



Michigan Nonprofit Association



FOR IMMEDIATE RELEASE

Media Contact: Lisa Sommer, Michigan Nonprofit Association

517-492-2412 (direct)

lsommer@mnaonline.org

Giving Wisely This Holiday Season

Helping Michigan Citizens Be Savvy Donors

LANSING, Mich., Nov. 19, 2009 – This time of year, mailboxes and inboxes are filled with requests for charitable donations all saying the same thing – that financial support is needed now more than ever. But in these tough economic times, how can Michigan families ensure that their dollars will do the most good?

To assist donors in making these critical decisions, the Michigan Nonprofit Association (MNA), Council of Michigan Foundations (CMF), Michigan Association of United Ways (MAUW) and the Michigan Attorney General have developed a guide for [Giving Wisely This Holiday Season](#).

The guide includes tips for choosing a charity, warning signs to watch for fraudulent groups, and tips for safely making a donation including online giving.

“In today's economy, it is important for every Michigan family to make sure their donations are used wisely,” said Attorney General Mike Cox.

According to the Giving USA Foundation, two-thirds of charities receiving donations from the public reported a drop in 2008.

“In Michigan, nonprofits are reporting increases in demand for services and decreases in financial support,” said MNA President and CEO Kyle Caldwell.

While the amount given is in decline, nearly 90 percent of Michigan residents still gave to charities last year, according to the [2008 Michigan Giving and Volunteering Report](#) from MNA and CMF.

-more-

“Michigan citizens have a long tradition of generously giving to nonprofits,” said CMF President and CEO Rob Collier. “Although donors are continuing to give, they are giving much less than they have in the past.”

The Giving USA Foundation also reports that individuals account for more than 70 percent of giving to nonprofits – much more than government, foundations and business combined.

“It’s difficult to choose which organizations to support out there,” said Scott Dzurka, President and CEO of the Michigan Association of United Ways. “But following a few simple tips can make that decision an easier and more helpful one.”

“Giving Wisely This Holiday Season” is available online at www.MNAonline.org/donor.asp.

About Michigan Nonprofit Association

Michigan Nonprofit Association increases the capacity of Michigan’s nonprofits to serve, strengthen and transform communities. With more than 1,000 members, MNA serves as a statewide network for the sector, a resource center on effective management practices, and as an advocate for the nonprofit community.

-###-