

Raising awareness through giving — Give to the Max Day returns on Nov. 12

By Kevin Krein kkrein@northfieldnews.com | Posted: Friday, November 6, 2015 1:30 pm

For Nancy Carlson, the president of Women In Northfield Giving Support (WINGS), the seventh annual Give to the Max Day serves as a reminder.

"A lot of people give charitably at different times of the year, but there's that benefit in a collective reminder," Carlson said. "When you are reminded, and are giving with so many other people — there's a push. You get inspired. Give to the Max Day is that day to feel like you are a part of something good and important. And it's a reminder of the incredible community we have in Northfield."

WINGS is just one of many area non-profits that are involved in Give to the Max Day, organized by GiveMN. The 24-hour "extravaganza of generosity" returns on Nov. 12.

Unlike the previous two years in Northfield, there will be no formal Give to The Max event held in conjunction with the day. Those previous events, held at The Grand Event Center, brought local non-profits together in one room in an effort to make it easy for residents to visit and make donations to the different causes.

However, Carlson said that WINGS will be hosting a morning Give to the Max coffee hour at the Hideaway on Division Street from 7 a.m. to 10 a.m.

She said that during that time, women who are interested in learning more about WINGS are encouraged to come down and enjoy coffee and casual conversation about what the organization does.

"If someone wants to make a donation, we will have computers set up," Carlson added.

The Prairie's Edge Humane Society will be hosting a similar event in the evening with its "Spaghetti" Dinner, from 5 p.m. to 7 p.m. at the Northfield Eagles Club, on Water Street.

Admission to the all you can eat dinner is \$8, and computers will be on hand for making Give to The Max Day donations during the event.

Not every organization taking part in the day is as well established as the local humane society or a long running philanthropic foundation.



Give to the Max

(graphic provided)

Julie Dornbusch serves on the board of the Circle Lake Association. She said that the group may have been on the list of Give to the Max charities in the area in 2014, but this year they want to draw more awareness to their cause.

"Circle Lake is on the list of endangered lakes in the state," she said. "We're trying to improve our lake water quality, and try to restore the wetlands."

The association does a number of other fundraisers, including a 5k, to raise money and awareness.

Dornbusch noted that two anonymous families living near Circle Lake will be matching any donations from Give to the Max Day up to an aggregate total of \$2,000.

Candy Taylor, the community engagement director with Northfield Shares, said that the reason that Give to the Max Day is a success is because there's energy and synergy.

"Through everyone giving charitably on the same day, people are able to take part in a wonderful experience," she said.

Last year's Give to the Max Day raised \$18.3 million for over 5,000 charitable organizations across the state.