

**EMBARGOED until October 17, 2013**

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**power2give.org, an Easy to Use, Online Fundraising Platform for Arts and Cultural Projects Launches in Columbus on October 17**

The Greater Columbus Arts Council  
introduces power2give.org, connecting people to cultural projects

(Columbus, OH)– On Thursday, October 17 at the Community Arts Partnership Awards program, the Greater Columbus Arts Council (GCAC), in partnership with the Arts & Science Council (ASC) located in Charlotte, N.C. and with generous support from the City of Columbus through the GCAC grants program, Cardinal Health, JPMorgan Chase Foundation, PNC, Loann Crane and The Columbus Foundation for matching grants, is launching power2give.org, a new fundraising platform to support arts and cultural projects in the Greater Columbus/Franklin County area.

Local arts organizations are embracing innovative and creative new ways to engage their audiences and secure more resources. power2give.org, created by ASC, offers a direct way to connect local arts and cultural projects with individuals and corporations interested in turning specific needs into realities. Cultural organizations' listed needs describe clearly identified projects – for example, instruments for children in a youth orchestra or costumes for an upcoming theater production.

The Columbus and Franklin county portion can be found at [www.power2give.org/FranklinCountyOH](http://www.power2give.org/FranklinCountyOH). The site will launch with \$60,000 in matching provided by the Columbus corporate and community partners.

People visiting the site can pick a project that interests or inspires them and direct their giving to making those efforts come to fruition. The site's Franklin County launch is going to feature funding needs for dozens of projects from myriad and varied organizations.

power2give.org debuted in Charlotte, N.C. in late August 2011 and since then has launched in 17 additional communities. Columbus will be the 20<sup>th</sup> city in the country to launch the program. The program has already generated more than \$3.5 million in directed giving in the country.

power2give.org, conceived and developed by ASC, is borne out of the recognition that future funding of the cultural sector requires increasingly diversified and innovative means, and is in direct response to current trends in philanthropy. Giving from high net worth individuals is down 71% from 2007 according to the Center on Philanthropy.

Meanwhile, trends continue to indicate an increased number of gifts with smaller average gift sizes, further growth in online donations and a strong desire from donors to see where their gifts go. The site also creates a closer relationship between donors and the organizations they support.

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“power2give is an easy way for individuals to learn about and financially support local grassroots arts projects,” said Tom Katzenmeyer, President of the Greater Columbus Arts Council. “We hope this platform will, over time, contribute significantly to the foundation of funding support for the cultural community.”

In developing power2give.org for the Columbus community, GCAC worked with The Columbus Foundation to ensure that power2give would complement the Foundation’s PowerPhilanthropy database, which facilitates operating support gifts to non-profit organizations. “GCAC has done it again. This cultural project funding platform will be of immense value especially to those small but vital arts projects that couldn’t afford the kind of reach power2give.org can provide them,” said Douglas F. Kridler, President and CEO, The Columbus Foundation.

Currently, non-profit organizations in Franklin County can post arts and cultural projects needing up to \$10,000 on power2give.org. Organizations promote their projects to individuals through a variety of print, electronic and social media channels. Arts and cultural organizations already receiving funding from GCAC through the agency grants process are eligible to post projects.

Projects have up to 90 days to achieve their funding goals. Posting events is free for organizations. The organization receives the money raised even if they do not meet their funding goal. GCAC applies a 10 percent administrative fee to funds raised by each project to cover credit card fees, site maintenance and marketing costs.

Another exciting feature of the site is the ability to purchase gift cards in any denomination. Individuals can use these as gifts and companies can use them as employee rewards or incentives.

Follow power2give.org on Twitter @power2give and ‘Like’ on Facebook at facebook.com/power2give.

Media support is provided by: CD102.5, CityScene Magazine, Lamar Outdoor and WCBE 90.5.

For information about posting a project or purchasing gift cards, contact Ruby Harper at rharper@gcac.org.

**About the Arts & Science Council:** The Arts & Science Council is a non-profit organization in Charlotte, N.C. that builds appreciation, participation and support for the arts, science, history and heritage in Charlotte-Mecklenburg. ASC works to shape a vibrant cultural life for all through fundraising, grant making, cultural planning, public art, capacity building and community engagement. For more, visit ArtsAndScience.org.

**About the Greater Columbus Arts Council:** Through vision and leadership, advocacy and collaboration, the Greater Columbus Arts Council supports art and advances the culture of the region. A catalyst for excellence and innovation, we fund exemplary artists and arts organizations and provide programs, events and services of public value that educate and engage all audiences in our community. GCAC thanks the City of Columbus and the Ohio Arts Council for their continued support of all our programs.