

News Release



Community Foundation
of Morgan County, Inc.



For Release: **November 14, 2016**

Morgan County Christmas Assistance Citizens Bank to Match #GivingTuesday Donations \$1-For-\$1*

Christmas is about giving and feeling joyful during this special time of the year. It's about celebrating with family and friends in a warm home. Unfortunately, not everyone will have the opportunity to celebrate this tradition. Nearly 7,500 residents of Morgan County live in poverty, *3,000 of which are children.*

For the second year, the [Community Foundation of Morgan County](#) (CFMC) and [Citizens Bank](#) are teaming up to encourage Morgan County residents to share the joy of Christmas this holiday season. [Giving Tuesday](#), an online global giving phenomenon, encourages people to give back to their community following Thanksgiving. Once again, donations will support Morgan County families county-wide via the *Morgan County Christmas Assistance Program* through Churches in Mission. **Citizens Bank will be offering a \$1-for-\$1 match for every online donation made through the [#GivingTuesday](#) campaign.***

"By partnering with the Community Foundation we are honored to have the opportunity to encourage Morgan County citizens to #GiveGreater on [#GivingTuesday](#)," said Citizens Bank President, Keith Lindauer.

The CFMC will be spearheading this event through the online crowdfunding platform, *Youcaring*. Danie Becknell, CFMC Communications Officer stated, "It is our goal through this online campaign to help bring Christmas to families who may not otherwise have the opportunity to celebrate with a holiday dinner and gifts for the entire family."

To maximize the resources within Morgan County, Churches in Mission is leading the coordination of a variety of agencies and groups to assist families from Eminence to Morgantown, Paragon to Waverly. More than 1,000 families will need assistance this Christmas in the form of children's gifts and holiday meals. In 2015, \$12,620 was donated during the 24 hour online event, funding 400 families at the Churches in Mission Christmas Shops in Martinsville and Mooresville.

Alice Cordes, Executive Director of Churches in Mission said, "I was absolutely stunned at the amount of money that was raised." Cordes stated that she was speechless when she learned that more than \$10,000 was donated from community members in addition to the \$2,500 matching donation from Citizens Bank. "It speaks again to the heart of this county, they always come forward when there are those who need assistance," Cordes said.

How to Get Involved

Donate on Giving Tuesday: All [online donations](#) made during the [Day of Giving Campaign](#) sponsored by [Citizens Bank](#) will be matched \$1-for-\$1. Donations as small as \$5 to \$10 can make a lasting impact on families during the Christmas season, larger donations, such as \$25 to \$100 will assist multiple families through this \$1-for-\$1 match on Giving Tuesday.

Volunteer: School classes and groups, civic organizations, scout troops, and youth groups have all helped to keep the Churches in Mission "Christmas Store" and pantry stocked.

Donate Clothing, Toys and Food: What is Christmas without a festive holiday meal and a present or two under the Christmas Tree? Consider purchasing items for the *Morgan County Christmas Assistance* program while you are out shopping on Black Friday and online on Cyber Monday. Additionally, consider decluttering bulky winter sweaters and coats no longer worn, and help keep children and adults warm throughout the Christmas Season and into the New Year.

(more)

Churches in Mission is a place of hope where people come to receive assistance with food, utilities, housing, medical expenses and transportation, in addition to counseling and comfort.

Donations of clothing, toys and food are currently being accepted at both Martinsville and Mooresville locations on Monday, Wednesday and Friday from 9:00 a.m. until noon, and Thursday evenings in Mooresville from 6:00 p.m. until 8:00 p.m.

Donations to sponsor a child or family this Christmas season may be dropped off at either Martinsville or Mooresville location, as well as either Community Foundation of Morgan County office. The Churches in Mission Martinsville location is now open Monday, Wednesday and Friday from 9:00 a.m. until 1:00 p.m.

For additional information on how you can help, please call Churches in Mission in Mooresville at (317) 831-3987 or in Martinsville at (765) 341-6652.

About Giving Tuesday



Last year, in its fourth year, [Giving Tuesday](#) raised more than \$116 million in 24 hours. Following Black Friday, Small Business Saturday and Cyber Monday, the Tuesday after Thanksgiving opens the giving season. This day has become branded as the National Day of Giving. In 2015, #GivingTuesday dominated tweets and Facebook shares for 24 hours with more than 40,000 non-profit and for-profit partners participating in 71 countries worldwide.

About Citizens Bank

Citizens Bank is proud to have been around since 1931. Not because it means they've run a successful business for decades, but because they're proud of the role they've played in so many lives of so many people. Over the years, Central Indiana residents have allowed Citizens Bank to help their clients buy homes, grow businesses, and put kids through college. Their Board of Directors is locally based, and for the most part, their shareholders are to. As a result, they make decisions based on the needs of the community—not far-off interests.

About The Community Foundation of Morgan County

The Community Foundation of Morgan County connects donors and their charitable giving with the evolving community needs in order to enhance the quality of life for current and future generations through impact grant making. Founded in 2000, with the merging of the Mooresville Community Foundation and the Morgan County Community Foundation, the CFMC distributes thousands of dollars in grants and scholarships to local non-profit organizations and residents. The CFMC also collaborates with other non-profit organizations in the community on major initiatives that can improve our community.

Visit <http://bit.ly/cfmc-gt> for more information.

**Up to \$2,500*

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