

FOR IMMEDIATE RELEASE

GRGD: West Michigan's Fastest-Growing Collective Giving Campaign

41% Growth in Regional Giving Tuesday Participation Over Two Years

GRAND RAPIDS, MI — 11/13/25 — According to Giving Tuesday data, **Kent County generated a record-breaking \$3 million+ in donations on Giving Tuesday 2024**. Organizers of **Grand Rapids Giving Day (GRGD)** believe this surge is directly connected to the growing momentum, visibility, and shared excitement created by the GRGD movement. National research shows that collective giving campaigns significantly increase charitable participation across regions, and **Grand Rapids Giving Day is proving to be exactly that: a rising tide for good**, lifting nonprofits, donors, and community engagement throughout West Michigan.

Now entering its second year, **Grand Rapids Giving Day** returns on **Tuesday, December 2, 2025**, with an expanded experience designed to energize the entire region. Hosted at **The Goei Center** from **5:30–8:30 PM** on Giving Tuesday, the event features the **Community Generosity Fair**, the **Social Innovation Pitch**, celebrity judges, hands-on nonprofit activations, and entertainment for all ages. Registration is **just \$5**, ensuring accessibility for all—and every dollar goes directly into the **collective giving pot**, which will be split among participating nonprofits. This year also introduces a high-value **raffle with major prizes**, amplifying excitement and contributing even more to the collective fund.

A High-Energy Generosity Fair Designed for Everyone

The **Community Generosity Fair** transforms Giving Tuesday into a fully immersive, high-energy celebration of generosity. Attendees can expect food, drinks, live entertainment, a comedy break, cotton candy, and family-friendly activities while exploring creative nonprofit activations that highlight impact work happening across West Michigan.

In its inaugural year, **Grand Rapids Giving Day raised more than \$150,000**, supporting over 40 local nonprofits and sparking new cross-sector collaborations between community groups, businesses, and civic partners.

Social Innovation Takes the Stage

The **Social Innovation Pitch**, hosted by **Startup Grind Grand Rapids** and sponsored by **Fifth Third Bank**, showcases visionary ideas that merge business strategy with community impact. Applicants compete for a **\$2,500 award** by presenting bold, sustainable solutions that address real-world problems.

This year's **celebrity judge panel** includes:

- **Meagan Ward**, Founder, Femology Detroit
- **Wolf Starr**, Managing Partner, Midwest-based Venture Funds
- **Andrea Wallace**, Founder & CEO, OPNR
- **Two Eagles Marcus**, Media Expert & Serial Entrepreneur
- **Dr. Anthony Chang**, Founder & CEO, BAMF Health

These leaders represent the forefront of entrepreneurship, philanthropy, media, venture capital, innovation, and biotechnology—bringing global-level insight to West Michigan's Giving Tuesday stage.

Corey Hart, Director of Startup Grind Grand Rapids, emphasized the significance of the pitch, stating:

"The Social Innovation Pitch highlights the ideas that will shape our future, not just for nonprofits, but for the entire region. Grand Rapids has always been a place where innovation and community intersect, and this stage is where the next generation of impact leaders will rise."

Collective Giving, Collective Impact

Supported by generous partners including **Gentex**, **Meijer**, **Array of Engineers**, **Huck Finch**, and **Fifth Third Bank**, Grand Rapids Giving Day is rapidly becoming one of the region's most influential engines for generosity, collaboration, and community transformation.

"Grand Rapids Giving Day isn't just an event — it's an energy," said **Erika Plunkett**, Advisory Board Member. "When we rally nonprofits, businesses, and everyday neighbors around a shared mission of generosity, the entire region rises. The data backs it up."

EVENT DETAILS

Grand Rapids Giving Day

Date: Tuesday, December 2, 2025

Time: 5:30–8:30 PM (Social Innovation Pitch at 7:30 PM)

Location: The Goei Center, 818 Butterworth St SW, Grand Rapids, MI

Registration: **\$5 per person** — 100% goes to the collective giving fund

Learn more: www.grgivingday.com

ABOUT GRAND RAPIDS GIVING DAY

Grand Rapids Giving Day is a regional philanthropic movement dedicated to increasing community generosity, strengthening local nonprofits, and driving collaborative impact across West Michigan. Launched in 2024, GRGD brings nonprofits, businesses, and community

members together through year-round capacity-building events, leadership workshops, and the annual Generosity Fair and Social Innovation Pitch on Giving Tuesday. The initiative exists to amplify nonprofit storytelling, expand donor engagement, and highlight innovative solutions that create lasting social and economic change in our region.

MEDIA CONTACT

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