



Give BIG Green Bay 2019 Nonprofit Frequently Asked Questions

Q1: What is Give BIG Green Bay?

A: Give BIG Green Bay is an online giving event designed to transform the way local residents think about and contribute to Brown County charities. The simple online giving platform, giveBIGgreenbay.org, and associated media campaign will provide a way for everyone to learn more about the work of selected nonprofits and donate, at any level, to causes they champion.

The Greater Green Bay Community Foundation and Green Bay Packers Foundation have chosen to use their community leadership platform to create a swell of excitement around the good work agencies do for our community and provide a new opportunity for donor support.

Q2: When is it?

A: Give BIG Green Bay is a 24-hour online event beginning at noon on Wednesday, February 20, and ending at noon on Thursday, February 21, 2019.

Q3: Who is eligible to participate?

A: To be eligible to participate, agencies must:

- Be designated as a 501(c)(3) by the IRS or have a fiscal sponsor that is a 501(c)(3). Governmental bodies and educational institutions are also eligible.
- Primarily serve Brown County residents.
- Conduct business without discrimination on the basis of race, religion, gender, etc.
- Not serve as a pass-through organization.
- Not be actively engaged in a capital campaign.
- Complete the online application and sign a memorandum of understanding.

Q4: Do we need to identify a specific program for funding?

A: No, donors will be contributing to the work of the organizations overall, and the dollars can be applied where there is greatest need. Feel free in the application, however, to highlight current initiatives that may inspire donor support.

Q5: What match dollars are available?

A: The Green Bay Packers Foundation provided a generous \$250,000 grant to encourage philanthropy in our community by creating a matching pool of funds for Give BIG Green Bay. Organizations are granted funds based on the percentage of total dollars they raised. This year, the entire \$250,000 grant has been made available to support important work happening in our community.

Q6: What are the transaction fees?

A: There are no fees to apply or participate in Give BIG Green Bay. Third party transaction fees are assessed on each donation and total 5.2% plus \$0.30 per donation. Therefore, a donation of \$100 means \$94.50 will go directly to the nonprofit organization before any match. Donors will have the option to cover the processing fees when they check out on the website.

Q7: How will nonprofits be selected to participate?

A: The goal in the selection process is to ensure we have a diverse cross-section of impactful organizations that serve Brown County residents in terms of field of interest, size and communities served.

Q8: If we are selected to participate, will that impact our ability to receive future grant dollars from the Community Foundation or the Green Bay Packers Foundation?

A: No, Give BIG Green Bay is an independent initiative separate from all Community Foundation and Green Bay Packers Foundation grant considerations.

Q9: What is expected of the selected nonprofits in terms of time and effort?

A: The Memorandum of Understanding (MOU) outlines much of what is expected from each nonprofit. The MOU must be signed and submitted before an organization's application will be considered. It can be reviewed and downloaded at giveBIGgreenbay.org under the nonprofit resource page.

Q10: When will the selected nonprofits be announced?

A: Selected nonprofits will be announced in January 2019. Once the announcement is made, there will be a time-intensive countdown to Give BIG Green Bay, which includes training, the deployment of media tool kits, and event day activities.

Q11: Why is the program limited to a specific number of participating nonprofits?

A: Give BIG Green Bay is an opportunity to celebrate and highlight the important role nonprofits play in our community. This giving day event is designed to provide organizations, representing 11 fields of interest, a platform to tell their story, educate the community about their critical work and reach new donors. Limiting the pool of organizations to a representative cross-section of size, sector and reach within Brown County helps bring focus to this impactful work.

Q12: What role does the Community Foundation play in Give BIG Green Bay?

A: The Community Foundation is providing the administrative resources, online platform and umbrella brand that will include media outreach. It will also provide a nonprofit toolkit at www.giveBIGgreenbay.org, which will include a variety of online tools and resources for nonprofits to utilize in their promotion of the event.

Q13: How do nonprofits apply to participate?

A: The application process has two components that must be submitted before an organization's application will be considered complete.

1. Nonprofits must fill out the online application at www.giveBIGgreenbay.org.
2. Nonprofits must download, sign and submit via email the Memorandum of Understanding, which is also available on the website.

The application deadline is **October 31, 2018**.

Q14: If an organization has participated in Give BIG Green Bay, are they eligible to apply the following year?

A: Yes, organizations are eligible and must reapply each year in order to be considered.

Q15: Who will distribute the tax receipts for donations?

A: GiveGab, the giving day platform provider, will automatically email a receipt acknowledging each gift made during the event.

Q16: Will the participating nonprofits have access to their donor information?

A: Yes, participating nonprofits will be able to download a list of donors from the GiveGab website.

Q17: Can people make anonymous donations via the Give BIG Green Bay website?

A: Yes, all donors have the option to remain anonymous.

Q18: What is a "unique donor"?

A: A unique donor is one individual or corporation/business. Multiple donations from one donor to the same nonprofit will count as one gift. Organizations cannot donate to themselves.

Q19: What forms of donations are accepted?

A: Give Big Green Bay is intended to be an online giving event. MasterCard, Visa, Discover and American Express donations can be made online at giveBIGgreenbay.org. Fundholders of the Greater Green Bay Community Foundation will have the option to make contributions from their donor advised funds to support the participating nonprofits. Donations via check will only be accepted on the day of the event at the Community Foundation.

Q20: Are donations tax-deductible?

A: When donations are received through the website, a receipt is automatically generated for the gross amount of your gift and emailed to the address you provide. Your tax professional can advise you on the tax deductibility of the donation.

Q21: Is there a minimum gift?

A: There is a \$10 minimum donation.