



## **FOR MORE INFORMATION**

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## **FOR IMMEDIATE RELEASE**

### **Give Local Lancaster 2017**

**LANCASTER, SOUTH CAROLINA, February 1, 2017** –The J. Marion Sims Foundation is excited to announce the 2017 Give Local Lancaster campaign and will take place on Tuesday, May 2. Registration for participating nonprofit organizations in Lancaster County, Great Falls and Fort Lawn opened Wednesday, February 1 and will close Friday, February 24.

“Give Local Lancaster produced amazing results in our first year. I can’t wait to see how successful our community will be in the second year! I am so proud of our local businesses for seeing the potential in this crowd-funding campaign, and getting behind the effort with their monetary support,” said Jodie Plyler, Lancaster County Community Foundation Trustee and J. Marion Sims Foundation Trustee. “When businesses, non-profits, and individuals work together, the impact is incredible!”

In 2016, Give Local Lancaster raised over \$93,000 for 36 nonprofit organizations through the support of 824 gifts by individuals and 12 local businesses. Each nonprofit organization averaged \$1,281 in donations in a span of 24 hours with over half of participating nonprofits surpassing their initial goal.

“Give Local Lancaster is a wonderful opportunity for our community to support a multitude of causes from education to animal welfare and everything in between,” said Sharon Novinger, Executive Director of Lancaster County Partners for Youth. “A lot of the organizations that participate in GLL are volunteer-driven and usually do not have the staff time to devote to marketing and fundraising. The agencies who take part in the GLL day receive an invaluable amount of exposure that brings light to their causes and garner more funds that help fulfill the agencies' missions.”

"We are excited about the second year of our give local campaign," said Susan DeVenny, President & CEO of the J Marion Sims Foundation. "Last year, the generosity of our community resulted in us exceeding our goal by nearly 400%. We know the needs are there, and we are excited about elevating the philanthropic spirit of our region through this crowdfunding campaign."

Give Local Lancaster is the local initiative of Give Local America. Nonprofit organizations across the country have raised over \$185 million for thousands of nonprofit organizations since its inception in 2014. To learn more about the Lancaster initiative of Give Local, please visit <https://givelocallancaster.org/> or contact [GiveLocalLancaster@jmsims.org](mailto:GiveLocalLancaster@jmsims.org).

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