



FOR IMMEDIATE RELEASE

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MCCOY wraps up #GivingTuesday and #GivingYouthMonth campaigns

INDIANAPOLIS – As part of the organization’s annual fundraising efforts, the Marion County Commission on Youth (MCCOY) recently concluded their #GivingTuesday and #GivingYouthMonth campaigns, which brought in more than \$5,000.

The initiatives were designed to raise awareness and funds in support of the organization’s work. November’s efforts focused on #GivingTuesday, a national movement that serves as a kick-off for the holiday giving season and encourages individuals to support charities and causes they value by giving back in impactful ways. MCCOY built upon the #GivingTuesday momentum by rebranding the campaign to #GivingYouthMonth in December.

“I want to express my infinite gratitude to those who support us by donation or other means, especially during our fundraising efforts,” said John Brandon, president and executive director of MCCOY. “A community can only survive when citizens value youth and are willing to support efforts that bolster families. Indianapolis has proven to be a wonderful community of caring and passionate adults and youth, a place MCCOY will continue to thrive.”

The campaigns were accomplished through mailers, electronic communications and social media. In the end, more than 40 individuals made a donation, and 16% of them were first-time donors for the organization.

“The work of our staff and board helped us share our story and mission with a broader audience of people,” said Brandon. “We are more committed than ever to engaging with the community and the people around us.”

To learn about MCCOY or to make a donation, visit www.mccoyouth.org.

About MCCOY

The Marion County Commission on Youth, Inc. (MCCOY) is the youth services intermediary for central Indiana whose mission is to champion the positive development of youth through leadership on key issues and support of the youth worker community. MCCOY’s vision is that every young person in central Indiana has opportunities to thrive, learn, engage and contribute.

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