



## MEDIA CONTACT

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## FOR IMMEDIATE RELEASE

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### **Community First Foundation and FirstBank to Present Colorado Gives Day** *New initiative to raise \$1 million for Colorado Nonprofits*

**Denver, CO (May 27, 2010)** – Announced during a May 25, 2010 Kick-off Event for the new initiative **Colorado Gives Day**, Community First Foundation and FirstBank have partnered together in an effort to increase philanthropy in Colorado through online giving. Colorado Gives Day will take place during a 24-hour period on December 8, 2010. Donations to local charities will be accepted through the website GivingFirst.org, Community First Foundation's online giving resource, with a goal of raising **\$1 million in one day**.

Details of the partnership between Community First Foundation and FirstBank include a \$300,000 commitment from the Colorado-based, employee-owned bank. \$250,000 of this commitment will be used as a lead gift for the Colorado Gives Day Incentive Fund. This special fund will be grown by additional contributions from local businesses proportionally allocated across all donations made on Colorado Gives Day, thus increasing the value of each individual gift. In addition, FirstBank has committed \$50,000 towards off-setting the cost of credit card and processing fees associated with donations made on December 8, helping to make this a **no-cost initiative for participating nonprofits**.

There are currently over 340 nonprofits profiled on GivingFirst.org and the Foundation is working hard to increase this number over the next six months. The free opportunity to be profiled on GivingFirst.org and participate in Colorado Gives Day is open to all Colorado nonprofits that meet the following criteria:

1. Possess 501(c)(3) status in Colorado
2. Serve or have headquarters located in Colorado
3. Maintain a workable operating budget and assets greater than \$25,000
4. Have a Form 990 or 990-EZ
5. Are not governed by a church or booster club
6. Are willing to share organizational details that establish transparency

“We are very excited to launch this new initiative that has the potential to dramatically increase charitable giving in our state. Our nonprofit sector is struggling and we have identified the opportunity of utilizing online philanthropy to change the landscape of giving in Colorado,” remarked Ken Eggeman, President & CEO of Community First Foundation. “FirstBank is an ideal partner to join us in this effort and we look forward to welcoming the support of the local community as we move forward.”

John Ikard, President and CEO, FirstBank Holding Company, agrees with Eggeman and has stated, “We have been very attracted to the Colorado Gives Day initiative since the very beginning primarily because of its potential to make a major impact on our state's nonprofit sector as a whole. The ‘Give Where You Live’ philosophy is very complementary to FirstBank's community support vision and we look forward to helping Community First Foundation reach its goal of \$1 million in one day for local nonprofits.”

**For more information about Colorado Gives Day, including how to join, visit**  
[www.communityfirstfoundation.org](http://www.communityfirstfoundation.org).

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**Community First Foundation** improves quality of life in the seven-county metropolitan Denver community. We use our resources to fund vital community initiatives, support nonprofit organizations, and assist individuals with charitable giving. We help donors support charitable causes through planned giving and Donor Advised Funds, and offer grants, fund management and fund-raising education to nonprofits. We have been serving the community since our founding in 1975.

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**FirstBank** is fortunate to have financial stability, outstanding employees, and the greatest customers it could ask for. FirstBank owes its success to the core values it has held since being founded in 1963. Ever since, FirstBank has maintained a strong commitment to convenience, friendly and intelligent customer service, and loyalty to its employees. FirstBank has grown through consumer and commercial lending, innovative banking products and services and a high regard for community investment. FirstBank now has over \$10 billion in assets and over 130 locations in Colorado, Arizona, and California. Although still a growing company after nearly 50 years, FirstBank's commitment to its customers and to local communities has not changed.

