



MEDIA RELEASE

Manitoba community foundations raise more than \$890,000 during 24-Hour Giving Challenge

Each gift made on Saturday, Nov. 18 was stretched by The Winnipeg Foundation and the Province of Manitoba

Saturday, Dec. 2, 2017. FOR IMMEDIATE RELEASE: Thanks to the generosity of Manitobans, community foundations across our province raised an incredible **\$893,448.89** during this year's 24-Hour Giving Challenge, once again demonstrating why we're the most generous province in Canada!

During the 24-Hour Giving Challenge, The Winnipeg Foundation stretched each \$5 gift made to community foundations with \$1 (to a maximum of \$2,000 per foundation). New this year! The Province of Manitoba also contributed \$1 for every \$5 gift (to a maximum of \$2,000 per foundation). To receive the stretch, gifts had to be made to a foundation's undesignated fund.

Along with The Winnipeg Foundation, Manitoba is home to 54 other community foundations – the most community foundations per capita in the country – 52 of which participated in this year's challenge. Many were able to leverage additional stretch funding from local community partners. Please see attached PDF for a detailed list of gifts by foundation. Since gifts to community foundations are endowed, Manitobans' generosity ensures permanent support for communities.

"We are thrilled with the results of this year's 24-Hour Giving Challenge," said Rick Frost, CEO of The Winnipeg Foundation. "This was the biggest stretch ever offered and clearly Manitobans responded, raising nearly \$400,000 more than last year. This support helps Manitoba communities flourish forever."

"On behalf of the Province, I want to thank Manitobans for their generosity during the 24-Hour Giving Challenge," said Municipal Relations Minister Jeff Wharton. "The initiative, led by The Winnipeg Foundation, raised record amounts this year and brought attention to the important work our community foundations do."

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24-Hour Giving Challenge 2017 highlights:

- 1,609 gifts made in 24-hours
- \$744,264.54 total gift value
- \$149,184.36 total stretch value
- \$4,000 maximum stretch available per foundation
- 52 Manitoba community foundations participated
- 27 Manitoba community foundations received maximum stretch

Historic amounts raised during 24-Hour Giving Challenge:

- 2017 - \$893,448.89
- 2016 - \$497,115.99
- 2015 - \$555,868
- 2014 - \$245,428

Gifts to community foundations are pooled and permanently invested. The capital is never spent. Every year, the investments generate income that is distributed as grants to local charities. Community foundations provide support that lasts forever.

Every year, community foundations invest millions of dollars into a wide range of local charitable projects. They help ensure our hometowns are vibrant and thriving.

*The Winnipeg Foundation, Canada's first community foundation, was established in 1921. Built by people from all walks of life, The Foundation pools and invests gifts entrusted to it to generate grants that benefit a variety of local charitable needs **For Good. Forever.***

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