



BOILERPLATE LANGUAGE FOR USE IN COMMUNICATIONS

Organizations promoting Give to the Max Day are welcome to use any or all of the boilerplate language provided below to share information about GiveMN and Give to the Max Day. This language may be placed in your key communications, such as newsletters, print publications and news releases from your organization.

About Give to the Max Day

Give to the Max Day was created in 2009 to launch GiveMN, a collaborative venture led by the Saint Paul & Minnesota Foundation and many other organizations committed to helping make our state a better place.

That initial spark touched off an outpouring of generosity — \$14 million in 24 hours. Celebrating its 17th anniversary in 2025, Give to the Max Day has become Minnesota’s annual giving holiday, raising \$300 million in its first 16 years. Every year, thousands of organizations and individuals generate donations and excitement for Minnesota causes that are working to improve the quality of life for all Minnesotans.

Give to the Max Day has become a national model for giving days.

About GiveMN

GiveMN is an independent nonprofit organization working to ignite generosity and grow giving through GiveMN.org, Minnesota’s giving marketplace, and RaiseMN, a fundraising coaching and training program.

Since 2009, more than 730,000 donors have made gifts with ease and enthusiasm through [GiveMN.org](https://www.givemn.org) to make a difference for causes in their communities. Through this online marketplace for generosity and giving events like the annual Give to the Max Day and Give

OUT Day, GiveMN has helped to generate more than \$400 million for more than 14,000 nonprofits.

RaiseMN serves Minnesota nonprofits through individualized coaching and programs to transform nonprofit fundraising. Focusing on small- to medium-sized organizations, RaiseMN builds more healthy and sustainable fundraising practices so nonprofits can continue to pursue and expand their mission in their communities.

Launched in 2009 by Saint Paul & Minnesota Foundation, GiveMN is supported by many generous foundation and corporate partners, contributions from individual donors, and revenue from its programs.

Shorter Version | About GiveMN

GiveMN links donors with organizations that are working to make Minnesota a better place. Its online giving website, GiveMN.org, enables charitable giving any time and any place, allowing people to donate with ease and enthusiasm. GiveMN brings innovation, energy and fresh ideas to Minnesota generosity.

GiveMN is an independent 501(c)(3) nonprofit organization. Explore [GiveMN.org](https://www.givemn.org) today.

GiveMN By The Numbers

- Give to the Max is celebrating its 17th anniversary in 2025.
- Since its inception in 2009, nonprofits and schools have raised more than \$400 million through GiveMN.org and giving events like Give to the Max.
- More than 14,000 organizations fundraise for their causes on GiveMN.org.
- More than 770,000 individuals have made donations on GiveMN.org.
- Give to the Max Day 2024 raised a record-breaking \$37 million for 6,556 nonprofits and schools.
- GiveMN has given away more than \$2.7 million in prize grants to hundreds of nonprofits and schools through giving events like Give to the Max.

Quotes from GiveMN

Any of these quotes may be used in your own news releases or other communications.

“Seventeen years ago, GiveMN started a visionary grassroots giving movement with the belief that an unparalleled state of giving was within reach,” said Jenna Ray, executive director and CEO of GiveMN. “That belief has sparked an outpouring of generosity as hundreds of thousands of people from around the world have invested nearly \$300 million in Minnesota causes through this annual giving holiday.”

“Research shows that giving from individual donors is the largest source of philanthropy for nonprofits each year,” said Jenna Ray, executive director and CEO of GiveMN. “Year after year, Give to the Max highlights how individual generosity creates a movement of collective giving, raising millions \$5, \$25, \$50 at a time.”

“Give to the Max celebrates Minnesota’s spirit of generosity and how that generosity ripples across every community, city, and county in our state,” said Jenna Ray, executive director and CEO of GiveMN. “Every year, the campaign starts at \$0 and every year we are humbled by the power hundreds of thousands of gifts can have when our community gives together.”

“For many nonprofits and schools, Give to the Max is their biggest fundraiser of the year and your support is essential to helping power their work for the year ahead,” said Jenna Ray, executive director and CEO of GiveMN.