

# YOUNG DONORS CHALLENGE

An important part of the Give! Campaign is catalyzing philanthropy among young people, with a focus on those ages 36 and younger.

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.

**PIKES PEAK COMMUNITY FOUNDATION,  
WHOLE FOODS, AND the Southeast Express Newspaper  
Exploratory Committee's**

# \$10,000

## 2018 YOUNG DONORS CHALLENGE

The nonprofits that succeed in getting the most folks 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 Pikes Peak Community Foundation, Whole Foods Market and the Southeast Express Newspaper Exploratory Committee 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 13 to 36 years of age.

### Who's Giving:



Southeast Express  
Newspaper Exploratory  
Committee

### The Goods:

\$3,000 (1st place)

\$1,500 (2nd place)

\$1,000 (3rd place)

\$500 each (4th-12th place)

**Totaling: \$10,000 in Pikes Peak Community  
Foundation, Whole Foods and Southeast  
Express Exploratory Committee 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.