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FOR IMMEDIATE RELEASE

Join the Midlands' Biggest Celebration of Giving: Midlands Gives Day Returns for Its 13th Year!

Columbia, S.C. – May 4, 2026 – The Midlands' largest day of giving is back! On May 5th, communities across the region will come together for Midlands Gives Day, a high-energy, 18-hour online giving event connecting donors with more than 550 nonprofits serving 11 counties.

Since 2014, Midlands Gives has raised more than \$32.4 million to support local nonprofits and the vital work they do every day. From improving quality of life across the region to advancing education, health, animal welfare, the arts, environmental efforts and more, every gift, no matter the size, helps create lasting, positive change across Central Carolina Community Foundation's 11-county footprint.

"Midlands Gives is a powerful reminder of what's possible when our community comes together," said Georgia Mjartan, President & CEO of Central Carolina Community Foundation. "Every gift helps support the nonprofits that care for our neighbors, strengthen our communities, and create opportunities across the Midlands. Through Midlands Gives, everyone can be part of something bigger."

Maximizing the Impact

Midlands Gives is strengthened by the support of our In Good Company partners, who help advance the core mission of Central Carolina Community Foundation and incentivize community giving through prizes to participating nonprofits. Their generosity provides more than \$110,000 in prizes this year, encouraging giving and increasing support for local nonprofits. These incentives create momentum, engage donors, and expand the reach of philanthropy across the Midlands.

Participating In Good Company partners include Aflac, BlueCross BlueShield of South Carolina, Dominion Energy, Southeastern Freight Lines, Nelson Mullins, Palmetto Citizens, Truist, First Citizens Bank, M.B. Kahn, Schmoyer & Company, Ameris Bank, Columbia Fireflies, First Reliance Bank, Grace Outdoor Advertising, guHRoo, J.P. Morgan Chase, Ogletree Deakins, Optus Bank, Purpose Equity, Synovus Bank, The Post & Courier Columbia, and Elliott Davis.

Celebrate Midlands Gives Day at the Block Party!

We'll keep the excitement going in person at the Midlands Gives Block Party on May 5th! Join us at Segra Park, home of the Columbia Fireflies, from 11 a.m. to 1 p.m. for games, light refreshments, and plenty of chances to win prizes for yourself and your favorite nonprofits. Back by popular demand, Chris Strub, The Giving Guy, will lead the day's events including the Elected Officials Challenge where representatives from our 11 counties will participate in games that earn dollars for their selected nonprofits of choice. This free, family-friendly event is open to the community and is the perfect way to celebrate the power of giving in our community.

Follow the Action All Day Long

Watch the excitement unfold in real time! Track donations, rankings, and prize winners throughout the day using the leaderboard and prize tracker at MidlandsGives.org, the Foundation's year-round giving platform.

Ways to Join the Midlands' Movement of Generosity

- **Give:** Discover and support 550+ nonprofits at MidlandsGives.org with a gift of \$10 or more.
- **Create a Fundraising Page:** Start your own fundraising page and inspire others to give alongside you.
- **Join the Block Party:** Be part of the fun at Segra Park during the Block Party from 11 a.m. to 1 p.m. to celebrate generosity in the Midlands with games, food, prizes for donors, and chances to earn extra dollars for participating nonprofits.

Midlands Gives is more than a day - it's a powerful celebration of community, generosity, and impact. Together, we can uplift local nonprofits and build a brighter future for the Midlands.

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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.