Give for Good Louisville™
COMMUNITY FOUNDATION OF LOUISVILLE

2024 Prize Pool

Thanks to our generous community partners, we have hundreds of thousands of dollars to award to participating organizations throughout Give for Good Louisville! Check out the list of this year's generous prize pool partners, and feel free to send them a "thank you" email or note.

Grand Prizes – Sponsored By Sam Swope Family

Grand Prizes will be awarded for **Most Donations*** from September 9-12 in four income sizes of organizations.

Size determined by IRS Form 990 income	Tier 1 (under $49K)	Tier 2 ($50K - $250K)	Tier 3 ($251K - $1.5M)	Tier 4 (over $1.5M)
First Place	$3,500	$3,500	$3,500	$3,500
Second Place	$3,000	$3,000	$3,000	$3,000
Third Place	$2,500	$2,500	$2,500	$2,500

**Donations are defined as a unique online gift of $1 or more to one organization.*

Swope Legacy Prize – Sponsored by the Sam Swope Family

Since 2015, the Sam Swope Family has invested over $1.2 million in Kentuckiana organizations through Give for Good Louisville. Because of their generosity, every organization participating this year will receive a $150 cash prize.

Strategic Prizes

Strategic Prizes will be distributed throughout the giving day on September 12, 2024, from 12 a.m. to 11:59 p.m. Awarded prizes are subject to audit and will be finalized no later than September 20 at 5 p.m. ET.

As of August 2024. Subject to change.

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The Greatest Two Minutes in Giving CHURCHILL DOWNS	Randomly selected donation boosts to six online donors within a two-minute time period from 7:15-7:17 p.m. (ET). Win - One donation to receive a random boost of $20,000. Place - Two donations receive a random boost of $10,000 each. Show - Three donations receive a random boost of $5,000 each.	Win - Gift 1 $20,000 Place - Gifts 1 & 2 $10,000/each Show - Gifts 1-3 $5,000/each
New Donors Supporting A Healthy Kentuckiana	Randomly selected donation boost to five online donors giving to an organization for the first time. *Recognizing donors who give to an organization for the first time – it takes all of us to build a healthy Louisville!*	Donor 1 -$1,000 Donor 2 - $1,000 Donor 3 - $1,000 Donor 4 - $1,000 Donor 5 -$1,000
Early Bird BROWN-FORMAN	Organizations by tier that receive the first online donation at 12:00 AM ET on September 12, 2024, will win $1,000.	Tier 1 - $1,000 Tier 2 - $1,000 Tier 3 - $1,000 Tier 4 - $1,000
Morning Rush THE GHEENS FOUNDATION	Organizations by tier with the most online donor s between 6 – 8 AM will be awarded $1,000 each.	Tier 1 - $1,000 Tier 2 - $1,000 Tier 3 - $1,000 Tier 4 - $1,000
Mid-Morning Break For It	Organizations by tier with the most online donors between 9 – 11 AM will be awarded $1,000 each.	Tier 1 - $1,000 Tier 2 - $1,000 Tier 3 - $1,000 Tier 4 - $1,000

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Jewish Heritage Fund		
Afternoon Drive BROWN-FORMAN	Organizations by tier with the most online donors between 1 – 3 PM will be awarded $1,000 each.	Tier 1 - $1,000 Tier 2 - $1,000 Tier 3 - $1,000 Tier 4 - $1,000
Evening Break For It THE GHEENS FOUNDATION	Organizations by tier with the most online donors between 7 – 9 PM will be awarded $1,000 each.	Tier 1 - $1,000 Tier 2 - $1,000 Tier 3 - $1,000 Tier 4 - $1,000
Late Night Push LG&E and KU Foundation	Organizations by tier with the most online donors between 10 – 11 PM will be awarded $1,000 each.	Tier 1 - $1,000 Tier 2 - $1,000 Tier 3 - $1,000 Tier 4 - $1,000
P2P Powerhouse THE OWSLEY BROWN II FAMILY FOUNDATION	Organizations by tier with the most online donors through the P2P fundraising feature will be awarded $1,000 each.	Tier 1 - $1,000 Tier 2 - $1,000 Tier 3 - $1,000 Tier 4 - $1,000
Social Media Star Jewish Heritage Fund	Organizations by tier with the most creative posts around #GiveForGoodLou leading up to and on the giving day. The social media giving day team will rate posts based on creativity, storytelling, frequency, and overall campaign.	Tier 1 - $1,000 Tier 2 - $1,000 Tier 3 - $1,000 Tier 4 - $1,000
#GiveForGoodLouLIVE Trivia SAM SWOPE FAMILY	Top 4 winners of the #GiveForGoodLouLIVE Trivia will earn $1,000 for an organization of their choice.	Donor 1 -$1,000 Donor 2 - $1,000 Donor 3 - $1,000 Donor 4 - $1,000

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Fab Prize (Fundholder Appreciation Bonus) – Sponsored By the Community Foundation of Louisville

What is a fundholder? A fundholder (sometimes also referred to as "fund advisor") is a person who manages a charitable fund at the Community Foundation, often making grant distribution recommendations from the fund.

