



## NH Gives breaks fundraising record for second consecutive year

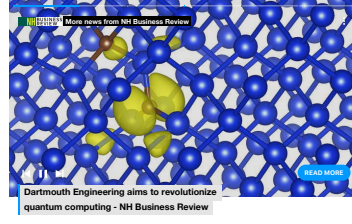
Online event to aid nonprofits raises over \$3.7 million in 24 hours

June 11, 2021 by Jeff Faingold



Organizers of the annual NH Gives fundraiser for the state's nonprofits accomplished what they set out to do: set another record this year, raising over \$3.7 million in 24 hours — nearly \$500,000 more than last year's total.

Over 13,000 Granite Staters contributed during the online giving event, which took place June 8-9.



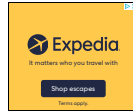
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Kathleen Reardon, CEO of the Center for Nonprofits, said the participation was "an amazing demonstration" of support for New Hampshire nonprofits, 584 of whom took part this year — also a record. "People gave from every part of the state, in amounts that started at just five dollars. When we all come together like that, we can truly make a difference. A huge 'thank you' to every single person who gave," said Reardon.

Matching funds helped to spur donations: The New Hampshire Charitable Foundation, lead sponsor of the event, and its donors contributed \$400,000 in matching funds and other individuals from around the state contributed more than \$1 million in additional matching funds for individual organizations and issue areas.

"This event has become a really special moment for New Hampshire to come together to support the organizations that do so much for our communities in challenging times — and that improve our quality of life all the time," said Kristen Oliver, vice president for marketing and communications at the New Hampshire Charitable Foundation and volunteer on chair of the NH Gives organizing committee. "The Center for Nonprofits has built incredible momentum with NH Gives, and the Charitable Foundation is proud to be a part of it."

Manchester Moves, a volunteer organization working to connect the city of Manchester to the rest of the state via rail trails and greenways, was the top online fundraiser during NH Gives, raising just over \$57,000 in 24 hours and winning an additional \$1,000 "Power of Many" prize in recognition. The organization was established in 2008, but rekindled recently as more people look to local trails and outdoor spaces during the pandemic. It was the first time Manchester Moves had participated in NH Gives.



More people gave to The Black Heritage Trail of New Hampshire than to any other organization participating in NH Gives. The Black Heritage Trail, which promotes awareness and appreciation of African American history and life to build more inclusive communities, exceeded its \$45,000 fundraising goal and was awarded a \$1,000 "Power of Many" prize for garnering the most unique donors.

"This is an affirmation that people are paying attention and that they are interested and they believe in a more inclusive story about our collective identity, about our community coming together, and that this inclusive telling of our Black history is important," said Jeniferne Boggs, executive director of the Black Heritage Trail. "We are thrilled about the individual unique donor prize — because that makes a statement."

There is still time to boost the 2021 totals and continue the momentum for New Hampshire nonprofits and communities: Although the 24-hour prize period has ended, NHGives.org will remain open for donations until midnight on Friday, June 18. As of Thursday morning, the giving total was up to more than \$3.8 million, with more than 14,000 donors.

Other key supporters of NH Gives were communications partner Brown & Company Design, with additional sponsors Comcast NBC Universal, CAS Wholesale Grocers, Chase for Business, Consolidated Communications People's United Bank, Eversource Merrimack County Savings Bank, Century 21 Circa 72 & Thompson Real Estate, First Seacoast Bank, Leader One, Franklin Pierce University, Switcher Studio, Montagne Powers, the New Hampshire Women's Foundation as well as media sponsors the Granite State News Collaborative, WMUR, the Union Leader, NH Business Review, Montagne Powers, Grappone Automotive and InDepthNH.

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