together to contribute to the life-changing work of our local nonprofit organizations. It was created by the Heartland Community Foundation as a way to increase philanthropy in the three Heartland-area counties and to galvanize the community to “give back” in a big way. This giving day shines a spotlight on local giving and creates a new sense of energy around generosity.

Mid-October is a prime time to solicit donations, ahead of the 4th quarter year-end window and holiday rush. The Oktoberfest twist tied to Give Fest infuses a fun, playful element with a nod to the cultural heritage of our region. Donations made to participating organizations on Oct. 10, 2024, will be matched 1:1 or proportionate to total money raised from a match pool of \$150,000. \$50,000 has been set aside for each county. Prizes can also be won at the day-of events.

Donors are encouraged to visit HeartlandGiveFest.org to learn more about each participating nonprofit or to make a donation during the event.

WHEN IS GIVE FEST ?

Give Fest begins at midnight, Oct. 10, and continues until 11:59 p.m. The online giving platform will be open from Oct. 4-10. Donations are accepted at HeartlandGiveFest.org. Special in-person events are planned for each county during the day on Oct. 10.

HOW DOES IT WORK?

Donate online or in-person on Oct. 10, 2024. Mailed donations should be sent no later than Oct. 8 to ensure they arrive on Oct. 10. Nonprofits participating in the giving day are listed on HeartlandGiveFest.org on pages that have their mission statement, social media links, pictures, videos, etc. Nonprofits are encouraged to campaign: send email blasts, post on social media, plan events — whatever it takes to motivate their base to support them during the giving day! Donors can spread the word too. Checks must be made payable to the Heartland Community Foundation. Donors will include a donation form to direct funds to the nonprofit(s) they've selected and in what amounts. Give Fest is one-stop-shop giving made easy.

WHAT ARE THE BENEFITS?

The benefits are many: a chance to let new donors learn about your organization, the opportunity to grow donations during a relatively quiet time of year, free marketing materials, extensive publicity, and the opportunity to earn matched dollars and prizes.

WHAT NONPROFITS ARE PARTICIPATING?

Nonprofit organizations, schools, and religious institutions serving Ellis, Rooks, or Trego counties are welcome to register for Give Fest. Nonprofits must have a organization, designated, or field-of-interest fund at the community foundation. They must also sign an agreement form and upload profile information in order to participate.

Hosted by:



WWW.HEARTLANDGIVEFEST.ORG



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ELIGIBILITY

- Participating nonprofits must have an endowed fund with HCF. Participation is at no cost to the organizations. Organization, Designated, and Field-of-Interest Funds are eligible.
- A Nonprofit Agreement & Registration Form is due to HCF by Aug. 31 in order to participate in Give Fest.
- To establish a new fund, the completed fund agreement is also due by Aug. 31. The minimum to open a new fund is \$2,000.
- Organizations will receive a 1:1 match or proportionate to the total amount raised, from a match pool of up to \$150,000. \$50,000 has been set aside for each county.
- Participants should market the event to their donors. HCF will supply organizations with a marketing toolkit beginning on July 15. Access the toolkit at www.HeartlandGiveFest.org. Password: Givefest2024
- No single organization is allowed to receive more than half of the total match per county.
- Donations by participating organizations to their own fund will not qualify for the match.
- All gifts from donors go to the principal of the organization's ENDOWED fund and are restricted to the 5% annual spendable rule.
- Nonprofits may choose how to receive their matching dollars earned: cash grant for immediate use, only applicable if your fund has a balance of at least \$10,000; Or, direct to your fund, non-endowed or endowed.

HOW TO GIVE

Donations will be tax deductible and can be applied to multiple organizations with a single check or online gift. Donors will receive a receipt letter after the event. Donations are irrevocable.

- In-person in Hays, Oct. 10, 11 a.m.-2 p.m. (The Strand); In-person in WaKeeney, (details TBD), Oct. 10; In-person in Plainville, Oct. 10 (details TBD). Nonprofits can set up tables to share information with visitors. Participation in the event is optional.
- Drop off at the HCF office, 1200 Main St., Hays, between 8:30-5:30 p.m., Oct. 10.
- Online during the Give Fest giving period at HeartlandGiveFest.org Online gifts accepted midnight Oct. 4 through 11:59 p.m., Oct. 10.
- Mail to Heartland: PO Box 1673, Hays, KS 67601. Must be received by Oct. 10.
- Credit card gifts are subject to a 2.2% credit card fee plus a 30-cent transaction fee
- Out-of-town donors can send gifts directly to the organization. The organization will then bring the gift to be counted. Checks must be made out to Heartland Community Foundation with the charity's name in the memo, along with a donor form.

ADDED INCENTIVE

New fundholders in Rooks and Trego counties are eligible to receive a \$2,000 matching incentive, available for the first five new funds in each county.

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