



2020 Giving Tuesday Matching and Incentive Programs

1. MidwayUSA Foundation Team, Agency, Donor Designated, and Donor Advised Fund Endowment Accounts receiving an online donation on Giving Tuesday (December 1, 2020) will be matched through the 2020 Giving Tuesday matching program.
 - 1.1 This program will begin December 1, 2020 at 12:00 AM and will end December 1, 2020 at 11:59 PM. Allowances will be made for time zone differences.
 - 1.2 To qualify, the donation must be made through the MidwayUSA Foundation website or a Classy Peer-to-Peer campaign using a credit or debit card.
 - a) Must be a one-time donation of \$10 or more.
 - For technical reasons, recurring gift donations do not qualify for this incentive, either pre-existing or newly created.
 - b) Donations must be Foundation match-eligible.
 - Donations for Foundation fundraising products do not qualify for this incentive.
 - c) Qualifying donations will be excluded from the December monthly match.
 - 1.3 The total matching pool is \$175,000.
 - 1.4 The matching ratio is determined by dividing total match eligible donations received on Giving Tuesday by the matching pool amount. For example, if the total match eligible donations received are \$200,000, then the match ratio is $\$175,000 \text{ (pool)} / \$200,000 \text{ (donations)} = 0.875$ match. Therefore, a \$100 donation on Giving Tuesday would receive \$87.50 of match.
 - 1.5 The matching ratio will be announced via email and on the MidwayUSA Foundation website by Friday, December 4, 2020.
 - 1.6 Updates will be provided on Giving Tuesday (December 1, 2020) through the MidwayUSA Foundation's [Latest News Blog](#), [Facebook Page](#) and [Twitter Page](#).
2. MidwayUSA Foundation Team Endowment Accounts receiving a qualifying online donation on December 1, 2020 will also be entered to win one (1) of fifteen (15) team endowment awards.
 - 2.1 The top five (5) teams with the most donation dollars received will be awarded as follows: \$5,000 for first place, \$4,000 for second place, \$3,000 for third place, \$2,000 for fourth place, and \$1,000 for fifth place.
 - a) In the event of a tie, the team endowment account with the most individual donors will receive the higher award.
 - 2.2 Ten (10) teams will be awarded \$500 each by random draw.
 - 2.3 Endowment awards will be credited to the Endowment Account. No cash or products will be awarded.