Baby Bear Hugs announces its participation in Colorado Gives Day 2012—an initiative to increase philanthropy in Colorado through online giving to Colorado charities.

Presented by Community First Foundation and First Bank Colorado, Colorado Gives Day is a 24-hour period to “Give Where You Live” by making online donations to those charities featured on Community First Foundation’s online giving resource.

“We are thrilled to be a part of this year’s Colorado Gives Day,” said Ruth Seedorf, Baby Bear Hugs executive director. “Last year, $5,335 was raised for Baby Bear Hugs on Colorado Gives Day; our goal this year is to double that so that we can leverage even more support through the FirstBank Incentive Fund.”

FirstBank has provided $300,000 for an incentive fund that will leverage donations made through GivingFirst.org Tuesday, Dec. 4. The FirstBank Incentive Fund will be proportionally allocated across all donations received, increasing the value of each donation. In addition, there is no fee for an online transaction (FirstBank is donating this) so the entire amount of one’s donation goes to support Baby Bear Hugs.

This is a marvelous opportunity to donate to the charity of one’s choice through giving first.org.

Several great opportunities to keep in mind:

One can make their donation at any time, and designate that it be accepted on Colorado Gives Day, without having to do it on Dec. 4.

People can make their donation in the memory or honor of someone special.

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