

# YOUNG DONORS CHALLENGE

The Give! Campaign creates the next generation of philanthropists by mobilizing and inspiring young people age 36 and younger to give.

Philanthropy is a key driver for economic vitality, can be a nexus for building community and can provide enrichment and meaning for the folks who give as well as those who receive. But it can only be those things if we break the perception that philanthropy is solely for people who are well-established and well-to-do.

Research shows that young people give much less often than their elders, but once they start, they don't stop. And that creates a snowball effect: As they begin to invest in philanthropy on a personal level, they catalyze its transformative power on a regional level.

That's why Give! makes a point of encouraging every participating nonprofit to find a way to reach the young people who have the power to take philanthropy to the next level in the Pikes Peak region.

# \$3,500

FOR NONPROFITS

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The nonprofits that succeed in getting the most donors ages 13 to 36 to contribute to their cause — whether those contributions are \$10 or \$1,000 — stand to win additional grant money generously provided by the Bloom Foundation to help those nonprofits continue to enrich the community.

### THE GOODS:

The three nonprofits that attract the most donations from those 13 to 36 years of age will win:

\$1,500 (1st place)    \$1,250 (2nd place)    \$750 (3rd place)

**Totaling: \$3,500 in grants**

The competition can be tracked at [INDYGIVE.COM](http://INDYGIVE.COM) throughout the campaign, from Nov. 1 through Dec. 31. Winners will be announced at the Give! Campaign Celebration.

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