



November 22, 2017

Urbana Parks Foundation launches Giving Tuesday Campaign in celebration of ten years

In celebration of ten years of supporting the Urbana Park District, the Urbana Parks Foundation will launch its first annual Giving Tuesday Campaign on November 28, 2017.

Giving Tuesday is a global day of giving that celebrates the collective power of individuals, communities and organizations to encourage philanthropy. Giving Tuesday is held annually on the Tuesday after Thanksgiving, Black Friday, and Cyber Monday to kick off the holiday giving season and inspire people to collaborate in improving their local communities and to give back in impactful ways to the charities and causes they support.

The Urbana Parks Foundation was founded in 2007 with the mission of supporting the Urbana Park District. As the Urbana Park District grew both in size and need, there was a need to create a separate fundraising arm that could accept, hold and distribute funds in the long term interests of the Park District. These funds are stored away for long-term use or used immediately for the Park District's needs. Donations and donor-based projects are important to the success of Urbana's parks.

Examples of projects that the Foundation has assisted raising funds for include creation of The Friendship Grove Nature Playscape, which opened Earth Day of 2017, and the 2016 Douglas Creek Restoration in Meadowbrook Park. Ellen Kirsanoff, Development Manager at the Urbana Park District, said that "the projects supported by funds raised through the Urbana Parks Foundation are the kind that everyone in the community will benefit from. Anyone who visits an Urbana Park will get to see and experience places to have fun and enjoy the outdoors." She continued, "Giving Tuesday is just one of the ways that you can support all the great things the Urbana Park District has to offer."

To learn more about The Urbana Parks Foundation and to make a tax-deductible donation please visit www.urbanaparksfoundation.org.