



LOCAL

GIVING DAY RETURNS TO AID NONPROFITS

Inaugural event raised nearly \$2 million.

Hundreds of Orange County nonprofits hope to boost their financial resources when the iheartOC Giving Day online fundraiser begins Wednesday.

The 30-hour marathon raised \$1.8 million for 347 local charities last year when Orange County Community Foundation launched the inaugural countywide event.

Giving Day starts at 6 a.m.



THERESA WALKER
 STAFF WRITER

Wednesday and runs until noon Thursday. During that period, individuals and businesses can make donations to this year's 418 participating nonprofits through the iheartoc.org website.

The website includes profiles of the nonprofits and their work in the community. The foundation also provides a social media marketing toolkit for nonprofits to



COURTESY OF LIGA SVIKSS

Marcellino Salame, left, and Candace Salame at a Giving Day rally last year.

reach out on Twitter, using the hashtag #iheartoc, Facebook and other platforms.

Exposure, alone, during last year's iheartOC Giving Day proved valuable to Project Hope Alliance, said Susi Diaz, the organization's development and communications manager.

Project Hope Alliance works to prevent and end homelessness for families and children

SEE GIVING • PAGE 14

GIVING

FROM PAGE 1

in Orange County. More than 70 percent of the nonprofit's Giving Day donors were new supporters, and some remain engaged, Diaz said.

The hardest job for nonprofits tends to be growing their support, she added.

Every little bit counts, Diaz said, and with iheartOC Giving Day, Orange County Community Foundation smooths the way for donors of modest means: "They really mobilize people who are giving \$5 or \$10



COURTESY OF ORANGE COUNTY COMMUNITY FOUNDATION

Anaheim Ballet dancers form heart shapes with their hands during an iheartOC Giving Day rally in 2015.

to be a part of that giving community."

Some 6,000 donations of varying amounts were

made through the Giving Day site in 2015. The foundation has established a bonus pool of awards and

prizes - \$500,000 - to match a percentage of the donated dollars.

Many of the nonprofits will be involved in Giving Day events to raise support and awareness.

Project Hope Alliance, for example, will receive 10 percent of net sales from a shopping event from 6 to 8 p.m. Wednesday at Brooks Brothers Fashion Island, featuring the Newport Beach store's new women's collection.

A list of Giving Day events can be found at iheartoc.org.

CONTACT THE WRITER:
twalker@ocregister.com