



FOR IMMEDIATE RELEASE
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ALABAMA GIVES DAY TO HELP VOICES FOR ALABAMA'S CHILDREN

Birmingham, Ala. – On February 2, 2012 the Alabama Association of Nonprofits, in partnership with the Alabama Broadcasters Association, is taking one day to harness the power of individual contributions statewide. To date 71 River Region nonprofits– **including VOICES for Alabama's Children** - have registered to participate in the statewide event.

VOICES for Alabama's Children which is celebrating its 20th anniversary in 2012 is a statewide non-profit, multi-issue, non-partisan, advocacy organization whose mission is to ensure the well-being of all of Alabama's 1.3 million children giving them the best chance to succeed and reach their full potential. VOICES hopes that supporters will celebrate the organization's 20 years of working to improve the lives of our state's children by supporting the organization through Alabama Gives Day.

Money raised from the Alabama Gives Day will be used to fund the *Alabama Kids Count Project* which does research and measures child well-being based on 12 indicators; our public awareness campaigns focusing on the value of early learning as an investment in our work force of tomorrow, the importance of reading on grade level by 3rd grade, and Alabama's **uninspected** child care system. Additionally, funds raised will help to promote VOICES' legislative priorities which include lowering the mandatory age for beginning school from age 7 to age 6, passage of the "Smoke Free Alabama" legislation, protect and sustain funding for Alabama's First Class pre-k program, Alabama Reading Initiative (ARI) and Alabama Math Science and Technology Initiative (AMSTI) and funding for the child care subsidy program. For more information on VOICES and our programs, please visit us online at www.alavoices.org.

How does Alabama Gives Day work? On February 2nd, from midnight to 11:59pm, Alabamians will be driven to a dedicated online giving portal powered by Razoo at www.alabamagivesday.org where they will choose to make a gift to one or more of the hundreds of participating nonprofits. "Donors will choose the nonprofit(s) they want to support from a list of 12 areas of interest, i.e. Children and Youth, Animals, Health, Environment, etc.," said Jackson. "It's all about connecting them to the missions they are most passionate about, and hopefully to a nonprofit they've never supported."

“Connecting individual donors to nonprofits, while also promoting the safety and ease of online giving, is critical to helping our nonprofits be sustainable,” said John Stone, President and CEO for the Alabama Association of Nonprofits. “Never before has an event of this magnitude taken place in our state. This will be a defining moment for Alabama nonprofits participating in the event and the impact will be felt far and wide. We’ve seen what Minnesota, Colorado and other Gives Days have done, and with Alabama’s strong tradition of giving we believe that history can be made on February 2nd.”

To learn more visit www.alabamagivesday.org

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