



**For Immediate Release**

**DELAWARE DIVISION OF THE ARTS GRANTS \$425,000 TO ARTS ORGANIZATIONS THROUGH DELAWARE’S GIVING DAY**

**Delaware (March 22, 2021)** --- Do More 24 Delaware, aka “Delaware’s Giving Day,” raised nearly \$2 million in the 24 hours between 6 p.m. March 4 and 6 p.m. March 5. More than 40% of these dollars went to nonprofits in the arts sector, in large part thanks to a creative partnership launched this year with the Delaware Division of the Arts.

The Delaware Division of the Arts (DDoA) offered more than \$425,000 in matching grants and donation incentives to dozens of its FY21 general operating support grantees. Eligible arts organizations competed in either the large or small nonprofit category, each of which shared in its own matching grant stretch pool and bonus structure for those organizations receiving the most number of donations. The DDoA also supported the event’s virtual benefit concert, which provided all donors who made a \$50 contribution to any of the participating nonprofits with an exclusive opportunity to hear from Delaware’s own platinum-selling, chart-topping country music star Jimmie Allen after the event.

Including the support of the DDoA’s financial incentive, eligible arts organizations raised nearly \$800,000 collectively and the state’s investment yielded a better than 82% return.

Paul Weagraff, Director of the Division of the Arts, was pleased that so many arts organizations participated, boosting their fundraising efforts, and encouraging individuals to donate to their favorite arts organizations. “It’s been difficult to watch the COVID-19 pandemic’s detrimental impact on the arts sector, particularly the performing and visual arts organizations, over the past year. The fact that nearly \$400,000 was raised from the private sector in 24 hours to support the arts shows that the public remains strongly supportive of the arts community and recognizes how important the arts are to our economy.”

This year’s giving day total of \$1.97M shatters last year’s grand total by nearly five times, and the 400+ nonprofits raising money were supported by more than 10,000 individual donors from around the country and internationally. All 501(c)(3) nonprofits serving Delaware are eligible to participate. Do More 24 Delaware 2022 is scheduled to take place on March 3-4, 2022.

**About Do More 24 Delaware**

Founded by United Way of Delaware in 2016, *Do More 24 Delaware* is a one-day event during which nonprofits across the state participate in an around-the-clock friendly competition to raise incremental funds that go directly to participating agencies. Nonprofits create their own outreach activities to engage supporters and compete for additional cash incentives funded by corporate



and foundation donors. For more information about Do More 24 Delaware or to see the results of this year's event, visit [www.domore24delaware.org](http://www.domore24delaware.org).

### **About United Way of Delaware**

Founded in 1946, United Way of Delaware (UWDE) works to advance the common good by focusing on three key areas: Grade Level Reading, College and Career Success and Financial Empowerment. UWDE is engaged in a long-term strategy to eliminate the root causes of the most pressing social problems in New Castle, Kent and Sussex counties. UWDE is also responsible for the United Way brand in Salem County, New Jersey. For more information or to support UWDE, visit [www.uwde.org](http://www.uwde.org), follow us on Twitter @UnitedWayDE, or on Facebook at <https://www.facebook.com/UnitedWayofDelaware> or call (302) 573-3717.

### **About Spur Impact Association**

Spur Impact Association is a 501c3 nonprofit organization focused on building a collaborative network for any individual, organization or affiliate group seeking to connect with and develop young professionals, the future lifeblood of any organization. Spur Impact is best known for the Millennial Summit, one of the nation's fastest-growing and largest young professional conferences held annually in Wilmington, Delaware.

### **About Delaware Division of the Arts**

The Delaware Division of the Arts is an agency of the State of Delaware. Together with its advisory body, the Delaware State Arts Council, the Division administers grants and programs that support arts programming, educate the public, increase awareness of the arts, and integrate the arts into all facets of Delaware life. Funding for Division programs is provided by annual appropriations from the Delaware General Assembly and grants from the National Endowment for the Arts, a federal agency. For more information about the Delaware Division of the Arts, visit [arts.delaware.gov](http://arts.delaware.gov) or call 302-577-8278.

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