

**Be The One**



**COMMUNITY  
FOUNDATION**  
of Sarasota County

**NONPROFIT NEWS**



Presented by the Community  
Foundation of Sarasota County

**→ HAPPENING  
APRIL 28-29  
NOON TO NOON**

**[GivingPartnerChallenge.org](http://GivingPartnerChallenge.org)**

## **2020 Giving Challenge: Important Updates & Reminders**

We are now one week away (and counting) from the 2020 Giving Challenge! While your nonprofit organization continues to refine its strategies to reach, engage, and empower communities to connect with causes close to their heart, we want to share important updates and reminders to ensure your campaign is ready-to-go from Noon to Noon, April 28-29.

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### **Major Dates**

**April 28th** 12:00:00 pm - The 2020 Giving Challenge begins!

**April 29th** 11:59:59 am - The 2020 Giving Challenge comes to a close.

**April 30th** - Prize applications are sent to Team Leads.

**May 7th** - 5:00:00 pm - Prize applications are due.

**May 28th** - Prize winners announced.

**July 1st** - Giving Challenge checks mailed

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## Marketing and Communication Tools

The Giving Challenge Team has provided many helpful marketing and communication tools for your use! There are guidelines on proper language (for example, don't forget to capitalize "The" in The Patterson Foundation), template emails and social media posts, graphics and logos for you to use. You can find these resources under the Prepare and Promote sections of the Nonprofit Toolkit on the Giving Challenge website.

[Explore Available Tools](#)

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## Peer-to-Peer (P2P) Fundraising

The 2020 Giving Challenge is the first Giving Challenge to offer participating nonprofits the ability to utilize peer-to-peer fundraising directly through their Giving Challenge page. This is an excellent opportunity to expand your organization's reach and engage your supporters. According to GiveGab, organizations utilizing P2P fundraising raise 3.4 times more on average. You can learn more about capitalizing on peer-to-peer fundraising on the Giving Challenge website.

[Explore P2P Resources](#)

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## COVID-19 Resources

We have put together some additional resources that you may find helpful during the 2020 Giving Challenge. These resources are meant to assist you in continuing your outreach to your supporters and potential donors and provide additional ideas as to how you can make the most of your 2020 Giving Challenge efforts and continue to make an impact on your community.

[Explore COVID-19 Resources](#)

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## #WeAreOne Video

For years, the Giving Challenge has been a catalyst for meaningful connections, bringing together passionate community members with causes they care about to make a lasting difference through giving local. Right now, social distancing has left many of wanting to feel connected more than ever to our larger community, and the Giving Challenge is one way to show how we can all come together.

In the true collaborative nature of the area's nonprofit community, several hundred organizations helped quickly develop a video to remind our region of the possibilities we have to work together to support one another.

Dubbed the #WeAreOne video, this piece was produced to inspire those who are in a position to give to support causes and organizations close to their hearts who can be counted on to assist our friends and neighbors.



[View Video on YouTube](#)



## Blog Post | Nonprofit Conversations En Español with Solmart Media

As part of a larger effort to ensure all communities have the tools to be a part of the 2020 Giving Challenge, two nonprofit organizations – Fair Food Standards Council and Healthy Start Coalition of Sarasota County– were interviewed in Spanish in early March to an interview with Mercedes Soler, President and Co-Owner of Solmart Media, an independently owned Southwest Florida Spanish-language media company.

In our latest blog post, each organization discusses the importance of the Giving Challenge and its pivotal role in maximizing their impact. Excerpts are from their interviews, which originally aired La Zeta 105.3 FM and La Numero Uno 99.1 FM | 1280 AM.

[Read Our Blog](#)

## Updating Profile in The Giving Partner & Giving Challenge: COVID-19 Keywords

As we approach the 2020 Giving Challenge, donors across our region are looking to resources like The Giving Partner and the Giving Challenge websites to identify nonprofit organizations directly affected by the COVID-19 pandemic. Increasingly, donors are using keywords such as "COVID-19" in their search for which nonprofits to support during these challenging times.

If your organization has been adversely impacted by COVID-19, we encourage you to include any of the following keywords in your profiles on The Giving Partner AND Giving Challenge websites:

- COVID-19
- COVID19
- Coronavirus

If possible, we also advise you include how your organization's goals and needs have been affected by the current crisis. GiveGab has created a short video outlining how the search function works for The Giving Partner and the Giving Challenge and how you can best optimize your profile to ensure visitors are able to find your page.

[View Video on YouTube](#)

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## Understanding COVID-19 Legislation: For Organizations With Less Than 500 Employees

The United States Congress passed the Families First Response Coronavirus Response Act and the Coronavirus Aid, Relief & Economic Security Act (CARES Act) to respond to the economic ramifications brought about by the COVID-19 pandemic. While the situation in our community undoubtedly will continue to evolve, these legislative acts are crucial resources in helping nonprofit organizations nationwide receive much needed aid and relief.

To understand what these acts mean for you as a nonprofit organization, read our Corporate Counsel's latest blog and access helpful links and resources as you navigate through the COVID-19 pandemic.

[Read Our Blog](#)



## Grant Opportunities

To support local nonprofit and other community organizations engaging in short-term response and longer-term recovery, the Community Foundation of Sarasota County has several grant funds available.

We anticipate *multiple phases of funding* and are collaborating with other local foundations to learn about different community needs. Together, our organizations will coordinate resources to further support the changing government and private measures that are being developed.

## Community Impact Grants

Our Community Impact Grants (up to \$10,000) are designed to help local organizations transform innovative ideas into successful programs or partnerships that address critical needs or improve a nonprofit's ability to fulfill its mission. Rolling grant cycles for requests up to \$10,000 are reviewed regularly with an online, streamlined application.

[Learn More](#)

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## 2020 Health Care Grants

Applications are now open for the 2020 Health Care Grants, which are available through the support of the James Franklin Warnell & Dorothy J. Warnell Fund.

This grant program supports those not-for-profit organizations providing health care services in Sarasota County, Florida to provide direct assistance to individuals. The total amount of grant funds available in this grant cycle is \$100,000.

**Application Deadline: Friday, May 1, 2020 by 11:59 PM**

[Learn More](#)

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## Athena Progressive Giving Circle Voter Empowerment Grant

Athena Progressive Grant Applications are now available for the 2020 cycle. This grant opportunity will fund up to \$20,000 for impactful programs by existing non-partisan, 501(c)3 organizations in Sarasota and Manatee counties that will measurably improve voting participation, particularly by traditionally low-turnout women.

The program funded would ideally have a strong voter education component, so that those who rarely vote or have never voted understand the importance of voting in their lives and will pass this knowledge on to future generations.

All proposals must be submitted to Katie Schwabach, [Katie@CFSarasota.org](mailto:Katie@CFSarasota.org), at the Community Foundation of Sarasota County no later than Friday, May 8, 2020.

**Application Deadline: Friday, May 8, 2020 by 11:59 PM**

*Note: if your organization wants to apply but does not think it will have the time or resources due to current working conditions, please email Katie Schwabach, [Katie@CFSarasota.org](mailto:Katie@CFSarasota.org), and let her know of your situation.*

[Learn More](#)

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## Nonprofit Job Bank

Whether you're seeking a new nonprofit position or you want to post an open position at your organization, your local resource is the Association of Fundraising Professionals Southwest Florida Chapter's [Job Bank](#), supported by the Community Foundation of Sarasota County.

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