



114 S. Canyon Street
Carlsbad, New Mexico

Media Contact:
Mike Antiporda
Carlsbad Community Foundation
(575) 887-1131

Foundation to Celebrate September 6-12 as Community Giving Week

Annual community reception cancelled due to pandemic

CARLSBAD, N.M., August 18, 2020 – Celebrating philanthropy has been a central theme of the Carlsbad Community Foundation’s annual community reception. The in-person event has been cancelled this year due to public health and safety concerns posed by the coronavirus pandemic, however, the Foundation instead plans to spearhead a week-long effort to celebrate philanthropy by encouraging community giving to all charitable causes in the community.

The Foundation will observe September 6-12, 2020 as Community Giving Week. In honor of the extraordinary work carried out by charitable organizations in our area, especially during these challenging times, the Foundation is encouraging all who are able, to make a donation to a charity of their choice, either directly or through the Foundation.

“As the only community foundation in the area, we support all philanthropy,” said Board President Deborah Beard. “We had planned to celebrate with a theme of ‘Linking Heroes to Heroes’ as a way to convey our role in linking donors to the volunteers and organizations that do so much for our community. We still think it’s relevant to celebrate in that way and our intent is to recognize the importance of community giving in the wellbeing of our area.”

With the cancellation of the annual community reception, the Foundation decided to extend the celebration for a week. And, as a way to thank donors to its endowment funds, the Foundation is offering the opportunity to increase charitable impacts through its first new matching program in more than 30 years.

For every donation made to endowment funds at the Foundation (in person, by mail, or online) between September 6-12, 2020, the Foundation will match that gift dollar-for-dollar up to \$100. That means that all gifts up to \$100 have double the impact. For example, a gift of \$25 to an endowment will turn into \$50, a gift of \$50 to an endowment will turn into \$100 and a gift of \$100 will turn into \$200.

In addition, new recurring gifts (automatically paid by credit card monthly, quarterly or annually) made online (www.carlsbadfoundation.org) to any endowment fund between September 6-12, 2020 will be matched up to \$100 each gift for up to a year. That means that a \$100 online monthly recurring gift will result in a \$200 increase to an endowment fund every month for a year. The total impact to the endowment fund would be \$2,400 based on \$1,200 from the donor and \$1,200 in matching from the Foundation.

The Foundation manages more than 200 endowment funds that address a wide variety of charitable interests in the community, including scholarships. A sampling of such funds by category is available online and Foundation staff are available to assist you if you have questions or are searching for a specific charitable interest or fund. Matching is available for standard gifts to endowment funds only of \$20 or more. Gifts to non-endowed funds are not eligible.

The Board of Directors and the Foundation staff hope to resume the annual community reception tradition in 2021.

About the Carlsbad Community Foundation

The Carlsbad Community Foundation is a charitable, 501(c)(3) organization that exists to improve the quality of life for the people of our community and South Eddy County. The work of the Foundation is achieved by building endowment funds for long-term support of nonprofit organizations and other charitable purposes.