

**Prepared for: The Patterson Foundation**

**Prepared by: MagnifyGood**

**Subject: 2022 Giving Challenge: The Patterson Foundation Support FAQs**

**Updated: Oct. 13, 2021**

### **Why does The Patterson Foundation continue to support The Giving Partner and the Giving Challenge?**

The Giving Partner is an online resource connecting nonprofit organizations committed to transparency with donors and citizen philanthropists in our community, helping them make informed decisions about their giving. The Giving Challenge is a 24-hour opportunity to donate to nonprofit organizations in our local region listed on The Giving Partner. Additionally, the Giving Challenge encourages nonprofit organizations to think creatively and strategically about their fundraising strategy and build meaningful, enduring relationships with donors.

### **What is the Giving Challenge's total impact to date?**

Since 2012, local nonprofit organizations have raised more than \$59 million through the Giving Challenge.

### **Who is the host of the Giving Challenge?**

The Giving Challenge is presented by the Community Foundation of Sarasota County, with giving strengthened by The Patterson Foundation.

### **What has The Patterson Foundation contributed to the Giving Challenge to date?**

The Patterson Foundation has provided more than \$24 million for the Giving Challenge to date through matching donations and other donor incentives.

### **How is The Patterson Foundation supporting the 2022 Giving Challenge?**

To strengthen giving during the 2022 Giving Challenge, The Patterson Foundation will provide a 1:1 match for all unique donations, up to \$100 per donor, per organization. There is no limit to the number of individual matches from unique donors a nonprofit organization can receive during the 2022 Giving Challenge.

### **How will updates on the amount of dollars from The Patterson Foundation's match be displayed during the Giving Challenge?**

Updates on the amount of matching dollars earned by participating nonprofits will be updated on a leaderboard displayed on GivingChallenge.org.



## **How can I make donors aware of The Patterson Foundation's match prior to the 2022 Giving Challenge, and how can I highlight The Patterson Foundation's contribution to my nonprofit organization following the 2022 Giving Challenge?**

A special logo highlighting The Patterson Foundation's contribution is available for download on The Patterson Foundation page of GivingChallenge.org to each nonprofit organization participating in the 2022 Giving Challenge:



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
- 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

### **How can nonprofit organizations use The Patterson Foundation's match?**

Nonprofit organizations must ensure that all funds from The Patterson Foundation's match go toward efforts in Sarasota, Manatee, Charlotte, and DeSoto counties.

### **What if I have additional questions?**

For general inquiries about the 2022 Giving Challenge, contact the Community Foundation of Sarasota County at [GivingChallenge@CFSarasota.org](mailto:GivingChallenge@CFSarasota.org) or 941-556-7171.