

**Earned Media Report:**

**Print Media: Regional- \$5,000.00**

<b>Outlet:</b>	<b>Title:</b>	<b>Date:</b>	<b>Link:</b>	<b>Price:</b>	<b>Total:</b>
NBC 5 DFW	Mark Your Calendars: North Texas Giving Day is September 23	9/13/21	<a href="https://www.nbcdfw.com/entertainment/the-scene/mark-your-calendars-north-texas-giving-day-is-september-23/2738854/">https://www.nbcdfw.com/entertainment/the-scene/mark-your-calendars-north-texas-giving-day-is-september-23/2738854/</a>	\$5,000.00	
Dallas Morning News	North Texas Food Bank	9/15/21	<a href="https://www.dallasnews.com/fwddfw/2021/09/15/north-texas-food-bank/">https://www.dallasnews.com/fwddfw/2021/09/15/north-texas-food-bank/</a>	\$5,000.00	
Dallas Morning News	North Texas Giving day to provide boost for thousands of nonprofits struggling through pandemic	9/20/21	<a href="https://www.dallasnews.com/news/2021/09/20/north-texas-giving-day-to-provide-boost-for-thousands-of-nonprofits-struggling-through-pandemic/">https://www.dallasnews.com/news/2021/09/20/north-texas-giving-day-to-provide-boost-for-thousands-of-nonprofits-struggling-through-pandemic/</a>	\$5,000.00	
NBC 5 DFW	North Texas Giving Day Crucial for Some Nonprofits in Pandemic's Wake	9/22/21	<a href="https://www.nbcdfw.com/news/local/north-texas-giving-day-crucial-for-some-non-profits-in-pandemics-wake/2749417/">https://www.nbcdfw.com/news/local/north-texas-giving-day-crucial-for-some-non-profits-in-pandemics-wake/2749417/</a>	\$5,000.00	
Dallas Morning News	Here are more than 30 Garland nonprofits to support on North Texas Giving Day	9/22/21	<a href="https://www.dallasnews.com/news/2021/09/22/here-are-more-than-30-garland-nonprofits-to-support-on-north-texas-giving-day/">https://www.dallasnews.com/news/2021/09/22/here-are-more-than-30-garland-nonprofits-to-support-on-north-texas-giving-day/</a>	\$5,000.00	

Dallas Morning News	Looking to donate on North Texas Giving Day? Here are Frisco nonprofit groups to support	9/23/21	<a href="https://www.dallasnews.com/business/philanthropy/2021/09/01/looking-to-donate-on-north-texas-giving-day-here-are-frisco-nonprofit-groups-to-support/">https://www.dallasnews.com/business/philanthropy/2021/09/01/looking-to-donate-on-north-texas-giving-day-here-are-frisco-nonprofit-groups-to-support/</a>	\$5,000.00
FOX 4 News Dallas-Fort Worth	Local nonprofits seeking support for North Texas Giving Day	9/23/21	<a href="https://www.fox4news.com/news/local-nonprofits-seeking-support-for-north-texas-giving-day">https://www.fox4news.com/news/local-nonprofits-seeking-support-for-north-texas-giving-day</a>	\$5,000.00
WFAA ABC Channel 8	North Texas Giving Day helps raise more than \$66M!	9/23/21	<a href="https://www.wfaa.com/article/news/community/north-texas-giving-day-everything-you-need-to-know-how-donate-where-what-is/287-0d239fce-8447-420a-a851-74f7e217b21d">https://www.wfaa.com/article/news/community/north-texas-giving-day-everything-you-need-to-know-how-donate-where-what-is/287-0d239fce-8447-420a-a851-74f7e217b21d</a>	5,000.00
Dallas Morning News	North Texas Giving Day again breaks own record, raises \$66M for D-FW nonprofits	9/24/21	<a href="https://www.dallasnews.com/news/2021/09/24/north-texas-giving-day-again-breaks-own-record-raises-66m-for-d-fw-nonprofits/">https://www.dallasnews.com/news/2021/09/24/north-texas-giving-day-again-breaks-own-record-raises-66m-for-d-fw-nonprofits/</a>	\$5,000.00
NBC 5 DFW	More than \$66 Million Raised for Nonprofits on 13th Annual North Texas Giving Day	9/24/21	<a href="https://www.nbcdfw.com/news/local/more-than-66-million-raised-for-participating-nonprofits-on-13th-annual-north-texas-giving-day/2750622/">https://www.nbcdfw.com/news/local/more-than-66-million-raised-for-participating-nonprofits-on-13th-annual-north-texas-giving-day/2750622/</a>	\$5,000.00
CBS DFW	North Texas Giving Day' Raises A	9/24/21	<a href="https://dfw.cbslocal.com/2021/09/24/north-texas-giving-day-66-million/">https://dfw.cbslocal.com/2021/09/24/north-texas-giving-day-66-million/</a>	\$5,000.00

