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FOR IMMEDIATE RELEASE



Community Foundation for Northern Virginia to Host Virtual 2020 Raise the Region Fundraiser Amid COVID-19 to Celebrate Local Philanthropy

September 8, 2020 (Oakton, VA) – **On Friday, October 2, 2020, at 7 pm EST**, the Community Foundation for Northern Virginia will host its **2020 Raise the Region**, a *virtual* event that will be live-streamed, and allow you the opportunity to participate from the comfort of your home. The theme this year is ***Building a Community that Works for Everyone***, and the event will highlight a record-level of giving from the Community Foundation throughout the region.

Hosted by NBC4's Leon Harris, the **2020 Raise the Region** virtual event is **FREE** to attend and will air live from 7:00 – 8:00 pm on October 2nd, available at www.cfnova.org/RaiseTheRegion. Though usually an in-person gala attended by more than 600 business, philanthropic and community leaders, this year's event is a virtual campaign to raise unrestricted funds to support the Community Foundation's ability to grow philanthropy to respond to need and seed innovation throughout the region. It will include an online auction that will be promoted to the Community Foundation's network of more than 10,000 individuals, a video highlighting our work in the region, and opportunities to engage and connect with our community.

"We've had to pivot from live to virtual in response to the coronavirus crisis," said Eileen Ellsworth, President and CEO of the Community Foundation for Northern Virginia. "COVID-19 has changed our way of living, but it hasn't changed Northern Virginia's spirit to rally during this unprecedented time of need in our region."

In response to the pandemic, the Community Foundation launched the COVID-19 Response Fund for Northern Virginia. The fund has awarded \$2.1 million to nonprofit organizations on the front lines

supporting those disproportionately impacted by the pandemic, without taking any fees on this work and dedicating all pandemic response efforts to the needs of the greater community.

“This is a testament to the power of philanthropy, and the unique ability of the Community Foundation to help individuals make a collective impact to respond to critical need throughout the region when it is most needed,” said Ellsworth, “and now we need your help. Join us on October 2nd to Raise the Region.”

Support for the Community Foundation’s 2020 Raise the Region Event is provided by **Signature Sponsor** Claude Moore Charitable Foundation; **Challenge Sponsor** Nolan Family Charitable Fund; **Matching Gift Sponsor** K. Paul Singh; **Community Leadership Sponsor** John and Nina Toups Charitable Fund; **Auction Sponsor** Dewberry; **Military Personnel & Their Families Sponsor** Anonymous Donor; and **Community Wealth Building Sponsors** BB&T Wealth, Eileen Ellsworth and Bob Weil, and Harry Klaff. For a complete list of sponsors please visit our website [here](#).

Raise the Region sponsorships are fully deductible and still available. More information, along with a sneak preview of online auction items, is available at www.cfnova.org/RaiseTheRegion or please contact Tara Nadel, Vice President of Communications and Events at the Community Foundation for Northern Virginia, at tara.nadel@cfnova.org or (703) 879-7637.

About Community Foundation for Northern Virginia

The Community Foundation for Northern Virginia grows philanthropy to respond to critical need, seed innovation and lead and convene the community. Comprised of donor advised funds, permanent funds, giving circles, and other charitable endowments, the Community Foundation connects donors to community and promotes a more equitable and inclusive prosperity that marries our economic strength with the full breadth of our diverse community. In 2020 the Community Foundation awarded more than \$13 million in grants and scholarships and reported \$70.5 million in managed philanthropic assets.

For more information please visit us at www.cfnova.org, follow up on [Facebook](#), [Twitter](#), [LinkedIn](#), and [Instagram](#).

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