

YOUNG DONORS CHALLENGE

An important part of the Give! campaign is catalyzing philanthropy in the younger generations, with a focus on those age 36 and younger.

Philanthropy is a key driver for economic vitality, can be a nexus around which to build community, and can provide a source of 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 folks who are well-established and well-to-do.

Research shows that young professionals 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.

WHOLE FOODS AND *THE INDEPENDENT'S*

\$10,000

2016 YOUNG DONORS CHALLENGE

GROWING THE NEXT GENERATION OF PHILANTHROPY IN OUR COMMUNITY

The nonprofits that succeed in getting the most folks ages 18 to 36 to contribute to their cause – whether those contributions are \$10 - \$1,000 – stand to win additional grant money generously provided by Whole Foods and the Independent to help those nonprofits continue to enrich the community, for all of us.

Who's Getting:

The 12 nonprofits that attract the most donations from those 18 to 36 years of age.



The Goods:

\$10,000 in Whole Foods and the Independent grants

\$3,000 (1st place)

\$1,500 (2nd)

\$1,000 (3rd)

\$500 each (4th - 12th)

The competition can be tracked at INDYGIVE.COM throughout the campaign, from Nov. 1 through Dec. 31. Winners will be announced at the 2016 Give! check ceremony.