



IMMEDIATE RELEASE

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Connecting Donors to Colorado Open Lands Made Even Easier

Lakewood, Colorado, September 19, 2007 – Colorado Open Lands is proud to announce their participation in a program with Community First Foundation to encourage informed giving to nonprofits. GivingFirst is the Foundation’s new online tool designed to enrich donors’ knowledge about the nonprofit sector and encourage charitable giving in metropolitan Denver.

Donors will have access to vital facts about Colorado Open Lands’ management, finances, and programs through a detailed portrait with GivingFirst. This information will help donors make informed decisions about their charitable giving, and they can be confident that the profile contains consistent data about Colorado Open Lands that has been validated by Community First Foundation.

To encourage charitable giving, whenever credit card donations are made through GivingFirst, Community First Foundation will pay the credit card processing fees (through the end of 2007), which typically are four percent per gift. This means that 100% of gifts made through GivingFirst.org go directly to Colorado Open Lands!

Colorado Open Lands’ profile, along with 115 other non-profit profiles, will launch on Wednesday, October 3, 2007. When these profiles go live for the public to view, \$50,000 in matching funds from the Foundation will also be released. These funds will match gifts made through GivingFirst – 50 cents on the dollar – up to \$5,000 per nonprofit. This is a first come, first served matching gifts program, so donors are encouraged to make their donations as soon as

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the program launches on October 3rd.

Colorado Open Lands and Community First Foundation believe this program will encourage charitable giving, recognize the good work of numerous metropolitan Denver nonprofits, and strengthen the nonprofit sector and the entire community.

GivingFirst.org was launched on May 31, 2007, and has since raised more than \$125,635 worth of donations directed to 37 nonprofits. When you include Community First Foundation's 50 cents-per-dollar match, over \$175,635 was raised for these nonprofits in eleven weeks!

Learn more about Colorado Open Lands at www.coloradoopenlands.org and/or about GivingFirst at www.GivingFirst.org.