



For Immediate Release

Give Where You Live Collier Sets New Record to Raise Over \$6.4 Million

(NAPLES, FL – February 12, 2021) – The seventh anniversary of Give Where You Live Collier generated 2,593 donations, including 1932 made online, and raised a total of \$6,446,656*—over \$763,000 more than last year's total of \$5,683,085. The event has brought in over \$31 million since its inception.

Hosted by the Community Foundation of Collier County and the Richard M. Schulze Family Foundation, Give Where You Live Collier, gave 40 Collier County nonprofits a much-needed boost with donations, a \$500,000 matching fund and \$50,000 in prizes.

Twelve prizes of \$4,000 each and two \$1,000 prizes were given out this year to small, medium, and large organizations (size determined by operating budget) in several categories, some by chance and some by the highest amount of donations and fund raising efforts. All prizes were announced on CFCC's Facebook Live channel.

This annual online giving campaign, the most established virtual event in Collier County, is more important than ever this year. Local nonprofits who provide vital services to our community have been hit especially hard by COVID-19 and struggle to survive due to canceled events and lost donations. Built upon the idea that everyone can be a philanthropist, this project provides an easy way to support the education and basic needs efforts of 40 nonprofits through a 24-hour online fundraiser. It reminds the community of the importance of making a difference where you live, even if you are a part-time Collier County resident.

"We are so excited to reach an all-time high Give Where You Live Collier donation record," said Eileen Connolly-Keesler, CFCC president and CEO. "We exceeded our goal thanks to the nonprofits who put in extra work to raise funds for operations to replace lost event donations and our donors who understand the impact COVID-19 has had on our nonprofits and the need for support in our community. As always, our special thanks to the Richard M. Schulze Family Foundation for making this event possible for the seventh year in a row."

The ten prizes awarded include:

Peer to Peer \$4,000 Prize for the organizations that brought in the most (highest dollar amount) online donations through social media fundraising from 12 pm to 1 pm EST on February 10th: Charity for Change, RCMA, and Florida Gulf Coast University Foundation.

Golden Ticket \$4,000 Prize (random drawing): Fun Time Early Childhood Academy, Champions For Learning, and Healthcare Network

Java Jolt \$4,000 Prize for the organizations that brought in the most (highest dollar amount) online donations from 8 am to 9 am EST on February 11th: Friends of Rookery Bay, Harry Chapin Foodbank of Southwest Florida, and YMCA of South Collier

'A' Game \$4,000 Prize for organizations that achieved the highest increase in donations since last year: Naples Therapeutic Riding Center, Meals of Hope, and Naples Senior Center at JFCS.

Surprise \$1,000 Prize for the organization that met all deadlines and followed all event rules: Grace Place For Children and Families and STARability Foundation.

2021 Give Where You Live Collier Participating Nonprofits

(* New this year)

Audubon's Corkscrew Swamp Sanctuary	Avow
Baby Basics of Collier County	Books for Collier Kids
Champions For Learning	Charity For Change, Inc.
Child's Path	Children's Advocacy Center of Collier County
Collier Senior Resources	Community Foundation of Collier County
Conservancy of Southwest Florida	David Lawrence Centers for Behavioral Health
Florida Gulf Coast University Foundation, Inc.	Friends of Foster Children Forever
Friends of Rookery Bay	Fun Time Early Childhood Academy
Grace Place for Children and Families	Greater Naples YMCA
Guadalupe Center, Inc.	Harry Chapin Food Bank of Southwest Florida
Healthcare Network	JDRF South Gulf Coast Chapter
Lighthouse of Collier	Literacy Volunteers of Collier County
Meals of Hope	NAMI Collier County
Naples Senior Center at JFCS	Naples Therapeutic Riding Center
Neighborhood Health Clinic	New Horizons of Southwest Florida, Inc.
Pace Center for Girls, Collier at Immokalee	Pathways Education Center of Immokalee
RCMA	STARability Foundation
St. Matthew's House	The Everglades Foundation
The Salvation Army Naples	The Shelter for Abused Women & Children
YMCA of South Collier	Youth Haven

2021 Give Where You Live Collier Top Ten Fundraisers

1. Naples Senior Center at JFCS - \$1,484,135.00
2. Grace Place for Children and Families - \$596,504
2. Conservancy of Southwest Florida - \$507,235
4. Champions For Learning - \$452,858
5. JDRF South Gulf Coast Chapter - \$399,120
6. New Horizons of SWFL - \$392,708
7. The Everglades Foundation - \$186,998
8. Friends of Foster Children Forever - \$142,580

9. Florida Gulf Coast University Foundation - \$142,580

10. David Lawrence Centers for Behavioral Health - \$125,035

(Numbers are not reflective of the match that will be applied after final determinations have been made)

**Final reconciliations ensuring all donations have been correctly accounted for are in process and may slightly adjust the total amount.*

About the Community Foundation of Collier County

The Community Foundation of Collier County, now in its 35th year, is a tax-exempt, public, charitable organization established in 1985 to increase and focus on local private philanthropy. Today, the Community Foundation of Collier County manages more than 750 funds, collaborates with hundreds of nonprofits, holds \$250 million in assets and has distributed nearly \$200 million in grants to nonprofit organizations and community programs. The Community Foundation of Collier County is one of Florida's fastest-growing community foundations. For good. Forever. Learn more at cfcollier.org or call 239-649-5000.

About the Richard M. Schulze Family Foundation

The Richard M. Schulze Family Foundation was founded in 2004 by Best Buy founder, Dick Schulze, as a way to give back to the community. Schulze and his family believe that a good education, a supportive family and a strong work ethic prepare children for a successful future. To support that belief, the Richard M. Schulze Family Foundation supports education and basic human services, among other types of organizations. It is the vision of the Richard M. Schulze Family Foundation to connect in a meaningful way with grantees to make strategic contributions that achieve specific, measurable outcomes. Schulze, who lives in Naples, has designated approximately \$40 million to nonprofit organizations in Southwest Florida. He has also awarded more than \$1.8 million in college scholarships to Collier County students who have distinguished themselves through school, community and/or church activities.