

FOR IMMEDIATE RELEASE



FOR INFORMATION CALL

December 3, 2024

Ald. Milele A. Coggs  
(414) 286-2994

## **Giving Tuesday the perfect opportunity to support your favorite City initiatives**

Today is Giving Tuesday, a generosity movement in which people can support a variety of causes and organizations in an effort to improve our community. The City of Milwaukee offers several such efforts that residents can choose to support through GiveMKE – the city’s secure online contribution platform – via a monetary donation or volunteerism.

GiveMKE allows users to access its ‘crowdfunding’ online donation platform to support official City-sponsored events (those designated as such by Common Council resolution). Users can go to [milwaukee.gov/cityclerk/Give-MKE](https://milwaukee.gov/cityclerk/Give-MKE) to make a contribution or volunteer.

**Alderman Milele A. Coggs**, who authored the legislation creating GiveMKE, said the platform allows residents, businesses and organizations an opportunity to support city initiatives that are in line with their values and mission. “Building grassroots support for a cause is a powerful tool, and inquiries are often made about how people can help provide financial support or donate their time for City-sponsored initiatives, This was the genesis behind creating GiveMKE,” Alderman Coggs said. “As people are looking at possible ways in which they can contribute to local causes on Giving Tuesday and beyond, we encourage them to consider Give MKE.”

Current official City-sponsored events that can be supported via GiveMKE include: Girls’ Day @ City Hall, MKE Business Now Entrepreneurship Summit, Bronzeville Week and the HaRUNbee 5K Run/Walk, Black History Month, Big Clean MKE, Hispanic Heritage Month, Hip-Hop Week, Back to School Festival, Juneteenth Day, Alert Neighbor Program, Power Hour, Vel R. Phillips Statue Fund, Community Excellence Program, Pot of Gold: A Reflection of You, and Apprenticeship Day.

-30-