



**MEDIA CONTACT**

Angela Bevacqua

720.898.5900

abevacqua@CommunityFirstFoundation.org

**FOR IMMEDIATE RELEASE**

---

**Community First Foundation Distributes over \$8.7 Million to Charities from Colorado Gives Day**

**Denver, CO (December 23, 2010)** – Community First Foundation announced today that it will distribute over \$8.7 million to 529 nonprofit organizations that participated in Colorado Gives Day. More than 18,500 gifts totaled \$8.4 million donated through GivingFirst.org on December 8. The Colorado Gives Day Incentive Fund, worth \$320,000, will be proportionally allocated across all donations received, contributing over \$8.7 million to Colorado’s nonprofit sector.

“It was the creative, grass roots communication effort of nonprofit organizations and the benefit of the Incentive Fund that energized the community to give over \$8.7 million in one day online,” said Marla Williams, President and CEO of Community First Foundation. “FirstBank’s generous contribution set a strong example for other businesses and foundations that got involved and played a crucial role in our success.”

The Incentive Fund was established by a \$250,000 lead gift from Colorado Gives Day sponsor **FirstBank** and was increased by a number of other contributions by foundations and corporations, including major gifts from **Daniels Fund** and **Piton Foundation**.

“We were thrilled with the results of Colorado Gives Day,” says Leslie Foster, CEO and president of **The Gathering Place**. “The Gathering Place received donations from 178 individuals and a third of those were new donors whose giving totaled just over \$5,000. We truly believe that all of the publicity and the Colorado Gives Day Incentive Fund inspired people to give to us who haven’t before.”

Nonprofits also received an extra boost by saving more than \$250,000 in credit card processing fees, which were covered by Community First Foundation with the help of a \$50,000 gift from FirstBank.

“The success of Colorado Gives Day surpassed everyone’s expectations,” said John Ikard, President and CEO, FirstBank Holding Company. “We are proud of the role FirstBank played in making Colorado Gives Day an inclusive and collaborative effort to help the nonprofits in our state at a crucial time.”

For more information about Colorado Gives Day and the Colorado Gives Day Incentive Fund, please visit [www.givingfirst.org/cogivesday](http://www.givingfirst.org/cogivesday).

###

**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. [www.communityfirstfoundation.org](http://www.communityfirstfoundation.org)

**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.

**Colorado Gives Day** is an initiative to increase philanthropy in Colorado through online giving. Presented by Community First Foundation, Colorado Gives Day is a 24-hour period devoted to online giving through GivingFirst.org. This initiative fulfills Community First Foundation's mission to increase community generosity by giving individuals an opportunity to come together to support a variety of charitable causes and to learn about a new way to individually support them year-round.

