

OCF's GIVEOakville inspires nearly \$1 million to local charities

FOR IMMEDIATE RELEASE

Oakville, Ont., Tuesday, December 17, 2024 - The Oakville Community Foundation is proud to announce that with the support of the community, nearly \$1 million has been raised for local charities thanks to the **GIVEOakville** campaign.

GIVEOakville is The Foundation's annual online public campaign to raise money for incredible local charities. Every **GIVEOakville** Charity is working here in Oakville and is certified for local impact.

The 2024 campaign raised more than \$860,000, which was donated through the campaign, and inspired a further \$86,000 from Foundation Fundholders, who directed additional grants to **GIVEOakville** charities during the campaign.

"We are so grateful for the incredible generosity of community members that we saw over the three weeks of the **GIVEOakville** campaign," said Wendy Rinella, CEO of the Oakville Community Foundation. "Each of the charities listed on the GIVEOakville platform helps make Oakville a great place to live, and our community really turned out to support them. "

The campaign featured 64 charities that encompassed all aspects of the charitable sector including: Arts, Culture & Heritage; Children, Youth & Family Services; Community; Education; Employment & Economic Growth; Environment & Climate; Food Security; Health & Wellbeing; Housing & Shelter; and Mental Health & Addictions.

At the close of the campaign, The Foundation added nearly \$200,000 in top-up funding to help the charities that didn't reach their goals, of which 20% went to charities with a racialized or gender-equity lens.

At the launch of the campaign, The Foundation also hosted the first-ever **GIVEOakville** Charity Showcase, featuring more than 50 **GIVEOakville** charities. More than 100 community members attended, taking the opportunity to meet the local charities in the community.

To support the work of the **GIVEOakville** Campaign, The Foundation created the **GIVEOakville Leadership Council** to ensure the campaign continues to grow in its reach of as many members of our community as possible. These members have been instrumental in engaging community and neighbourhood groups across Town. Members include:

- Andy Aicklen (Chair)
- Andrew Tyrrell
- Geraldine Esemezie
- Josh Engelbrecht
- Esha Gupta
- Saud Juman
- Jen Zhou

The Foundation thanks Community Sponsor Cogeco for its support during the campaign, as well as KPMG, Site 20/20, Strongman Properties Inc., Henderson Partners, O'Connor MacLeod Hanna, MNP and Co-operators for their support of the **GIVEOakville Charity Showcase**.

Since 2019, **GIVEOakville** has raised more than \$3 million to support local charitable work in the community.

GIVEOakville will return next Fall.

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Oakville Community Foundation

The Oakville Community Foundation is Oakville's largest community of philanthropists with 400 Funds. The Foundation acts as a philanthropic medium, investing donations to generate new money for our community. We conduct local research to provide our diverse donors with knowledge and solutions to make an impact in the local community, both today and in the future. Thanks to the visionaries in our community who started The Foundation 30 years ago, The Foundation has granted more than \$68 million to support charities locally and beyond.

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