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FOR IMMEDIATE RELEASE

Early Giving for Midlands Gives Starts Now: Make an Impact for Local Nonprofits Today!

Columbia, S.C. – April 1, 2026 – The spirit of community and generosity is building across the Midlands! Early giving for Midlands Gives Day, an impactful initiative of Central Carolina Community Foundation, officially opens today, April 1, and continues through the highly anticipated giving event on May 5. This early giving period creates a meaningful opportunity for local nonprofits, giving donors the chance to make an impact ahead of the big day. Each early gift also helps nonprofits qualify for sponsorship prizes, maximizing every dollar and expanding support throughout our community.

Midlands Gives Day is a dynamic, community-driven giving event that unites over 500 local nonprofit organizations serving 11 counties in the Midlands region: Calhoun, Clarendon, Fairfield, Kershaw, Lee, Lexington, Newberry, Orangeburg, Richland, Saluda, and Sumter. Since its inception in 2014, Midlands Gives Day has raised over \$32.4 million for local nonprofits. Donors can visit MidlandsGives.org to explore causes they care about, discover new causes close to their hearts, and contribute directly to organizations making a difference.

This year, over \$110,000 in prize incentives are being provided by Central Carolina Community Foundation and our generous In Good Company Partners. This year's In Good Company Partners include Aflac, BlueCross BlueShield of South Carolina, Dominion Energy, Southeastern Freight Lines, Grace Outdoor Advertising, Nelson Mullins, Palmetto Citizens, Truist, First Citizens Bank, M.B. Kahn, Schmoyer & Company, Ameris Bank, Columbia Fireflies, First Reliance Bank, guHRoo, J.P. Morgan Chase, Ogletree Deakins, Optus Bank, Post & Courier Columbia, Purpose Equity, Synovus, and Elliott Davis. These contributions amplify donations, making every gift go even further. To see a complete list of prizes available, visit MidlandsGives.org/p/prizes.

In 2025, over 10,000 donors in the Midlands demonstrated extraordinary generosity supporting the vital work of local nonprofits. This year, Central Carolina Community Foundation invites the community to build on that momentum by giving early and often to make an even greater impact.

"Midlands Gives is a powerful reminder of what we can accomplish when we come together as a community," said Georgia Mjartan, President & CEO of Central Carolina Community Foundation. "Early giving allows nonprofits to build momentum, unlock additional funding opportunities, and continue the critical work they do every day. Every gift helps strengthen our Midlands and the people who call it home."

The excitement continues to grow as we build momentum toward Midlands Gives Day! The celebration of giving reaches its peak on May 5 with a special day dedicated to supporting local nonprofits. From 6 a.m. until 11:59 p.m., the community is invited to come together in support of the organizations that make the Midlands stronger by giving online at MidlandsGives.org.



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As part of its commitment to bringing the community together, the Foundation will host a **Midlands Gives Day Block Party at Segra Park from 11 a.m. to 1 p.m. on May 5** – rain or shine! Attendees can enjoy a family-friendly, fun-filled event with games, complimentary hot dogs, popcorn, and soft drinks. Plus, donors who show they've given during Midlands Gives Day will be entered to win special prizes and can play games to earn dollars for their charity of choice, making every act of generosity even more rewarding!

Join the movement today and be part of something bigger! Visit MidlandsGives.org to make an early gift and mark your calendars for an unforgettable Midlands Gives Day celebration on May 5!

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About Central Carolina Community Foundation

Central Carolina Community Foundation connects and mobilizes people and resources to strengthen our community. The Foundation partners with donors to inspire giving and turn their passions into meaningful impact, supporting nonprofit organizations and students across the Midlands and beyond. Through grants, partnerships, community leadership, and initiatives like Midlands Gives—our region's largest day of giving—the Foundation encourages generosity and strengthens the nonprofit sector. Founded in 1984, Central Carolina Community Foundation has awarded more than \$305 million in grants and is home to more than 500 charitable funds totaling over \$275 million.