

## **FOR IMMEDIATE RELEASE**

### **GiveBIG Eastside Collaboration Supports East King County Nonprofits With May 3-4 Giving**

*Campaign Showcases Over 200 Nonprofits Across 23 Eastside Cities and Towns*

Redmond, WA - May 2, 2022 - OneEastside SPARK announces [GiveBIG Eastside](#), the first regional initiative for GiveBIG, a statewide fundraising campaign organized by [501 Commons](#). This collaboration will help amplify the great work being done by East King County nonprofits and further enhance their fundraising efforts.

[GiveBIG](#) is an online fundraising campaign to support Washington State nonprofits that kicked off with early giving on April 19th and will culminate in a 48-hour giving event on May 3rd and 4th, 2022.

"Nonprofits are a critical part of our community," said Kristina Hudson, Founding Partner of OneEastside, and CEO of OneRedmond. "Our GiveBIG Eastside marketing and educational programs have been developed to assist our nonprofit leaders to maximize this opportunity for their organizations."

Last year, over 1,600 participating nonprofits across Washington state raised over \$17.4 million, including \$5.5 million in matching funds through GiveBIG. Through this regional initiative, OneEastside SPARK anticipates increased contributions to and exposure for our East King County nonprofits.

"Eastside Baby Corner has participated in GiveBIG every year because we believe we are stronger together," said Helen Banks Routon, Director of Development and Community Relations for Eastside Baby Corner (EBC). "The leadership of OneEastside SPARK in helping nonprofits-big and small-- from our eastside region is truly

appreciated. I like that they are stepping to provide support for our local organizations."

In addition to promoting regional nonprofits, OneEastside SPARK hosted a [series of virtual meetups](#) with nonprofit leaders to share tips and strategies, helping nonprofits maximize the GiveBIG opportunity.

One-on-one advising sessions for eastside nonprofits were also offered by OneEastside SPARK with volunteer communications professionals to review a nonprofit's GiveBIG campaign page. More information about that service can be found here <https://calendly.com/oneeastside/30min?month=2022-04>.

"GiveBIG is an important fundraiser for Alpha Supported Living Services, even more so during the pandemic," said Diane Perry, Development Director at Alpha Supported Living Services.

"OneEastside SPARK and the GiveBIG Eastside campaign has really been a great support. They hosted several virtual meetups for Eastside non-profits to come together and share tips and encourage one another. Working together with other non-profits for a common goal is so inspiring. I am excited about Alpha's GiveBIG campaign this year and look forward to being part of something that brings our community together."

### **About GiveBIG**

GiveBIG is an online, statewide fundraising campaign, organized by [501 Commons](#). The program utilizes the [Washington Gives](#) online giving platform to help individuals, groups, and businesses discover and donate to nonprofits headquartered or serving Washington State. In 2021, the GiveBIG program raised more than \$17.4 million in donations, match, and in-kind contributions.

### **About OneEastside SPARK**

OneEastside SPARK was formed by OneRedmond to support East King County business and nonprofit recovery from the economic impact of the COVID-19 pandemic while expanding resiliency building

efforts. OneEastside SPARK works in collaboration with East King County's 23 cities and towns, chambers of commerce, nonprofits, and state and county government, building tools to address key areas of need amongst small businesses and nonprofits as they evolve. OneEastside SPARK is funded by OneRedmond through contributions and grants.

For more information visit <https://oneeastside.org/spark/>.

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