



## **For Immediate Release**

### **24 HOURS OF GIVING: MORE THAN 200 NONPROFITS EXPECTED TO CELEBRATE PHILANTHROPY AND RAISE MONEY AS PART OF DO MORE 24 DELAWARE ON MARCH 5-6, 2020**

**Delaware (February 19, 2020)** --- For 24 hours starting at 6 PM on Thursday, March 5, 2020 until 6 PM on Friday, March 6, 2020, more than 200 nonprofits and their supporters will be raising money and awareness as part of “Do More 24 Delaware,” a 24-hour day of giving for nonprofits serving Delaware. The fundraising event is being organized by United Way of Delaware and Spur Impact Association.

Delaware is home to hundreds of unique, integral and even lifesaving nonprofits - all of which are impacting Delawareans whether they realize it or not. All of these nonprofits need more individuals—young and seasoned—to support their mission, join their boards, and raise their profile among the community. And yet, when it comes to individual charitable giving, Delaware ranks poorly, 48 out of 50 according to a 2018 study.

“I don’t believe that is an accurate description of who we are and I’m hoping my fellow Delawareans will join the Do More 24 Delaware movement and dispel that once and for all on March 5<sup>th</sup> and 6<sup>th</sup>.” said Michelle A. Taylor, President and Chief Executive Officer of United Way of Delaware. “We look forward to Delawareans coming together, showing their generosity and giving back to their favorite nonprofits that day.”

To help motivate donors to give to their favorite nonprofits, the event features more than \$60,000 in cash prizes being awarded that day. The biggest prize is a \$40,000 stretch pool, thanks to grant funding from Welfare Foundation, The Laffey-McHugh Foundation, and Delaware Community Foundation. Each of the nonprofits that raise money will get a portion of the stretch pool, based on how much money they raise over the 24 hours.



“Every donation counts, every donor counts, and most importantly, every nonprofit counts, said Charlie Vincent, Executive Director of Spur Impact. “Because nonprofits serve our community in many unique ways, we want to motivate new and existing supporters across the state to give more and have their donations go a little further during these 24 hours.”

In addition to the stretch pool, nonprofits will be able to win additional prize money throughout the day, including a \$5,000 opening prize thanks to JP Morgan Chase, which will award the first 20 nonprofits who get 25 donations a bonus of \$250 each. Other prize sponsors include Capital One and NuPoint Marketing. Many other companies are also providing incentives for their employees to participate, such as CSC which is matching each of its employee donations up to \$1,000 that day. In addition to the fundraising, many nonprofits will be promoting themselves or holding events throughout the state over the course of March 5 and 6. To learn more or donate, visit [www.DoMore24Delaware.org](http://www.DoMore24Delaware.org).

### **About Do More 24 Delaware**

Founded by United Way of Delaware in 2016, *Do More 24 Delaware* is a one-day event during which nonprofits across the state participate in an around-the-clock friendly competition to raise incremental funds that go directly to participating agencies. Nonprofits create their own outreach activities to engage supporters and compete for additional cash incentives funded by corporate and foundation donors.

### **About United Way of Delaware**

Founded in 1946, United Way of Delaware (UWDE) works to advance the common good by focusing on three key areas: Early Education, College and Career Readiness and Financial Stability. UWDE is engaged in a long-term strategy to eliminate the root causes of the most pressing social problems in New Castle, Kent, and Sussex counties. UWDE is also responsible for the United Way brand in Salem County, New Jersey, where its activities are guided by the Salem County Advisory Committee of the UWDE Board of Directors. For more



information or to support UWDE, visit [www.uwde.org](http://www.uwde.org), follow us on Twitter @UnitedWayDE, or on Facebook at <https://www.facebook.com/UnitedWayofDelaware>, or call (302) 573-3717.

### **About Spur Impact Association**

Spur Impact Association is a 501c3 nonprofit organization focused on building a collaborative network for any individual, organization or affiliate group seeking to connect with and develop young professionals, the future lifeblood of any organization. Spur Impact is best known for the Millennial Summit, one of the nation's fastest-growing and largest young professional conferences held annually in Wilmington, Delaware.

###

### **For more information, contact:**

Brent Porter  
Vice President, Marketing, Communications &  
External Affairs  
United Way of Delaware  
302.573.3717 | [bporter@uwde.org](mailto:bporter@uwde.org)

Sarah Fulton  
Associate Director of Development  
Spur Impact Association  
302.333.6161 | [sarah@spurimpact.org](mailto:sarah@spurimpact.org)