

For the children: Scottsdale organizations gear Arizona Gives Day priorities to youngest allies

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Do you remember signing up for your first library card?

A physical identification card with your name printed on it — one of our first forms of independence, unleashing countless literary worlds both fiction and non-fiction waiting to be explored.

Sparking an interest in literacy at an early age is the goal set forth by one local nonprofit organization, Friends of Scottsdale Public Library, for this year's Arizona Gives Day.

The eighth annual Arizona Gives Day happens April 6. A single day comprised of statewide, online giving. Since 2013, the effort has raised more than \$23 million.

"I think 2021 will bring more competition for funds because nonprofits have been so important for those in need due to COVID-19. Donors have to choose where their impact will go further," said Friends of the Scottsdale Public Library President Trey Granger. "We hope they will see the importance of supporting childhood lit-



Trey Granger, president, Friends of the Scottsdale Public Library. (Submitted photo)

eracy, and in general that Scottsdale Public Library has remained a valuable free resource during COVID-19."

The Phoenix Children's Hospital Foundation, which raises money on behalf of Phoenix Children's Hospital, also is participating in Arizona Gives Day, seeking to raise \$50,000 this year.

"Donations from Arizona Gives Day will ensure that we can continue to deliver world-class care to each and every one of [the patients]," said Director of Integrated Fundraising and Annual Giving for Phoenix Children's Hospital Foundation Mike Lair.

"Just like moms and dads want the best for their kids, so do we. Donations help us invest in the best medical staff, the latest and most innovative technologies and programs that help kids feel like they can be kids — even though they are in the hospital."

Both the hospital foundation and the library's Friends organization have participated in Arizona Gives Day in the past.

Mr. Granger says the nonprofit organization participated in Arizona Gives Day in 2017 and 2018.

In 2019, a requirement was added for organizations to pay a \$50 deposit to participate, and Friends didn't want to risk losing money, Mr. Granger says.

In 2017, the organization raised \$100 through Arizona Gives Day. In 2018, they quadrupled their donations to \$425, with proceeds going toward the Scottsdale Heritage Connection inside Civic Center Library.

This year, the Friends' goal is to raise \$1,000.

"For 2021, we are raising money for the second-grade Library Card Campaign, where we reach out to second-graders in Paradise Valley and Scottsdale schools to encourage them to sign up for their first library card," Mr. Granger said.

"The Friends provides a free backpack to those that sign up as an incentive, then we track the number of new members and check-outs



A group photo at a ribbon cutting at Scottsdale Civic Center Library shows former Mayor Jim Lane, in center, with members of the Friends of Scottsdale Public Library. (Submitted photo)

HOW TO GIVE

Go to azgives.org
Search about 1,000 organizations participating online by location or keyword
For the keyword 'Scottsdale' 91 organizations come up as participants in Arizona Gives Day

from those cards."

Mr. Granger says last year, they saw 234 new sign-ups and 6,058 check-outs.

"We are highlighting this program because a small donation can provide instant return-on-investment. If someone gives \$25, that will pay for materials for 10 second-graders," Mr. Granger said.

"We also want kids to start using the library and see the value of literacy at an early age, a message that I think resonates well with donors."

For Phoenix Children's Hospital, 2021 will be the

third year the group has participated.

Mr. Lair says they have learned over past years that "Arizona has some of the most thoughtful and generous people."

"Our mission is to provide hope and healing to every single patient we see," Mr. Lair said. "Not only does that mean investing in the latest technologies and recruiting the top medical staff, it also means delivering and expanding availability of programs such as Child Life, Animal Assisted Therapy and Music Therapy."

Mr. Lair says those three programs are examples of more than 60 programs that rely heavily on community donations.

"Last year's event happened at such a pivotal time — we were facing so many

unprecedented unknowns from COVID-19. This year, while we still face a number of challenges from the ongoing pandemic, we are also looking ahead to our growth and future needs of our patients and families," Mr. Lair said.

With funds raised during 2021 Gives Day, the hospital foundation is focusing on its Hope Fund, which allows the foundation flexibility to focus on the areas of greatest need. Mr. Lair says this will help the group address unexpected challenges, like COVID-19, and take advantage of new opportunities when they arise.

Mr. Lair all donations to the Phoenix Children's Hospital Foundation, up to \$25,000, are being matched by Gila River Resorts and Casinos.



The Phoenix Children's Hospital Foundation seeks to raise \$50,000 during the 2021 Arizona Gives Day initiative. (File photo)