

## A Message from Henry Rosales, Executive Director, AVA

Dear Volkssporting Community and Friends of the AVA,

On May 5th, 2015, the American Volkssport Association will join San Antonio and surrounding counties in a 24 hour giving campaign called The Big Give S.A. which is part of the national day of giving called Give Local America.

The **Big Give S.A.** is a 24-hour day of giving that will take place from midnight to midnight on May 5, 2015. The purpose of this community-wide giving challenge is to increase public awareness of the impact local nonprofits make in addressing our community's social challenges, bring nonprofits and donors together, expand the idea of online giving, connect people to the causes that move them the most and, of course, make giving FUN. By turning giving into a shared region-wide experience, we can significantly impact the future of South Central Texas and make a huge collective difference. Last year's event raised over \$2,000,000 for 467 participating agencies!



The minimum donation amount is \$10.00. I recommend the AVA goal should be to raise \$30,000 for the AVA in 24 hours! *Every dollar that is given will be matched (up to \$30,000) by an anonymous donor who is also a lifetime volkssporter!* This means if we reach our goal of securing \$30,000 in donations we will leverage an additional \$30,000 for a total of \$60,000! There is also an opportunity for AVA to get extra cash prizes for our participation from the organizing groups.

### How the Big Give works:

On May 5th beginning at 1:00a.m. through 12 midnight friends, families, club members, NEC members, etc. are encouraged to go online at <https://thebiggivesa.org/#npo/american-volkssport-association> and click the donate button to make an online contribution. The funds are collected by a 3rd party processor and after fees are deducted (the total fee is 7.48%.-credit card fees are 2.49%, the event management fee is 2% and the Kimbia processing fee is 2.99%) the remainder is disbursed by the San Antonio Area Foundation to AVA no later than June 30, 2015. There are no fees assessed for the match, those funds will come directly to the AVA based on the total amount raised within the 24 hour window of opportunity.

Everyone who makes an online donation will immediately receive an email receipt from the San Antonio Area Foundation confirming the gift. If a donor would prefer not to make a donation online checks can be mailed to the AVA Headquarters prior to midnight on May 5th. Please put "The Big Give" in the memo line. AVA will also send out a thank you card to all donors. All donations are tax deductible.

### What will my donation be used for?

Your donation will help support the sustainability of existing programs and services to

clubs

as well as the planning, development and implementation of quality educational fitness programs and other non-competitive sports activities that reflect the needs of the communities our clubs serve. This is the mission of the AVA. I ask for your individual support to invest in our future and help us take the AVA to a new level of success!

*Remember each dollar donated will leverage an additional dollar thanks to the generosity of our anonymous donor.*

Everyone can participate by making a contribution and/or sending information on the Big Give to family members, friends and associates. I will be sending additional information in the next couple of weeks that you can simply forward to everyone. To learn more please go to: <https://thebiggivesa.org/#home>