2016 Give BIG San Bernardino County Returns to Assist Local Charities

San Bernardino, CA – The Community Foundation is pleased to announce the return of Give BIG San Bernardino County, an exciting 24-hour event to increase philanthropy in San Bernardino County through online giving. Give BIG San Bernardino County will take place on Tuesday, November 29, 2016 from midnight through Dec. 1.

The 24-hour online event is designed to generate funding for nonprofits in the county while building a culture of philanthropy and giving throughout the community.

“We look forward to bringing our great community together once again on November 29,” said Dr. Jonathan Lorenzo Yorba, President and CEO of The Community Foundation. “Our goal is to build on the success of last year’s campaign while continuing to raise awareness of the important work of nonprofits serving our local communities.”

Creating a culture of philanthropy is a major priority in San Bernardino County and the Inland Empire, where poverty rates rank among the highest in the nation. According to the Southern California Association of Governments, 19 percent of Inland Empire residents – and 26 percent of children – live below the poverty line. Compounding this challenge is a rapidly growing population. Currently home to more than 2 million people, San Bernardino County is projected to be among the fastest growing regions in the United States.

Thanks to funding and support from the County of San Bernardino Board of Supervisors and the contributions of generous sponsors, Give Big San Bernardino County is providing valuable training to nonprofits in the use of social media, cultivating relationships with donors, developing a communications plan, and raising much-needed funds from online donors. These online donations provide critical funding to help nonprofits in San Bernardino County not only address poverty but also other challenges the county residents face in the areas of education, health, the environment, public safety, family and youth services. Give BIG San Bernardino County also provides donors with an online giving platform to improve the quality of life for all through recreation, the arts, and more.

Nonprofits are encouraged to sign up for the 2016 Give BIG San Bernardino County campaign, and anyone can support the 2016 Give BIG San Bernardino County by making online donations to their favorite charity. For more information and updates, please visit The Community Foundation.

About The Community Foundation (www.thecommunityfoundation.net)

The Community Foundation is a nonprofit, public benefit corporation created by and for the residents of Riverside and San Bernardino Counties and beyond. Established in 1941, at 75 years old The Community Foundation has nearly $90 million in assets and provides college scholarships and grants to nonprofit organizations across the two-county region.