



I Live Here  
I Give Here®

# Your generosity can transform Central Texas

Amplify your impact and support 700+ local nonprofits with a single gift

*Amplify Fund Matching Partner 2025*





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## Partnering with I Live Here I Give Here

I Live Here I Give Here connects people and companies with local causes they care about. Through community-wide events and year-round programs for businesses, nonprofits, and individuals, giving can be made possible for everyone.

As a respected corporate impact partner to dozens of Central Texas-area businesses, I Live Here I Give Here provides a thoughtful approach to helping companies activate their local employees in the community.

Whether your business has a deep culture of workplace giving or is just getting started, there is no better time to get involved. Your partnership can reach hundreds of Central Texas nonprofits and thousands of residents.

Together, we can make a true local impact!



## I Live Here I Give Here By The Numbers

So, what's the impact? I Live Here I Give Here has activated more than 350,000 Central Texans to help raise \$139 Million for 1,507 local nonprofits since 2007.

We serve a seven-county region:



**1,507**

Local nonprofits  
supported

**215K**

Unique Donors

**350K**

Central Texans  
activated to give

**68K**

Email Subscribers

**5.5M**

Annual social media  
impressions focused on  
the importance of giving  
back locally

**1.9M**

Unique views to  
ILiveHereIGiveHere.org  
and AmplifyATX.org  
annually



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# **Amplify Fund Matching Partner**



# About Amplify Austin Day

## The Biggest Giving Event in Central Texas

I Live Here I Give Here's signature program, Amplify Austin Day, offers every community member the opportunity to give. Since 2013, this annual event has raised \$112.7 Million dollars, making it the biggest giving event in Central Texas.

During a single 24-hour period, from 6pm on March 5th, to 6pm on March 6th, residents across a seven-county region will come together to support more than 700 nonprofits by making a donation through the platform, AmplifyATX.org.

1,507

Total Nonprofits Served  
since 2013

\$10M

Raised in 2024

27,850

Donors in 2024

42

Corporate Sponsors  
in 2024





## About Being an Amplify Fund Matching Partner

### Making Matches Matter

Started in 2016, the Amplify Fund was established to inspire our community to participate in Amplify Austin Day in a fun new way. While every donor can contribute to the Amplify Fund at check out on AmplifyATX.org, it's the generosity of local businesses who fuel the Amplify Fund's true mission - awarding matching dollars to every participating nonprofit.

Businesses have the opportunity to partner with I Live Here I Give Here to gift a match for Amplify Austin Day. The matching dollars can be awarded to a large pool that is shared between all participating nonprofits (unrestricted) or to nonprofits in a specific cause category (restricted).

These valuable matches incentivize donors to give during Amplify Austin Day to help their favorite nonprofits meet their goals.

# \$183K

Raised in 2024

# \$200K

2024 Matching  
Partner Goal

# 82

Matching Partners  
Since 2020

# 720

Number of Nonprofits  
Impacted by Your  
Matching Partnership



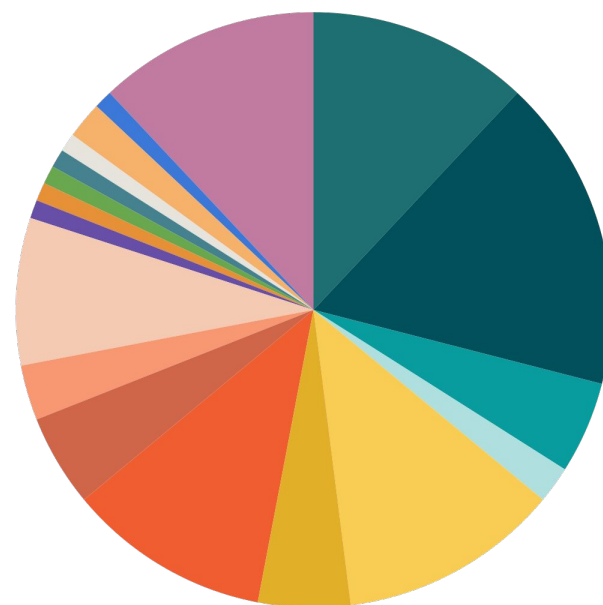
# 19 Cause Categories

## A Cause for Every Passion

With over 700 nonprofits participating in Amplify Austin Day, it can feel difficult to narrow down your giving. To help, nonprofits are organized by Cause Category on AmplifyATX.org.

With a simple search, you can discover local nonprofits that align with your personal interests and passions.

From the environment to pets, housing, and veterans, there is a cause for everyone.



