

# Join us for The Heart of Mississippi Gives 2025 Community Campaign

Join the movement at [cfnm.org/theheartgivesnwms/](https://cfnm.org/theheartgivesnwms/)

*The Heart of Mississippi Gives* is the name of the inaugural region-wide community giving initiative spearheaded by the Community Foundation of Northwest Mississippi (CFNM) in partnership with GivingTuesday and Fidelity Charitable Organization. It is meant to bring communities together in support of charitable organizations and programs across Northwest Mississippi.

**Hosted by the Community Foundation of Northwest Mississippi**, this initiative brings together nonprofits, donors, volunteers, and local businesses in a shared mission to uplift Northwest Mississippi. Between November 18<sup>th</sup> and December 2<sup>nd</sup>, The Heart of Mississippi Gives will raise funds and awareness for organizations serving Bolivar, Coahoma, DeSoto, Leflore, Marshall, Panola, Quitman, Sunflower, Tallahatchie, Tate, Tunica, and Yalobusha. It culminates in a TWO WEEK Giving Period celebrating and spotlighting the vital work of these organizations.

Giving between November 18<sup>th</sup> (kickoff) and December 2nd (Giving Tuesday 2025) will count as “The Heart of Mississippi Gives” donations, including signing up to volunteer or donating online and in person. This year, gifts to the CFNM Operating Endowment which supports our Annual Competitive Grants Cycle, Program Initiatives including the Maddox Nonprofit & Volunteer Resource HUB, The Box Project and Delta Directions that work with a combined 400 nonprofits throughout our region and beyond as well as our ability to keep doing the work on the ground in our communities as well as behind the scenes with our amazing donors. A special donor has committed \$25,000 matching funds, and once that goal is reached, another unannounced matching gift will be unlocked! Help us match the \$25,000 by giving early (see information below)!

We will accept early giving starting now **through October 31st**. If you donate online, be sure to designate your donation to “The Heart of MS Gives” or “GivingTuesday,” or place that in the memo on your check. If you make a donation **over \$1,000** to our endowment fund, you are eligible for the annual ENDOW Mississippi Tax Credit. You **MUST** submit your ENDOW MS application **before September 30<sup>th</sup>** and finalize (or postmark) your gift **by October 31<sup>st</sup>** to receive the 25% tax credit on your donation. You may also use our matching gift tool on our website at [www.cfnm.org/gifts/](https://www.cfnm.org/gifts/) to see if your employer will match your gift to quadruple your impact!

We have invited our nonprofit organizations that hold endowments to participate in the campaign. You may also make donations to nonprofits with endowments, which you can sort by county on our donation landing page at [www.cfnm.org/donate/](https://www.cfnm.org/donate/). These funds will NOT be eligible for matching but ARE eligible

for Endow MS Credits if they are over \$1,000. If you are a current DAF holder, think about requesting a grant to one of your favorite nonprofits on GivingTuesday!



## Important Dates to Know

### Application for ENDOW MS ends September 30<sup>th</sup>

If you wish to receive ENDOW MS Credits for your donation, you must complete this step.

### Early giving opens October 1st

### Early giving closes October 31<sup>st</sup>

If you wish to receive ENDOW MS Credits for your donation, you must postmark or submit your donation online by this date. No late donations are accepted for credit.

### “The Heart of Mississippi Gives” kicks off on November 18th!

**Giving Tuesday 2025 is December 2<sup>nd</sup> and this is the last day to give as part of The Heart of the Mississippi Gives Campaign!**

**Donation window: November 18<sup>th</sup>-December 2nd**

### Types of Donations

**#1: Online Donations made at [www.cfnm.org/theheartgivesnwms/](http://www.cfnm.org/theheartgivesnwms/)  
Only donations to the CFNM Operating Endowment count towards our Tier 1 \$25,000 Matching Gift Goal to unlock Tier 2!**

**#2: Drop off or mail to our office with “The Heart Gives” in the memo:  
315 Losher Street, Ste 100  
Hernando, MS 38632**

### **#3: In kind donations**

**We will be accepting in-kind donations, including items for our Kickoff Celebration on November 18<sup>th</sup> as well as items for our Nonprofit Drive.**

- **Children’s coats, shoes (can be gently used)**
- **Shelf Stable (non-expired) food** – we will check expiration dates and refuse expired donations.
- **Baby Diapers, wipes, bottles, and clothes**

**#4: Volunteer to help out at the kickoff event! Contact [marketing@cfnm.org](mailto:marketing@cfnm.org) to find out more information.**