

News Release



Community Foundation
of Morgan County, Inc.



For Release: **December 21, 2016**

\$6,321 Raised on #GivingTuesday by CFMC for Morgan County Christmas Assistance Program with Citizens Bank \$1-For-\$1 Match

For the second year, the [Community Foundation of Morgan County](#) (CFMC) and [Citizens Bank](#) teamed up to raise \$6,321 in donations on #GivingTuesday for the county-wide *Morgan County Christmas Assistance Program* facilitated through Churches in Mission. Once again, Citizens Bank generously offered a \$1-for-\$1 match for every online donation made through the [#GivingTuesday](#) campaign.

The CFMC spearheaded this event through the online crowdfunding platform, *Youcaring*, raising \$6,321, which includes the \$2,500 Citizens Bank match. Families who have not been sponsored will be able to shop this year at the Churches in Mission Christmas Shops located in Martinsville and Mooresville thanks to donations from this event, as well as generous donations from other area companies, non-profit organizations, and individuals.

To maximize the resources within Morgan County, Churches in Mission leads the coordination of a variety of agencies and groups to assist families from Eminence to Morgantown, Paragon to Waverly. More than 1,000 families need assistance this Christmas in the form of children's gifts and holiday meals.

About Giving Tuesday

This year, in its fifth year, [Giving Tuesday](#) raised more than \$168 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. On November 29th, #GivingTuesday dominated tweets and Facebook shares for 24 hours with more than 1.5 million donations from 98 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.

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