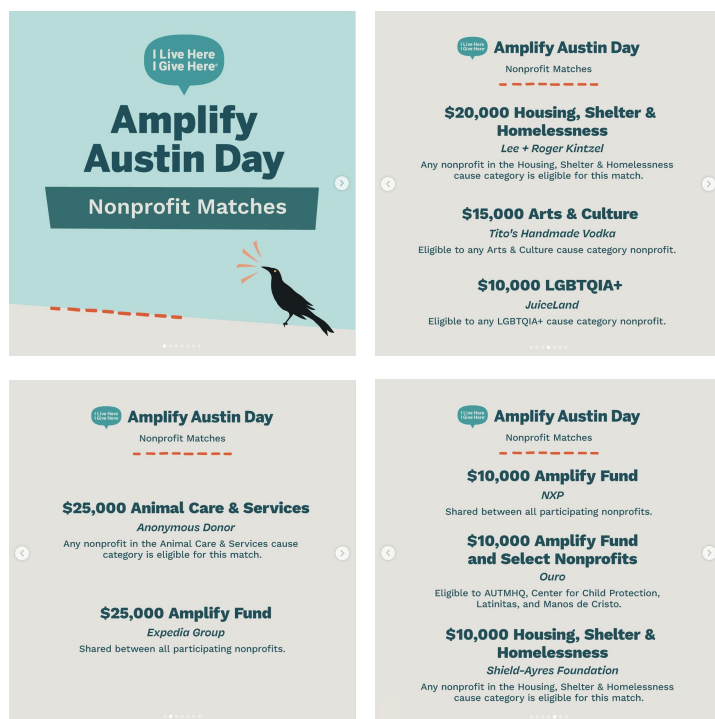
- |   |   |
|---|---|
| Arts & Culture                                | Human Services  |
| Animal Care & Services                        | LGBTQIA+  |
| Basic Needs                                   | Military & Veterans   |
| Civic Engagement, Philanthropy & Volunteerism | Public Safety, Disease Relief & Emergency Response              |
| Education & Literacy                          | Racial Equity   |
| Environment, Conservation & Sustainability    | Religion, Faith & Spirituality                                  |
| Health Care & Wellness                        | Senior Adults   |
| Housing, Shelter & Homelessness               | Sports & Recreation   |
| Human Rights, Civil Rights & Advocacy         | Youth & Children  |
|   | Disability Services: <i>category added in 2024, no data yet</i> |

# Amplify Fund Matching Partner Levels

	\$2,500	\$5,000	\$10,000	\$15,000	\$25,000
Logo on AmplifyATX.org	X	X	X	X	X
Business name included in Amplify Austin Day Impact Report	X	X	X	X	X
Inclusion in group social media thank you for all sponsors	X	X	X	X	X
Business Fundraiser opportunity	X	X	X	X	X
Customized comms toolkit to promote your Amplify Austin Day partnership	X	X	X	X	X
Inclusion in group match opportunity social media post	X	X	X	X	X
Inclusion in group match opportunity eNewsletter (68K)	X	X	X	X	X
Invitation to Amplify Austin Day Annual Gathering		X	X	X	X
Logo featured in Amplify Austin Day nonprofit workshop (200 attendees)		X	X	X	X
Inclusion in Amplify Austin Day press release			X	X	X
Logo included on all Amplify Austin Day emails to ILHIGH subscribers (68K subscribers, 8-10 emails)			X	X	X
Dedicated social post on ILHIGH platforms to promote your match				X	X
Logo included on all Amplify Austin Day receipts for donations made on AmplifyATX.org (27K+)				X	X
Featured story in the AAD Impact Report					X
Featured story shared in ILHIGH eNewsletter (68K)					X



# Amplify Fund Matching Partner Examples



AMPLIFY AUSTIN DAY 2024 | IMPACT REPORT

## Matches Matter

### Amplify Fund Matching Partners

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### Matching Partners

#### Amplify Fund

Expedia Group  
NXP  
Ouro  
Cirrus Logic  
Solarwinds  
Moreland Properties

#### Housing, Shelter & Homelessness

Reissa Foundation  
Lee + Roger Kintzel  
Shield-Ayres Foundation

#### Animal Care & Services

Anonymous

#### Arts & Culture

Tito's Handmade Vodka

#### LGBTQIA+

JuiceLand

#### Environment, Conservation & Sustainability

H-E-B

#### Basic Needs

WP Engine

#### Youth & Children

Anonymous

#### Senior Adults

Westminster

### A Westminster Win

Westminster Senior Living in Austin is home to over 500 senior adults, many of whom are longtime Austinites and dedicated local philanthropists. When I Live Here I Give Here approached Westminster about participating in Amplify Austin Day, the response was immediate: absolutely!

Westminster created an Amplify Austin Day nonprofit fair, inviting local groups to come and tell residents about their work in the run up to Amplify Austin Day.

They also asked how they could contribute and support the day financially. As a result, Westminster sponsored the first ever match in the "Senior Adults" Cause Category. Between the nonprofit fair and the match, Westminster generously made a lovely first year impact on Amplify Austin Day - and they are already planning again for next year!



Westminster Amplify Austin Day Nonprofit Fair



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# Thank you!

Contact the I Live Here I Give Here Development team at  
[Jared@ILiveHereIGiveHere.org](mailto:Jared@ILiveHereIGiveHere.org) with questions or proposal requests.

*I Live Here I Give Here is a verified 501c3 nonprofit organization based in Austin, TX and founded in 2007.  
Learn more at [ILiveHereIGiveHere.org](http://ILiveHereIGiveHere.org) or on social media @ilivehereigivehere*