



11.22.19

Donors in northwest Pa. will have new option for generosity on Giving Tuesday

People living in the 13 counties of northwest Pennsylvania who plan to participate in Giving Tuesday will have a fresh option this year: visiting <https://erie.igivecatholic.org/> to support their favorite Catholic parish, school or ministry through the new #iGiveCatholic initiative. The Catholic Foundation of Northwest Pennsylvania, which is coordinating the effort, also is offering \$10,000 in prizes throughout the day to incentivize and benefit the organizations.

The initiative makes it easier for donors to direct their gifts on Giving Tuesday.

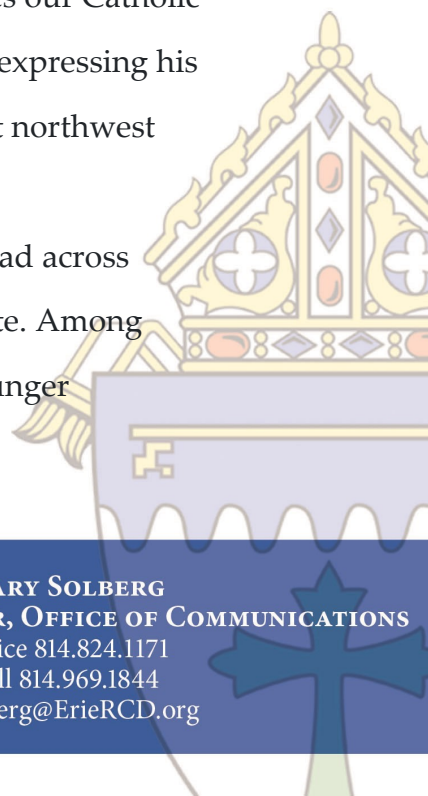
"#iGiveCatholic is the first-ever online giving day that rallies our Catholic community," Bishop Lawrence Persico wrote in a letter to pastors expressing his support for this effort to unite the Catholic community throughout northwest Pennsylvania.

There are 173 Catholic parishes, schools and ministries spread across the diocese able to receive donations on the new giving day website. Among them are programs at agencies that raise funds to fight poverty, hunger

- more -

ANNE-MARIE WELSH
DIRECTOR, OFFICE OF COMMUNICATIONS
Office 814.824.1167
Cell 814.746.6889
amwelsh@ErieRCD.org

MARY SOLBERG
ASSOCIATE DIRECTOR, OFFICE OF COMMUNICATIONS
Office 814.824.1171
Cell 814.969.1844
msolberg@ErieRCD.org



and homelessness; numerous schools, and an array of parishes seeking support for everything from food pantries to heating bills.

“This is a unique initiative because all of the money is raised locally and all of the money will stay local,” says Lisa Louis, executive director of the foundation. “We are just facilitating participation.”

The Catholic Foundation will award \$10,000 in a series of financial incentives throughout the day. Among the prizes are a \$500 award to a randomly selected ministry that has received donations from at least 10 different donors by 10 am, and a \$1,000 bonus for the organization that receives the largest single donation of the day.

For a complete list of organizations and ministries that are participating in #iGiveCatholic, visit <https://erie.igivecatholic.org/>. **While Dec. 3 is the official day for participation, donations may already be made through the website, which was live as of Nov. 18.**

The concept was first introduced by the Archdiocese of New Orleans; in the very first year, entities affiliated with the archdiocese raised \$1.3 million through the one-day effort. Last year, 29 dioceses across the country took part in the growing campaign. The Catholic Foundation of Northwest Pennsylvania is coordinating the program for the Diocese of Erie. One hundred percent of the funds collected (less credit card fees) will go directly to the organization each donor selects.

To schedule an interview, please contact Lisa Louis, executive director of the Catholic Foundation of Northwest Pennsylvania, at Llouis@cfnwpa.org or 814.824.1237.