Last year, our fundholders collectively distributed over $4 million in grants from their charitable funds to participating organizations during Give for Good Louisville. We wish to celebrate over 40 years of stewarding these charitable funds and recognize donors' generosity by boosting a fundholder's grant distributed before or during the giving day.

- THREE returning fundholders who used their Community Foundation of Louisville fund to give to Give for Good Louisville will be randomly selected to receive a $1,000 donation boost each.
- THREE new fundholders who used their Community Foundation of Louisville fund to give to Give for Good Louisville for the first time will be randomly selected to receive a $1,000 donation boost each.

Golden Tickets – Sponsored By Derby City Gaming & Hotel

During every hour of Give for Good Louisville, a lucky donation will be randomly selected to receive a $1,000 Derby City Gaming Golden Ticket. $1,000 will be added to their donation making a gift of $10 become $1,010!

Organizations cannot win more than one Golden Ticket throughout the giving day.

Power Hour Prizes – Sponsored By LGE & KU Foundation

On September 12 at the 8 a.m., noon, 4 p.m., and 8 p.m. hours, a lucky donation will be randomly selected to receive a $2,000 LGE & KU Foundation Power Hour Prize. $2,000 will be added to their donation making a gift of $10 become $2,010!

Organizations cannot win more than one Power Hour Prize throughout the giving day.

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#WhyIGive Donor Prize – Sponsored By Churchill Downs Inc.

Donors and community members may submit their answer to the question "Why I give…" for a chance to win $100 for a participating organization of their choice.

All submissions for this prize will be entered into randomizing software, selected, and awarded to organizations during Give for Good Louisville. Organizations may win one #WhyIGive prize, and donors may only be selected to win one #WhyIGive prize. 100 $100 prizes will be awarded.

All #WhyIGive responses must be submitted no later than September 11, 2024.

Proportionate Match Pools

Organizations based in these counties or tier categories will be eligible to receive a proportionate share of the match pools based on their overall amount of dollars raised, excluding other prizes they may receive.

- **Caesars Foundation of Floyd County Match Pool - Sponsored By Caesars Foundation of Floyd County**
- Caesars Foundation of Floyd County is offering a 10% proportionate match to organizations based in Floyd County, Indiana.

- **Southern Indiana Match Pool - Sponsored By William O. Alden Jr.**
- William O. Alden Jr. is providing a 10% proportionate match to organizations based in Clark and Harrison counties in Indiana.

- **Building Nonprofit Capacity Match Pool – Sponsored By William O. Alden Jr. and Sam Swope Family**
- William O. Alden Jr. and the Sam Swope Family collectively offer a 10% proportionate match to Tier 1 organizations* whose annual gross revenue does not exceed $50,000.

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- **Organizations in the Tier 1 category were selected for this proportionate match pool to increase fundraising capacities for these organizations.*

Ambassador for Good Grants – Sponsored By Prize Supporters

Ambassadors for Good are community members who use their media platforms to amplify Give for Good Louisville and encourage others to participate. A total of 18 ambassadors will be given a $250 grant to award to an organization of their choosing.

Organizations may be awarded up to three $250 grants. 18, $250 grants are available.

Giving Day Workshop – Sponsored By Republic Bank

$500 Total

Two organizations participating in the Giving Day Workshop will be randomly selected and awarded $250.

Post-Giving Day Surveys – Sponsored By Churchill Downs

$1,000 Total

Organizations and donors who submit responses to the post-giving day surveys will be randomly selected and awarded. One $500 grant is available for organizations. One $500 grant is available for donors.

PRIZE DETAILS & RULES:

- Gifts made online via GiveForGoodLouisville.org during both the early giving period (September 9 – 11) and on the Giving Day (September 12) will count towards the match pools and Grand Prizes.
- Gifts made online at GiveForGoodLouisville.org on September 12 will count towards all prizes.
- Gifts made during the late giving period (Until 1 p.m. on September 13) at GiveForGoodLouisville.org will not count towards any prizes.

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- Offline gifts will not count towards any prizes or leaderboards.
- **A matching grant uploaded by the organization does not count towards a prize.**
- Awarded prizes are subject to audit and will be finalized up to seven business days following the Giving Day.
- Prizes may be revoked or withheld if donations or matches can't be validated or if donations do not qualify as "Unique Donations," including falsifying donor email addresses or matches.
- A "Unique Donation" is defined as one gift of $1 or more to one organization. Anyone who attempts to game the system risks of being caught in our audit.
- In the event of ties, prizes will be split evenly.
- Organizations can win only one Golden Ticket prize throughout the day.
- Organizations can win only one Power Hour Prize throughout the day.
- Organizations may win one Golden Ticket & one Power Prize throughout the giving day.
- Organizations may be awarded up to three grants by the Ambassadors for Good team.
- Organizations may win one #WhyIGive prize, and donors may be randomly selected to win only one #WhyIGive prize.
- Only organizations who have indicated Clark, Floyd, or Harrison counties as their mailing address county on the registration form will be eligible for the Southern Indiana match pools.
- Only organizations in the Tier 1 category with gross annual revenues of less than $50,000 will be eligible for the Tier 1 match pool.

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