

FOR IMMEDIATE RELEASE

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\$200,000 in matching funds offered on donations to tornado relief in North Minneapolis; 100 percent of transaction fees covered

The Minneapolis Foundation and Greater Twin Cities United Way start a special relief fund

<http://givemn.razoo.com/story/Northminneapolisrecovery>

MINNEAPOLIS/SAINT PAUL, MINN. – May 23, 2011 – In partnership with GiveMN.org, The Minneapolis Foundation and Greater Twin Cities United Way announced today that they are providing up to \$200,000 in matching funds on donations made to the [Minnesota Helps - North Minneapolis Recovery Fund](#) in the wake of a devastating tornado and storm that hit North Minneapolis May 22, 2011. This means all donations will be matched dollar-for-dollar up to \$200,000 to help the residents of North Minneapolis where a tornado killed one person, injured 29 others, downed power lines, crushed cars and damaged homes.

“Our hearts go out to those affected in North Minneapolis. Our long-standing relationships have created deep roots there and we stand ready to help our fellow community members during this difficult time. We are committed to working with our partners, residents, and businesses of North Minneapolis to rebuild this vital part of our community,” said Sandra Vargas, president and CEO of The Minneapolis Foundation.

“The road to recovery is long and arduous, however, we want to assure North Minneapolis residents that we are standing with them in the rebuilding process,” says Sarah Caruso, president and CEO of Greater Twin Cities United Way. She continues, “United Way has a deep commitment to the North Minneapolis community; we invest more than \$6 million annually with our agency partners. And today, we are proud to join forces through Minnesota Helps to support a community that is known for its resilience.”

The Minneapolis Foundation and Greater Twin Cities United Way are each contributing a match in the amount of \$100,000 for a total of \$200,000 in matching dollars. Donations are being accepted via GiveMN.org, which is waiving the 2.9 percent credit card processing fees on donations made to the [Minnesota Helps - North Minneapolis Recovery Fund](#). This means 100 percent of all donations will go to help residents in north Minneapolis.

“North Minneapolis residents are working together to rebuild in the best North Minneapolis tradition,” Minneapolis Mayor R.T. Rybak said. “This show of support for them from The Minneapolis Foundation, Greater Twin Cities United Way and GiveMN is what Minneapolis, and Minnesota, is all about.”

Donors can simply visit www.GiveMN.org and click on homepage link to make a donation to the [Minnesota Helps - North Minneapolis Recovery Fund](#). GiveMN provides donors with a free account to track, organize, and retrieve donation information and tax receipts at any time.

About GiveMN

GiveMN is a collaborative venture to transform philanthropy in Minnesota by growing overall giving and moving more of it online. GiveMN is an independent 501(c) (3) organization that is a supporting organization of the Minnesota Community Foundation. Many partners shaped GiveMN to build upon Minnesota’s strong tradition of philanthropy, including: ADC, Blandin Foundation, The Otto Bremer Foundation, the Bush Foundation, Central Minnesota Community Foundation, Ecolab Foundation, F.R. Bigelow Foundation, General Mills, Inc., Greater Twin Cities United Way, HealthPartners, Initiative Foundation, The Minneapolis Foundation, Northland Foundation, Northwest Minnesota Foundation, The Saint Paul Foundation, Southern Minnesota Initiative Foundation, Southwest Initiative Foundation, Target, UCare, West Central Initiative Foundation and Women’s Foundation of Minnesota. For more information, visit www.GiveMN.org.

About The Minneapolis Foundation

The Minneapolis Foundation helps people support the community and causes they care about, and invests in efforts to ensure everyone in Minneapolis has the opportunity to thrive. Established in 1915, The Minneapolis Foundation manages more than \$600 million in assets, administers more than 1,100 charitable funds and distributes approximately \$36 million in grants each year. In addition, The Minneapolis Foundation works with other community leaders to improve the quality of life in our region and serve as a catalyst for constructive dialogue and action on critical issues.

About Greater Twin Cities United Way

Greater Twin Cities United Way addresses our community’s most critical issues by focusing on three key areas: Basic Needs, Education and Health. We attack poverty on multiple, interconnected fronts to achieve lasting change – through 10 measurable goals – by collaborating with business, government and nonprofit organizations to create solutions and carry out our call to action to LIVE UNITED by encouraging everyone to Give. Advocate. Volunteer. United Way serves people living in or near poverty in nine counties: Anoka, Carver, Chisago, Dakota, Hennepin, Isanti, Ramsey, Scott and western Washington. Join the movement. LIVE UNITED. For more information visit www.unitedwaytwincities.org or call (612) 340-7400.