	Record-Breaking \$66 Million+			
D Magazine	Record Breaking \$66 Million Raised on North Texas Giving day	9/27/ 21	<a href="https://www.dmagazine.com/business-economy/2021/09/record-breaking-66-million-raised-on-north-texas-giving-day/">https://www.dmagazine.com/business-economy/2021/09/record-breaking-66-million-raised-on-north-texas-giving-day/</a>	\$5,000.0 0
<b>Print Media: Local- \$1,000.00</b>				
Dallas Innovates	More Than 1,300 Dallas County Nonprofits Sign Up for North Texas Giving Day, Coming September 23rd	8/24/ 21	<a href="https://dallasinnovates.com/more-than-1300-dallas-county-nonprofits-sign-up-for-north-texas-giving-day-coming-september-23rd/">https://dallasinnovates.com/more-than-1300-dallas-county-nonprofits-sign-up-for-north-texas-giving-day-coming-september-23rd/</a>	\$1,000.0 0
Star Local Media	Donations open for North Texas Giving Day	9/8/2 1	<a href="https://starlocalmedia.com/rowlettlakeshoretimes/news/donations-open-for-north-texas-giving-day/article_a7253078-10c8-11ec-a50c-8fab17a06747.html">https://starlocalmedia.com/rowlettlakeshoretimes/news/donations-open-for-north-texas-giving-day/article_a7253078-10c8-11ec-a50c-8fab17a06747.html</a>	\$1,000.0 0
City of Arlington	Support Arlington Nonprofits, Enjoy Free Music at Levitt Pavilion during North Texas Giving Day	9/13/ 21	<a href="https://www.arlingtontx.gov/news/my-arlington-tx/news-stories/arlington-gives-2021">https://www.arlingtontx.gov/news/my-arlington-tx/news-stories/arlington-gives-2021</a>	\$1,000.0 0
Herald Democrat	United Way of Grayson County to give local nonprofits a leg up on NT Giving Day	9/15/ 21	<a href="https://www.heralddemocrat.com/story/news/2021/09/15/three-legged-races-part-local-celebration-nt-giving-day/8349282002/">https://www.heralddemocrat.com/story/news/2021/09/15/three-legged-races-part-local-celebration-nt-giving-day/8349282002/</a>	\$1,000.0 0

