



THE BIG GIVE

The Columbus Foundation

**November 10, 2011, 11 a.m. to
November 11, 2011, 11 a.m.**

FAQ for Nonprofit Organizations

What is The Big Give?

The Big Give is a pro-rated matching opportunity for the general public and Columbus Foundation donors to increase their giving through PowerPhilanthropy, the Foundation's online giving marketplace. In the face of uncertain economic times, The Columbus Foundation is looking to strengthen central Ohio through The Big Give by supporting the 600 nonprofits featured in PowerPhilanthropy. These nonprofits provide a wide range of programs and services that positively impact our culture and community, including support for the arts, education, health, human services, conservation, and animal welfare.

What is PowerPhilanthropy?

PowerPhilanthropy is the community's premier online giving marketplace where you can find information about 600 local nonprofits. The Columbus Foundation created PowerPhilanthropy to share the Foundation's knowledge about the nonprofit sector and to help donors be better informed about their charitable choices. Since the launch of PowerPhilanthropy in 2008, the online site's giving events have so far raised nearly \$7 million for central Ohio nonprofits. For more information and details about The Big Give, visit www.columbusfoundation.org.

How do I know my nonprofit organization is eligible to receive donations through The Big Give?

Only nonprofit organizations with a current published portrait in The Columbus Foundation's PowerPhilanthropy are eligible to participate in The Big Give. [Click for list of nonprofits](#). If your nonprofit is interested in participating in future giving events, please e-mail p2@columbusfoundation.org.

How can I access PowerPhilanthropy?

PowerPhilanthropy is accessible on The Columbus Foundation's website at www.columbusfoundation.org. Log-in information is not required to view a portrait or make a donation.

Donors with Columbus Foundation Donor Advised Funds

Columbus Foundation donors will use their existing username and password. Please contact the Foundation at 614/251-4000 to recall or create a username and password.

PowerPhilanthropy Nonprofit Administrators

Nonprofit administrators will be able to access their log-in information after The Big Give. Please contact your PowerPhilanthropy coach or e-mail p2@columbusfoundation.org for more information. A schedule of trainings will be available after The Big Give.

Who can make donations to The Big Give?

The general public and Columbus Foundation donors are invited to participate in The Big Give! Nonprofit organizations are prohibited from donating.

What is the minimum donation to The Big Give?

The minimum gift for a public donor is \$20. The minimum gift for donors with a Donor Advised Funds at The Columbus Foundation is \$250. All major credit cards (i.e., Visa, MasterCard, Discover, American Express) will be accepted.

Is there a maximum donation?

There is no maximum amount.

Is there a limited amount my organization can receive during The Big Give?

There is no maximum amount your organization may receive.

Can a donation be rescinded?

No. Donations made to nonprofits in The Big Give may not be rescinded.



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Can my organization receive a donation to its Columbus Foundation endowment fund during The Big Give?

No. Columbus Foundation endowment funds are not eligible to receive donations during The Big Give.

How will the pro-rated match work?

There is \$1,000,000 available in the matching pool. So, for example, if \$2,000,000 were raised during the Big Give, the match would be 50 cents on every dollar.

Are all donations made during The Big Give matched?

Yes. All credit card gifts received through PowerPhilanthropy during the 24-hour period from November 10, 2011, at 11:00 a.m. to November 11, 2011, at 11:00 a.m. will be eligible for the pro-rated matching opportunity. Cash, checks, or stocks will NOT be accepted during the 24-hour period.

Are there any credit card fees assessed for donations made through PowerPhilanthropy during The Big Give?

Yes. A nominal credit card fee of 3.3% per transaction is charged by the credit card processing company. The Columbus Foundation receives no income from any credit card charges.

Will credit card fees be matched?

No. Donations made by credit card will be matched to the value of the actual donation, minus the 3.3% credit card processing fee.

Will recurring donations be considered for The Big Give event?

Recurring donations will not be matched. Only actual donations received during the 24-hour period of The Big Give will be matched.

How will donors know their donations are eligible to receive a pro-rated match for The Big Give?

Donors, who participate during The Big Give, will receive an e-mail immediately after making a donation informing them that their donation has been received and matched.

After the event, how will nonprofits know the dollar amount of donations they will receive?

To inquire about how much your organization received during The Big Give, please e-mail p2@columbusfoundation.org or call The Columbus Foundation and ask to speak with a PowerPhilanthropy coach. The information will be available after 2:00 p.m. on Friday, November 11.

During The Big Give, will I be able to view gifts received by my nonprofit in real-time via PowerPhilanthropy?

The time remaining in the 24-hour matching period and the total amount raised through The Big Give will be viewable in real-time on The Big Give landing page on The Columbus Foundation's website. Real-time data for individual nonprofits will not be available.

When will I receive my organization's Big Give donations?

You will receive your donations and matching funds by December 31, 2011.

How can I make changes to my organization's PowerPhilanthropy portrait?

To make changes to your portrait, you must request a change by e-mail at p2@columbusfoundation.org.

Are there additional resources available to market The Big Give to my donors?

Yes! Please access the resources designed exclusively for you in The Big Give Nonprofit Toolkit, available at columbusfoundation.org.