



“The Amazing Give” Online Fundraising Event to Have New Host in 2024

Gainesville, FL – The Community Foundation of North Central Florida is pleased to announce the Junior League of Gainesville will be leading the future operations of The Amazing Give effective immediately.

Under the new leadership, the next Amazing Give is scheduled for Thursday, April 25, 2024, from 8 a.m. to 8 p.m. The public will be able to support participating nonprofits through www.theamazinggive.org website. To participate, nonprofits must be verified in the Community Foundation’s Philanthropy Hub prior to registration. Nonprofit registration will open on February 1, 2024, and the contact email is giving@gainesvillejrleague.org.

The Amazing Give was launched by the Community Foundation of North Central Florida in 2016 as our community’s first online give day. Since its inception, the Foundation’s eight Amazing Gives have raised more than \$8.5 million in critical support for more than 245 local nonprofits. By partnering with the Junior League of Gainesville, the Foundation is transitioning away from its giving day event.

“When we started The Amazing Give, our goals were to organize and energize the generosity of our community in the span of a 24-hour event,” said Barzella Papa, the Foundation’s president and CEO. “The Amazing Give provided a platform for our local nonprofits to share their incredible work with the world. During the past eight years, we have witnessed local nonprofits developing and perfecting the tools they need to successfully conduct their own online giving campaigns.”

In 2023, there were approximately 7,000 donations made during the event, raising more than \$1.5 million for 127 participating organizations. Donations came from 46 different countries and 44 states. This set a new record for the most dollars raised during any previous Amazing Give.

“Nonprofits now understand how to harness the power of online fundraising and we are pleased to be able to continue this fundraising mechanism by passing the baton to the Junior League,” Papa said.

The Foundation will serve as a presenting sponsor for the 2024 Amazing Give and will provide support for this transition year, Papa said. Meanwhile, the Foundation will continue to lead investments in the capacity of local nonprofits to address our community’s most pressing needs.

Currently, 300 women strong, the Junior League of Gainesville is an organization committed to promoting voluntarism, developing the potential of women, and improving communities through the effective action and leadership of trained volunteers.

“The Junior League of Gainesville has been a staple in our community since 1935. They have trained thousands of women in our community and supported many social welfare projects,” Papa said. “You would be hard to pressed to find a project in our community that hasn’t been touched in some fashion by the Junior League.”

“On behalf of the Junior League of Gainesville, we are thrilled and honored to be entrusted with such a beloved community event and we pledge our unwavering commitment toward its continued success and positive impact, building upon the incredible foundation laid by the Community Foundation,” said Laura Cabrera, the Junior League of Gainesville’s president. “We are eager to share in the remarkable experiences that await us at the next Amazing Give and look forward to continuing the transformative impact of this event for many *Amazing* years to come.”

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