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Contact: tpitts@mnaonline.org

GivingTuesday Rallies Michiganders Around the Power of ‘Giving Back’
Michigan Nonprofits Ask for Support

LANSING- As the pandemic continues to put a damper on fundraising, Michigan nonprofits need support on GivingTuesday. “Nonprofits in general are always in need of donations and it’s certainly not at the level that it was pre-pandemic,” said Kelley Kuhn, vice president at Michigan Nonprofit Association. “Oftentimes, these are our grassroots organizations that are in our communities that may be of most need.”

GivingTuesday is a global day of giving that will take place on Tuesday, November 30, 2021. Created in 2012, the global campaign is an opportunity for people to come together to thank, help, give, show kindness, and share what they have with those in need. “GivingTuesday inspires people all around the world to embrace their power to make an impact on the causes and issues they care about, not just on one day but throughout the year,” said Asha Curran, GivingTuesday’s CEO, and co-founder of the movement.

Nonprofits have played a crucial role in keeping Michigan’s economy going during the coronavirus pandemic. “Michigan nonprofits have been responding since the beginning of the pandemic,” said Kuhn. “They are providing essential services to our communities while at the same time trying to stay afloat. The need for support for nonprofits is greater than ever as many have been forced once again to cancel or scale back major fundraisers due to the ongoing pandemic.”

Michiganders can join their neighbors from across Michigan in a global movement for good. “There are plenty of opportunities to donate to area nonprofits this GivingTuesday,” said Kuhn. “We encourage people to scroll through our nonprofit directory to find an organization to support. Even a small contribution will make a big difference.”

About MNA:
Michigan Nonprofit Association is a nonprofit 501 © (3) founded in 1990, to strengthen nonprofits and the communities they serve by advancing collective power, knowledge, systems, and strategy. MNA is a statewide membership organization dedicated to promoting and supporting anti-racism and social justice in the nonprofit sector. For more information, visit www.mnaonline.org

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