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FOR IMMEDIATE RELEASE

Early Giving Begins for Midlands Gives Day: Help Nonprofits Qualify for Sponsorship Prizes Today!

COLUMBIA, S.C. – April 1, 2025 – The spirit of community and generosity is in full swing! Early giving for Midlands Gives Day, a powerful initiative by Central Carolina Community Foundation, starts today, April 1st, and continues through the highly anticipated giving event on May 6th. This early giving period is a game-changer for local nonprofits, giving donors the opportunity to make an impact before the main event. Every donation made now can help nonprofits qualify for sponsorship prizes, increasing the power of every dollar given!

Midlands Gives Day is a dynamic, community-driven event that brings together over 600 nonprofit organizations serving 11 counties in the Midlands region: Calhoun, Clarendon, Fairfield, Kershaw, Lee, Lexington, Newberry, Orangeburg, Richland, Saluda, and Sumter. Donors can visit MidlandsGives.org to explore causes close to their hearts and contribute directly to organizations making a difference.

In 2024, the generosity of Midlands donors was astounding, with over \$4 million raised and over \$1 million donated during the early giving period alone! This year, Central Carolina Community Foundation is calling on the community to make an even bigger impact by donating early and often.

And the excitement doesn't stop there! As we build momentum towards Midlands Gives Day, the celebration of giving reaches its peak on May 6th with a day dedicated to supporting local nonprofits—an opportunity to support local organizations online at MidlandsGives.org from 6 a.m. until 11:59 p.m.

To bring the community together, the Foundation is hosting a **Midlands Gives Block Party at Segra Park from 11 a.m. to 1 p.m. on May 6** – rain or shine! Attendees will enjoy a fun-filled time 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 donation even more rewarding!

“Midlands Gives Day is more than just a fundraiser—it's a movement that unites our community with a shared purpose,” says Georgia Mjartan, CEO & President at Central Carolina Community Foundation. “Every act of generosity, no matter the size, has the power to create lasting change and uplift lives across the Midlands.”

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 6th!



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About Central Carolina Community Foundation

Central Carolina Community Foundation connects local citizens with high-impact philanthropy. With more than \$250 million in assets and over 515 charitable funds, the Foundation serves 11 counties in the Midlands through grants and scholarships, promotes giving to nonprofits through Midlands Gives, and provides support to statewide philanthropic initiatives including the One SC Fund.