The Ellis County Press	North Texas Giving Day Set for Sept. 23	9/15/ 21	<a href="https://www.elliscountypress.com/news/north-texas-giving-day-set-sept-23">https://www.elliscountypress.com/news/north-texas-giving-day-set-sept-23</a>	\$1,000.0 0
North Texas e- News	North Texas Giving Day is Sept. 23	9/20/ 21	<a href="http://www.ntxe-news.com/artman/publish/article_126156.shtml">http://www.ntxe-news.com/artman/publish/article_126156.shtml</a>	\$1,000.0 0
Herald Banner	Donations being accepted for North Texas Giving Day	9/21/ 21	<a href="https://www.heraldbanner.com/news/donations-being-accepted-for-north-texas-giving-day/article_15ecbf96-1b21-11ec-a791-4323d9de5496.html">https://www.heraldbanner.com/news/donations-being-accepted-for-north-texas-giving-day/article_15ecbf96-1b21-11ec-a791-4323d9de5496.html</a>	\$1,000.0 0
Visiting Nurse Associat ion	North Texas Giving Day: September 2021	9/21/ 21	<a href="https://www.vnatexas.org/events/north-texas-giving-day-september-2021/">https://www.vnatexas.org/events/north-texas-giving-day-september-2021/</a>	\$1,000.0 0
The Cross Timbers Gazette	U.S.' largest community-wide giving event is Thursday in DFW	9/22/ 21	<a href="https://www.crosstimbersgazette.com/2021/09/22/u-s-largest-community-wide-giving-event-is-thursday-in-dfw/">https://www.crosstimbersgazette.com/2021/09/22/u-s-largest-community-wide-giving-event-is-thursday-in-dfw/</a>	\$1,000.0 0
Fort Worth Magazin e	Thursday is North Texas Giving Day	9/23/ 21	<a href="https://fwtx.com/news/north-texas-giving-day-takes-place-thursday/">https://fwtx.com/news/north-texas-giving-day-takes-place-thursday/</a>	\$1,000.0 0

The Fort  
Worth  
Public  
Library  
Foundat  
ion

NTX Giving Day

9/23/  
21

<https://fwlibraryfoundation.org/events/ntx-giving-day>

\$1,000.0  
0

Local  
Profile

North Texas Giving  
Day breaks records,  
raises \$66MM for  
local nonprofits

9/24/  
21

<https://localprofile.com/2021/09/24/north-texas-giving-day-2021/>

\$1,000.0  
0

Patch

Arlington Public  
Library: North Texas  
Giving Day 2021

9/27/  
21

<https://patch.com/texas/arlington-tx/arlington-public-library-north-texas-giving-day-2021>

\$1,000.0  
0

Denton  
Record-  
Chronicl  
e

North Texas Giving  
Day hits new  
fundraising record

9/28/  
21

[https://dentonrc.com/news/north-texas-giving-day-hits-new-fundraising-record/article\\_1d170e2d-6cbd-526d-a26f-e5c6d114a01c.html](https://dentonrc.com/news/north-texas-giving-day-hits-new-fundraising-record/article_1d170e2d-6cbd-526d-a26f-e5c6d114a01c.html)

\$1,000.0  
0

**Broadcast Media: Story- \$10,000.00**

Texas  
News  
Today

It's North Texas  
Giving Day! This is  
what you need to  
know

9/19/  
21

<https://texasnewstoday.com/its-north-texas-giving-daythis-is-what-you-need-to-know/473110/>

\$10,000.  
00

CBS  
DFW

Non-profits Hoping  
Community  
Supports Then

9/21/  
21

<https://www.youtube.com/watch?v=Ppd5c1B7NSY>

\$10,000.  
00

During 'North Texas  
Giving Day'

