

From: 701 Center for Contemporary Art  
Sent: 5/4/2015 5:39:34 PM  
To: Haley, Nikki  
Cc:  
Subject: Ready, set, donate...Midlands Gives 2015 begins at midnight!

## Giving Day is almost here! Get ready!

[View this email in your browser <http://us5.campaign-archive1.com/?u=40331dcbc847aef4c37f1ae24&id=654d7bb627&e=6f9a5aad9b>](http://us5.campaign-archive1.com/?u=40331dcbc847aef4c37f1ae24&id=654d7bb627&e=6f9a5aad9b)  
<<http://701cca.us5.list-manage.com/track/click?u=40331dcbc847aef4c37f1ae24&id=9b667b98b2&e=6f9a5aad9b>>

### **WHAT IS MIDLANDS GIVES?**

701 Center for Contemporary Art <<http://701cca.us5.list-manage.com/track/click?u=40331dcbc847aef4c37f1ae24&id=c1f839aa9d&e=6f9a5aad9b>> is thrilled to join dozens of non-profits across the midlands and Central Carolina Community Foundation <<http://701cca.us5.list-manage1.com/track/click?u=40331dcbc847aef4c37f1ae24&id=6a045c2195&e=6f9a5aad9b>> for the second annual Midlands Gives Day, a 24-hour online giving event designed to bring the region together to raise money for local non-profits. The project's goal is to help charities attract new donors, raise awareness and build online fundraising capabilities to support long-term success.

**TOMORROW, May 5, from 12 am – 11:59 pm**, every donation made at MidlandsGives.org will go directly to nonprofits and will be magnified thanks to generous sponsors who are providing prizes and a bonus pool.

<<http://701cca.us5.list-manage.com/track/click?u=40331dcbc847aef4c37f1ae24&id=1b6f291d72&e=6f9a5aad9b>>

### **Everyone can be a philanthropist!**

Simply visit **701 CCA's donation page** <<http://701cca.us5.list-manage1.com/track/click?u=40331dcbc847aef4c37f1ae24&id=bf668315e1&e=6f9a5aad9b>> on the Midlands Gives site to donate and the minimum donation is just \$20! **701 CCA has been granted a generous anonymous matching gift in the amount \$2,500 from the "Happy Giver."** Help us meet and surpass this gift by donating funds that will go to 701 CCA's residency and educational programs!

701 CCA will be posted up at Boyd Plaza outside the Columbia Museum of Art

with 18 other participating non-profits tomorrow, **11 am - 2 pm**. There will be food trucks, a photo booth, entertainment and more so come visit us!

<https://gallery.mailchimp.com/40331dcbc847aef4c37f1ae24/images/f5339023-aae4-437b-816c-80767791cf6d.jpg>

<https://gallery.mailchimp.com/40331dcbc847aef4c37f1ae24/images/5e3f439b-9848-4ca4-8676-0486d416d4c1.jpg>

### **How does 701 Center for Contemporary Art impact the community?**

At 701 CCA, we are improving the area's and state's art ecosystem with initiatives such as the 701 CCA SC Biennial, 701 CCA Prize and Columbia Open Studios. With the Biennial, we have reinstated an overview of the best of SC contemporary art, something that had not existed since 2004. With the Prize, we provide the most important platform for the best SC artists 40 years of age and younger, a first of its kind in the state. Through our programs, we strive to not only support the arts, but also to structurally improve the artistic landscape of Columbia and, by doing so, of South Carolina. We do this in part by bringing important exhibitions and high-caliber artists in residence to Columbia that otherwise would pass by our city and state. We present these programs year round...for free! As a result, we've become a place that many throughout the state, artists and audiences alike, look at for great contemporary art and for leadership in the arts in general. In short, 701 CCA has become a large component in positioning Columbia as an arts and cultural destination.

Help us continue to impact the vibrant arts community in Columbia as well as the sustainability of our great city by participating in Giving Day! Thank you for your support! <http://701cca.us5.list-manage.com/track/click?u=40331dcbc847aef4c37f1ae24&id=bf59c30065&e=6f9a5aad9b>

<https://gallery.mailchimp.com/40331dcbc847aef4c37f1ae24/images/e7429480-7b2b-43a0-bb3c-627aa05a727c.jpg>

<https://gallery.mailchimp.com/40331dcbc847aef4c37f1ae24/images/995f5fbd-d663-4937-b58c-5ed8679d4df6.jpg>

**Visit [701cca.org](http://701cca.org) <http://701cca.us5.list-manage1.com/track/click?u=40331dcbc847aef4c37f1ae24&id=f27fed84d0&e=6f9a5aad9b> to learn more about the**

**programs you will be supporting!**

<http://701cca.us5.list-manage.com/track/click?u=40331dcbc847aef4c37f1ae24&id=07809f0d1f&e=6f9a5aad9b>

**LEARN MORE ABOUT MIDLANDS GIVES:**

FAQ's <http://701cca.us5.list-manage.com/track/click?u=40331dcbc847aef4c37f1ae24&id=6c20798d6e&e=6f9a5aad9b> answer all your questions.

Leaderboard <http://701cca.us5.list-manage1.com/track/click?u=>