

Sharing News of The Patterson Foundation's 2020 Giving Challenge Contribution

The Patterson Foundation is working to uplift the nonprofit sector in our region through matching dollars and prizes to strengthen giving during the 2020 Giving Challenge. These opportunities include:

- A 1:1 match for unique donations, up to \$100 per donor, per nonprofit organization. There will be no limit on the number of unique individual matches a nonprofit organization can receive.
- \$51,000 in prizes to nonprofit organizations that cultivate the highest number of unique donors.

Each nonprofit organization participating in the 2020 Giving Challenge will receive this special logo highlighting The Patterson Foundation's contribution:



Please use this logo, which includes 2020 Giving Challenge-specific language, rather than The Patterson Foundation's normal logo.

Nonprofit organizations are encouraged to apply this logo in the following ways:

- Include in your pre-Giving Challenge outreach materials to help inform donors of the match and prize opportunities
- Include in your post-Giving Challenge outreach materials to highlight The Patterson Foundation's total contribution to your nonprofit organization

Here are some examples of where you can apply this logo:

- Social media
- Press release
- Blog post
- Digital and print newsletters
- Annual report
- Mail appeals
- Email marketing
- Thank-you letter to The Patterson Foundation