

Today's the Day! Of Giving! Go to PittsburghGive.org and give early, give often

WEDNESDAY, OCTOBER 13, 2010

You've got until midnight *today* – Oct. 13 – to help your favorite nonprofit or three grab a portion of \$500,000 in matching funds offered to gifts of \$25 or more during The Pittsburgh Foundation's Day of Giving.

Head straight to the [PittsburghGives](#) portal to click on some of the 433 nonprofits participating.

"Today is a unique opportunity for everyone in our community to support the great work of our nonprofit organizations," says Grant Oliphant, president and CEO of The Pittsburgh Foundation. "The Pittsburgh Foundation's Day of Giving offers an easy and convenient way to give and with the benefit of matching dollars all donations will go further."

"It's the first time we'll be participating – we're very excited," says Kim Nussbaum, founder of ASL Readers, Inc., an all-volunteer concern that is creating DVDs of *Mister Rogers Neighborhood* in American Sign Language. Each half-hour program costs \$20,000 to produce (sample one [here](#)). "If we could get enough money to help with operations that would *really* be exciting."

[New Sun Rising](#) helps other nonprofits get access to grant money and other donations by taking them on as subsidiaries until they are stable enough for the lengthy, expensive process of applying for official charitable status with the IRS. Most recently, they've been helping bring to life everything from a Millvale library to a zombie opera.

"One of the reasons the Day of Giving is important to us is that we are all-volunteer – we have zero paid employees," says founder and board Co-Chair Scott Wolovich. "So every ounce of energy we put in is to help these projects launch. Having the Day of Giving is something as an organization we can rally around, not only for raising funds but raising awareness. It's giving us a platform."

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Writer: [Marty Levine](#)

Sources: Grant Oliphant, The Pittsburgh Foundation; Kim Nussbaum, ASL Readers Inc.; Scott Wolovich, New Sun Rising
Image courtesy of ASL Readers