



**\$743,985 plus a \$52,000
matching grant = \$795,985**

And, we're still counting!

The counter at alabamagivesday.org shows \$743,985 but, that doesn't tell the whole story.

The nonprofit collecting the most money was working to reach a matching grant at \$52,000. They got more than enough to qualify for the additional funds. So, that automatically puts the total at \$795,985!

There were about ten other groups who had smaller matching amounts. In addition, funds from the phone line, texting and checks presented in person will be tallied. Nonprofits are being asked to complete a survey on Monday (2/6) to get to that final number. The Alabama Association of Nonprofits expects to have it by midweek.

In the meantime, it's completely accurate to report that the first Alabama Gives Day reached \$800,000!

Participating stations deserve a huge THANK YOU from folks all across the state and especially from the ABA for taking on this challenge. We are hearing from nonprofits that they experienced incredible coverage on radio and TV.

If you didn't participate in the first AGD, now you know what it's all about and we hope you will plan to be part

of the success and help us raise the bar next time around. There's no end to the public service you provide daily in your communities but, this event brings us all together as broadcasters working for one purpose at one time. The collective effort shows the power of this industry... and that's important to do.

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