



What are Matching Funds?

Matching Funds are a gift offered by a donor to a specific nonprofit organization during the *Give Where You Live* campaign. Matching Funds are established to encourage other donors to be more generous to your specific organization. Organizations are not required to have Matching Funds in order to participate in *Give Where You Live*.

Who secures the Matching Funds?

Anyone involved in your nonprofit organization can secure Matching Funds for your cause. The donation can come from a donor, a corporate sponsor or any other super fan. It is up to the organization to find Matching Funds.

Reminder: Matching Funds must come from outside of the organization.

How can this help your organization?

Matching Funds can help boost your fundraising efforts by promoting your Matching Funds on your organization's page and in your marketing. When you secure Matching Funds from a major donor, people are more likely to give to your cause knowing their donation will have twice the impact. Matching Funds also give you the opportunity to recognize your donor for their generosity.

Where can you find Matching Funds for the day?

Core supporters and major gift donors are the best place to start when looking for a matching fund:

- Current or past board members
- Current or past donors
- Businesses that support your cause
- Staff, administration

Does the donor have to make their Matching Funds gift through Neon One?

No. It is up to the donor whether they want to pay for the Matching Funds on December 4, or after the event. The nonprofit organization will be responsible for monitoring the match and following up with the donor. The donor may pay for their match via cash or check.

NOTE: In order for the Matching Funds to be eligible for the Challenge Match Pool and prizes offered by the Kearney Area Community Foundation, the cash, check, or credit card gift must be received and entered by the Kearney Area Community Foundation staff by 7 p.m., December 4. These funds will be subject to the 3% processing fee, like all other GWYL donations. Contact Angie at (308) 237-3114 or angie@kearneyfoundation.org for more information.

How does it work?

In order to administer Matching Funds for your organization, you need to:

- 1) Secure Matching Funds from a major donor, corporate sponsor or super fan. It is a best practice to get this in writing. We strongly suggest using the attached form.
- 2) Add your information to your online GWYL profile:
 - a) Login to your organization's GWYL account
 - b) On your nonprofit dashboard, click the button 'Update Goals' under the 'Your Matching Funds Secured' as shown on the next page.

- c) Update the section that reflects your Matching Funds Goals. Enter your matching fund amount and add the matching fund source as seen below.

Set some fundraising goals! ✕

Overall Event Goals

<p>* Event Goal ?</p> <p>\$ <input type="text"/></p> <p>Event Goal - Number of Donations ?</p> <p><input type="text"/></p> <p>Matching Fund Goal ?</p> <p>\$ <input type="text"/></p> <p>Have you secured any matching funds yet?</p> <p><input checked="" type="radio"/> Yes <input type="radio"/> No</p> <p>* Matching Fund Amount</p> <p>\$ <input type="text"/></p>	<p>Your Total Last Event ?</p> <p>\$0.00</p> <p>Your Count of Donations Last Event ?</p> <p>0</p> <p>Matching Fund Source</p> <p><input type="text"/></p>
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- d) Once you are done filling out the information, hit submit to save the information.
The information will appear on your organization's page at 12:01 a.m., December 4, 2025.

- 3) Email your supporters to let them know about the Matching Funds opportunity.
- 4) Monitor the match and follow up with the donor once the Matching Funds have been met. **Reminder:** If you want the Matching Funds to be eligible for the Challenge Match Pool and prizes on December 4, then the donor's Matching Funds gift must be received on that day by cash, check, or credit card. (See above details.)

Additional Notes:

- 1) Once your Matching Funds have been entered on givewhereyoulive.net, the Matching Funds information will be displayed on your page starting at 12:01 a.m. on December 4 until the Matching Fund amount has been reached or the timeframe has expired.
- 2) Nonprofits will be able to add, update/edit Matching Funds to their profile through December 4, 2025, at 11:59 p.m.
- 3) Your organization can have more than one source of Matching Funds. To have them appear all at once, you should enter the matching funds as a cumulative amount in your profile. Otherwise, you can enter one match at a time. Once one is done, then you can offer up a new one.
- 4) Matching Funds can be for any amount (\$10 or more). Try it and you'll see that donors react well to these types of challenges. Challenge your board chair or Executive Director to use their personal gift as your first Matching Funds.

If you have any questions regarding Matching Funds, please contact us
at ashley@kearneyfoundation.org or (308) 237-3114

Updated on 8/28/2025



2025
MATCHING FUNDS FORM

NONPROFIT ORGANIZATION: _____

AMOUNT OF MATCHING FUNDS: \$ _____

TO BE COMPLETED BY DONOR(S)

Please read and check the following:

- ☐ I/We acknowledge all information reported on this form is truthful and accurate to the best of my knowledge. An organization with the intent to mislead or misrepresent actual donations to the organization it represents and/or who reports false information could be subject to the forfeiture of prizes at the discretion of the Kearney Area Community Foundation (KACF).
- ☐ I/We acknowledge that this gift will not be given through the online platform (www.givewhereyoulive.net) during *Give Where You Live* and is not eligible for prizes unless paid by check or cash on December 4 and received at the KACF office before 7 p.m.

Donor printed name(s):

Donor signature(s) and date:

COMPLETED BY ORGANIZATION'S C.E.O. /PRESIDENT/ EXECUTIVE DIRECTOR

Please read and check the following:

- ☐ I acknowledge all information reported on this form is truthful and accurate to the best of my knowledge. An organization with the intent to mislead or misrepresent actual donations given to the organization and/or who reports false information could be subject to the to forfeiture of prizes at the discretion of the Kearney Area Community Foundation.

Printed name:

Signature and date:

The availability of these funds will be promoted on your organization's *Give Where You Live* profile, as well as designated with an icon on the nonprofit search page. The agreement and transfer of funds must be coordinated by the participating organization and funding source.