

NOTE - Comments/words in **red** are for editing as appropriate and should not be sent out as is.

Whilst 'location X' is geographic, you may want to change that to be a more specific headline for you. The example below could read "How De Moine's first charity to use..." if you were sending this to a local newspaper.

For use on your own site, then changing it to first person will be needed. changing 'them' to 'us' for example.

also, adding a picture in is key for getting something published.

Any questions, email tim@better.giving

PRESS RELEASE FOR IMMEDIATE USE

Give today... Give forever! How **Charity X** is planning for the future.

The Covid crisis and financial uncertainty has meant that charity income is down almost everywhere around the world since 2019. If charities don't have sight of sustainable long-term funding, then they may not be able to commit to continuing their crucial work.

Here in **LOCATION X**, **Charity X** claims to have found the future as it partners with new 'digital-philanthropy' nonprofit Better Giving. CEO **John/Jane Doe** explained more.

"We saw income drop by **XXX** over these difficult times And that means that we were not able to do **YY** as much as we want. Now we have partnered with Better Giving, we have started building a long-term endowment - the Better Giving Sustainability Fund - that will give us income today and into the future and are opening the door to many different forms of donation on a single donation form".

Better Giving's mission, according to President Chauncey St John, is to "democratize access to endowments and fundraising so that ANY organization or individual can achieve a more secure financial future. Donors may give once, but via the Sustainability Fund, their gift keeps growing. They give forever!"

In the past, a form on the charity page may accept just card donations, but other forms of donations had complicated processes, or were just not available for donors to donate. Now, donors can give through a single simple form using the method of their choice. Card, payments, monthly payments, bank transfer and payment methods such as paypal, google or apple pay, DAF contributions, Stocks and even cryptocurrencies.

Jane Doe has plans for how they will use the funds for the benefit of **location x**.

"there is a great need for... **(insert what you do here)** and donations through Better Giving will help us reach that goal"

In particular, we can access the Better Giving sustainability fund that means donors can donate for the future. With the principal invested for yield, and the nonprofit gets the yield granted out quarterly. The sustainability fund opens the door to endowment income that is usually the preserve of multi-billion dollar foundations!

Doe continued: "every little helps, and by accepting donations of every type including such as cryptocurrency alongside our regular cash donations, we can see our future becoming more secure. We're also now able to take donations from all over the world!"

If you are interested in knowing more, take a look at **Charity X's** Better Giving donation page **<EMBED LINK to marketplace or to donation page with donation form on it HERE>** and maybe donate right now.