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Santa Maria Community Services Responds to Urgent COVID19 Needs by Joining #GivingTuesdayNow in Global Day of Giving and Unity

CINCINNATI, OH – Santa Maria Community Services is responding to meet the needs of families in the Price Hill neighborhood of Cincinnati affected by COVID-19. Those interested in joining Santa Maria Community Services' #GivingTuesdayNow efforts can visit gofundme.com/o/en/campaign/santa-maria-community-services-giving-tuesday1.

#GivingTuesdayNow is a new global day of giving and unity that will take place on May 5, 2020 – in addition to the regularly scheduled Dec 1, 2020 #GivingTuesday – as an emergency response to the unprecedented need caused by COVID-19. The day is designed to drive an influx of generosity, citizen engagement, business and philanthropy activation, and support for communities and nonprofits around the world.

At a time when we are all experiencing the pandemic, generosity is what brings people of all races, faiths, and political views together across the globe. Generosity gives everyone power to make a positive change in the lives of others and is a fundamental value anyone can act on. It's a day for everyone around the world to stand together and give back in all ways, no matter who or where we are.

Santa Maria is participating in #GivingTuesdayNow in order to help the families we serve get through this global crisis. Many of our families have lost their entire income due to the quarantine that began in March. Some are in desperate need of basic necessities like baby formula, food, baby wipes, diapers, toilet paper, prescription assistance, gas cards, cleaning supplies, hygiene products and assistance with phone services.

H.A. Musser, President and CEO of Santa Maria Community Services, Inc. said, "#GivingTuesdayNow has come at a critical time. Families have lost employment as a result of the pandemic and have no other source of income, so the gift cards we will be able to purchase and deliver to them will help them purchase food and other immediate necessities for their families. We are so grateful for the generosity of the entire community during this crisis."

People can show their generosity in a variety of ways during #GivingTuesdayNow, whether it's helping a neighbor, advocating for an issue, sharing a skill, or giving to causes, every act of generosity counts. The global movement will emphasize

opportunities to give back to communities and causes in safe ways that allow for social connection even while practicing physical distancing.

“As a global community, we can mourn this moment of extreme crisis while also finding the opportunity to support one another. We each have the power to make an impact with acts of generosity, no matter how small, and to ensure the sustainability of organizations and services that are crucial to the care and support of our communities,” said Asha Curran, CEO of GivingTuesday. “#GivingTuesdayNow is a chance for us to stand united and use grassroots generosity to show that we are all in this together, beginning to end. Even as many face financial uncertainty, generosity is not about size. From calling an elderly neighbor to chat to offering translation help; from showing gratitude to our healthcare workers to donating to your local food bank, every act of kindness is a beacon of hope in this crisis. We all have something to give, and every act of human consideration and kindness matters.”

In addition, we are pleased to announce that donations made to Santa Maria will be matched by GoFundMe up to \$1,000 during the #GivingTuesdayNow campaign, April 24 through May 26, 2020!

For more details about the GivingTuesday movement, visit the GivingTuesday website (www.givingtuesday.org), Facebook page ([FB.com/GivingTuesday](https://www.facebook.com/GivingTuesday)) or follow [@GivingTuesday](https://twitter.com/GivingTuesday) and #GivingTuesdayNow on Twitter. For youth interested in joining the movement, visit GivingTuesdayKids.org for inspiration and project ideas.

Santa Maria Community Services is an independent, 501(c)3 nonprofit organization based in Cincinnati Ohio's Price Hill community. Santa Maria is a catalyst and advocate for Greater Price Hill families to attain their educational, financial, and health goals. The agency provides more than 3,000 individuals with the educational tools and resources to build strong families, promote healthy residents, and foster neighborhood revitalization. Santa Maria's vision is for Price Hill to be a vibrant, thriving, and self-sustaining community.

GivingTuesday is a global generosity movement unleashing the power of people and organizations to transform their communities and the world. GivingTuesday was created in 2012 as a simple idea: a day that encourages people to do good. Over the past eight years, it has grown into a global movement that inspires hundreds of millions of people to give, collaborate, and celebrate generosity.

#GivingTuesdayNow is organized by GivingTuesday, in partnership with its global network of leaders, partners, communities and generous individuals. GivingTuesday is a nonprofit organization that is dedicated to unleashing the power of people and organizations to transform their communities and the world.

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