WFAA ABC Channel 8	North Texas Giving Day Preview	9/22/ 21	<a href="https://www.wfaa.com/video/entertainment/television/programs/good-morning-texas/north-texas-giving-day-preview/287-4518def2-c14b-4562-9a32-03d9fe899602">https://www.wfaa.com/video/entertainment/television/programs/good-morning-texas/north-texas-giving-day-preview/287-4518def2-c14b-4562-9a32-03d9fe899602</a>	\$10,000. 00
NBC 5 DFW	North Texas Giving Day Kicks Off with Donations Pouring in	9/23/ 21	<a href="https://www.nbcdfw.com/news/local/north-texas-giving-day-kicks-off-with-donations-pouring-in/2749581/">https://www.nbcdfw.com/news/local/north-texas-giving-day-kicks-off-with-donations-pouring-in/2749581/</a>	\$10,000. 00
NBC 5 DFW	What is North Texas Giving Day?	9/23/ 21	<a href="https://www.nbcdfw.com/texas-today/what-is-north-texas-giving-day/2749802/">https://www.nbcdfw.com/texas-today/what-is-north-texas-giving-day/2749802/</a>	\$10,000. 00
NBC 5 DFW	North Texas Giving Day Crucial for some nonprofits in Pandemic's Wake	9/23/ 21	<a href="https://www.nbcdfw.com/news/local/north-texas-giving-day-crucial-for-some-non-profits-in-pandemics-wake/2749454/">https://www.nbcdfw.com/news/local/north-texas-giving-day-crucial-for-some-non-profits-in-pandemics-wake/2749454/</a>	\$10,000. 00
CBS- Dallas	Thousands of Nonprofits Participating in 'North Texas Giving Day'	9/23/ 21	<a href="https://ph.news.yahoo.com/video/thousands-nonprofits-participating-north-texas">https://ph.news.yahoo.com/video/thousands-nonprofits-participating-north-texas</a>	\$10,000. 00
CBS DFW	Nonprofits Hoping for Support During North Texas Giving Day	9/23/ 21	<a href="https://www.yahoo.com/entertainment/nonprofits-hoping-support-during-north-120400552.html">https://www.yahoo.com/entertainment/nonprofits-hoping-support-during-north-120400552.html</a>	\$10,000. 00

FOX 4 News Dallas- Fort Worth	Thousands of local nonprofits seeking support for North Texas Giving Day	9/23/ 21	<a href="https://www.fox4news.com/video/981662">https://www.fox4news.com/video/981662</a>	\$10,000. 00
CBS DFW	North Texas Giving Day Raising Tens of Millions for Local Charities	9/23/ 21	<a href="https://dfw.cbslocal.com/2021/09/23/north-texas-giving-day-raising-tens-of-millions-for-local-charities/">https://dfw.cbslocal.com/2021/09/23/north-texas-giving-day-raising-tens-of-millions-for-local-charities/</a>	\$10,000. 00
<b>Broadcast Media: Segment- \$400,000.00</b>				
CBS Dallas: The Ones for Texas	Non-Profits Hoping Community Supports Them During 'North Texas Giving Day'	9/21/ 21	<a href="https://www.msn.com/en-us/travel/other/non-profits-hoping-community-supports-them-during-north-texas-giving-day/vi-AAOFR6W">https://www.msn.com/en-us/travel/other/non-profits-hoping-community-supports-them-during-north-texas-giving-day/vi-AAOFR6W</a>	\$400,000 .00
<b>Any Kind of Digital Media- \$800.00</b>				
Faceboo k	Dallas Texas Ad	9/23/ 21	<a href="https://m.facebook.com/tjhsaadallastx/videos/tj-ntxgd-2021-fb-ad/361999018732703/">https://m.facebook.com/tjhsaadallastx/videos/tj-ntxgd-2021-fb-ad/361999018732703/</a>	\$800.00
Universt iy of Dallas YouTub e City of Arlingto n: YouTub e	North Texas Giving Day Message from President Sanford	9/23/ 21	<a href="https://www.youtube.com/watch?v=IG6roQOmoY0">https://www.youtube.com/watch?v=IG6roQOmoY0</a>	\$800.00
	2021 North Texas Giving Day with the Arlington Tomorrow Foundation	9/24/ 21	<a href="https://www.youtube.com/watch?v=DmBU31aWlqY">https://www.youtube.com/watch?v=DmBU31aWlqY</a>	\$800.00

Texas			
Health	North Texas Giving		
Resourc	Day 2021: Thank		
es	You - Texas Health		
YouTube	Resources	9/24/	
e	Foundation	21	
		<a href="https://www.youtube.com/watch?v=ZLA7gOluFoA">https://www.youtube.com/watch?v=ZLA7gOluFoA</a>	\$800.00

Any Kind of Radio Media- \$3,000.00

Unable  
to Find

Total: \$577,200

\$577,2  
00

