



Contact:

Laura Williams-Parrish, Community Relations Manager
Pikes Peak Habitat for Humanity
laura@pikespeakhabitat.org | 719.475.7800 ext. 106

Colorado Gives Day v. #GivingTuesday

Pikes Peak Habitat for Humanity Helps Simplify the Giving Holiday for People Who Want to Give

Every year starting around November, mailboxes are crammed with letters from a multitude of charities asking for money to support their cause. Every year there seems to be more. Add to that the countless email requests and social media posts/likes/shares, and it's difficult to know what's what.

In 2010, Colorado Gives Day debuted on ColoradoGives.org (a program of Community First Foundation) as a way to encourage philanthropy across Colorado via online giving to nonprofits. It was created by Community First Foundation with the financial support of Colorado-based FirstBank. Participating nonprofits must first be recognized by the Internal Revenue Service and in good standing with the Colorado Secretary of State, and then share their profile and programs on the ColoradoGives.org website for donors to research. Typically the date falls on the first Tuesday in December; however, because of the way that Thanksgiving falls in the last week of November this year, Colorado Gives Day was moved out one week to December 10 to avoid the scheduling conflict of #GivingTuesday on December 3.

In 2012, two years after the premiere of Colorado Gives Day, #GivingTuesday came on the scene, initiated by the 92nd Street Y and the United Nations Foundation to counter the commercialization and consumerism that follows Thanksgiving in the shopping days of Black Friday and Cyber Monday. Evident from its hashtag name, it's a social media movement that inspires people world-wide to give back to the issues and communities that matter the most to them. Charities can opt to have their website listed on GivingTuesday.org, or they can create their own fundraiser in tandem with the global movement. Ultimately, participants are responsible for their own fundraising initiatives.

Confusing? You bet. Especially because these two charitable fundraisers are scheduled a week apart with similar names. That's why Pikes Peak Habitat for Humanity (PPHFH) invites local media partners to walk viewers through our strategy that ties together #GivingTuesday and Colorado Gives Day, and by doing so, help lessen the confusion around this giving season.

It's a two-week strategy that looks like this (below):

December 3 - - #GivingTuesday

11:30 am - 12:00 pm PPHFH staff will broadcast live on Facebook in Fountain at our “Country Living” construction site of the [2nd Annual Veteran Home Build](#) at 227 Red Finch Lane, Fountain, CO 80817. Progress of the house will be showcased with volunteers on site. Also on site will be Ron and Amanda’s family, future homeowners of this house. *Our #GivingTuesday sponsor is Ent Credit Union, kindly matching up to \$3,500 for donations made to PPHFH on Dec. 3 to support our Veteran Home Build. **Media are invited to visit the construction site, meet the family, and view the house site.***

5:30 pm - 7:00 pm: We move to our ReStore at 411 S. Wahsatch Ave, Colorado Springs, CO 80903 to host our first [Gingerbread Home Build](#) to benefit the



VHB. Twelve children of Habitat families will be decorating individual gingerbread houses, along with as many local businesses that have sponsored each house at \$160 (0.1% the cost of a real Habitat house at \$160K). The title sponsor, Caliber Home Loans, has donated \$1,600 to fund the event. The finished gingerbread houses will be on display at PPHFH’s ReStore for the week (Dec. 4 - 10), and customers will be encouraged to vote with donations in person, by text, or online. Each house will have its own donation canister, and the three houses with the most donations will receive first, second and third awards. Public viewing at the ReStore will be during normal business hours, 9:00 am - 5:00 pm, Monday - Saturday. **This evening’s event is closed to the public, but members of the media are invited to attend 5:50 pm - 6:40 pm.**

December 10 - - Colorado Gives Day

6:00 am - 11:00 pm PPHFH kicks-off Colorado Gives Day at CityROCK (21 N. Nevada Ave.), our venue sponsor, helping raise the issue of affordable housing to new heights. CityROCK and its onsite restaurant and bar, The Ute & Yeti, are donating 10% of their sales to PPHFH. *Our Colorado Gives Day sponsor is ANB Bank, generously matching donations up to \$4,000 made to PPHFH on Dec. 10 through ColoradoGives.org.*

PPHFH staff will move each gingerbread house to their corresponding sponsor’s business location. Voting by donation will continue with the help of each company’s customers until Dec. 17. On Dec. 18 the houses will go home with each Habitat family, and the winners will be announced on Dec. 19. Voting opportunities and locations of each house for viewing will be available on our website.

For details on attending these events, please contact Laura Williams-Parrish at the above phone or email.

About Pikes Peak Habitat for Humanity

Pikes Peak Habitat for Humanity builds permanent, affordable housing in El Paso County in partnership with the community and prospective homeowners. Partner families build their home alongside volunteers, and purchase their house with an affordable mortgage. Pikes Peak Habitat has been an affiliate of Habitat for Humanity International since 1986 and has assisted 169 families achieve homeownership in El Paso County. For more information, visit www.pikespeakhabitat.org.