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The North Valley Community Foundation is accepting applications from community organizations to participate in the second annual North Valley Week of Giving.

Nonprofit, charitable organizations in Butte, Glenn, Tehama and Colusa counties, including charitable funds of NVCF, can sign up to participate. A total of 78 organizations participated in the first North Valley Week of Giving last year and raised \$182,220.

Giving Tuesday is a national online campaign encouraging people to invest in the charitable causes they value on the Tuesday after Thanksgiving.

North Valley Week of Giving starts on Giving Tuesday and runs Nov. 30-Dec. 6. The event is exclusively online. Donations can be made to any participating organization through NVCF's Week of Giving web page when the event starts.

Organizations have until Oct. 15 to sign up at nvcf.org/nvweekofgiving. Leading up to the event, NVCF will work with participating organizations on fundraising strategies. NVCF will provide marketing, storytelling and messaging materials for all participants to help make this a successful campaign.

The event is designed to further the power of communitywide fundraising efforts, demonstrated for a decade through NVCF's Annie B's Community Drive, while also capitalizing on the storytelling and fundraising efficiencies of the internet.

"We were really pleased with how the first North Valley Week of Giving played out," said Alexa Benson-Valavanis, NVCF president and CEO. "The nonprofits in the North Valley seemed to

appreciate the easy opportunity to reach a wider audience and donors seemed grateful they could easily give to multiple organizations in a single heartfelt step. This program illustrates the soul of our work at NVCF to strengthen the region by lifting up and supporting those that serve and care for our community.

“Investing in what we value is really as easy as clicking on a ‘Donate’ button.”