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Canyon Crest Academy Foundation Will Match \$35,000 of Donations on Giving Tuesday!

San Diego, November 23, 2020, – This Giving Tuesday, December 1st, Canyon Crest Academy Foundation will join millions around the world to celebrate the Global Day of Giving.

On Giving Tuesday, early-rise supporters will be able to DOUBLE their contributions thanks to another inspirational \$25,000 donation by one anonymous CCA family. The Foundation has also received a generous \$3,000 donation from the San Diego Korean Parents Association which will be added to the matching funds. Finally, with 100% participation from the CCA Foundation Board and staff, the total matching funds available on #GivingTuesdayCCA will be \$35,000!!!

After an exceptional outreach in 2019 and donations that far exceeded the original target, the CCA Foundation will again be crowdfunding to reach their \$150,000 goal for 2020. Participants will be able to create a donation page to share with their families and friends. This year, in addition to funding programs to bring students back to campus, donations will go directly to fund a state-of-the-art studio, a project especially significant during this crisis. The project will benefit every student at CCA since the studio will provide the technology to stream live speakers into classrooms, and eventually, stream school performances and athletics out to the world.

GivingTuesday, taking place December 1st, is a global day of giving that harnesses the collective power of individuals, communities and organizations to encourage giving and to celebrate generosity worldwide. Every year, on GivingTuesday, millions of people across the globe mobilize to show up, give back, and change their communities.

Founded in 2012, GivingTuesday has inspired millions of people to give back and support the causes they believe in. In just seven years, GivingTuesday has radically changed how we think about generosity and showed just how much communities everywhere have the power to create change. The goal is to create a massive wave of generosity that lasts well beyond that day and touches every person on the planet. Tuesday initiative can visit

www.canyoncrestfoundation.org/giving-tuesday-isnt-cancelled/.

Why your dollars matter: Although CCA receives funds from the State of California, the amounts are insufficient to pay for the exemplary classroom instruction and numerous special programs that are the reason so many students choose to attend CCA. This gap between public funds and CCA's actual needs seems to expand each year. The Foundation's role is to raise funds to bridge that gap to support the expansive curriculum and enriching educational and athletic programs available to CCA students.

The Canyon Crest Academy Foundation is a 501(c)(3) organization providing fantastic opportunities across academics, athletics, and the arts, and creating an environment where students can thrive. The mission of the foundation is to enrich the experience of every student every day. Your tax-deductible donation to the CCA Foundation is vitally needed to continue our support of these programs. You can donate online at www.canyoncrestfoundation.org.

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CANYON CREST ACADEMY
FOUNDATION

**GIVING
TUESDAY**

Now more than ever
we are called to
make a difference.

#GivingTuesdayCCA | December 1, 2020