



FOR IMMEDIATE RELEASE

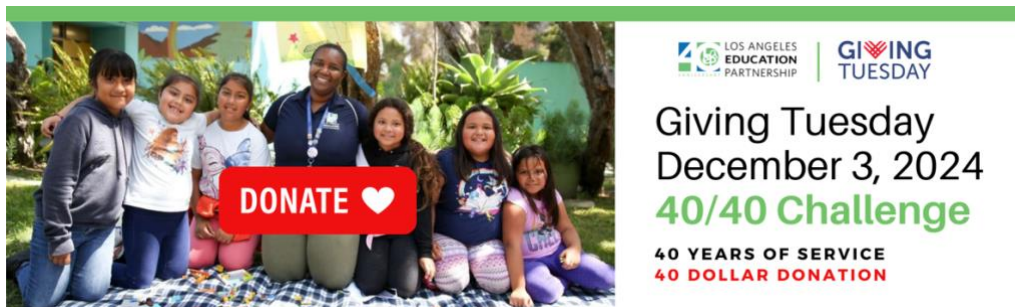
**Los Angeles Education Partnership Celebrates GivingTuesday with 40/40 Challenge, joining millions around the world participating in the global generosity movement on December 3, 2024.**

**Los Angeles, CA (November 5, 2024):** This GivingTuesday, Los Angeles Education Partnership (LAEP) will inspire generosity with a \$40 Challenge to commemorate their 40<sup>th</sup> Anniversary.

GivingTuesday is a global generosity movement, unleashing the power of people and organizations to transform their communities and their world. GivingTuesday will kick off the generosity season this year by inspiring people to give back on December 3, 2024, and throughout the year.

Los Angeles Education Partnership joined GivingTuesday because the nonprofit believes in the power of collective giving and the spirit of generosity that this global movement embodies.

"As we celebrate 40 years of educational service, LAEP is launching our 40/40 Challenge. We are asking supporters to gift a \$40 donation, a representation of our 40<sup>th</sup> anniversary, to help us transform education for the community, with the community, from diapers to diplomas," stated Dr. Dawn A. Kurtz, CEO of LAEP. "The contributions of our supporters will directly impact the lives of countless students, families, and educators. We encourage **all** to join us in making a difference on Tuesday, December 3, 2024."



The **40/40 Challenge** will ensure another 40 years of impactful education! Help LAEP **raise \$40,000** to empower students and transform communities. Below is a breakdown of options of how one can to support.

- **4 Free** = Share newsletter or graphics below with four people
- **\$40** = Educational, developmentally appropriate toys for one child

- **\$400** = College readiness support for a high school student
- **\$4,000** = Career and professional development for educators and administrators
- **\$40,000** = Organizational sustainability and program growth in 2025

GivingTuesday was launched in 2012 as a simple idea: to create a day that encourages people to do good. Over the past eleven years, this idea has grown into a global movement that inspires hundreds of millions of people to give, collaborate, and celebrate generosity.

"GivingTuesday inspires people all around the world to embrace their power to drive progress around the causes they care about, not just on one day but throughout the year," said Asha Curran, GivingTuesday's CEO, and co-founder. "With country and community leaders, millions of organizations, and countless givers of all kinds, GivingTuesday is creating a shared space where we can see the radical implications of a more generous world."

Those who are interested in joining Los Angeles Education Partnership's GivingTuesday initiative can visit [www.laep.org/donate](http://www.laep.org/donate).

Instagram: [www.instagram.com/laepcommunity/](https://www.instagram.com/laepcommunity/) #PartnerwithLAEP #LAEP

LinkedIn: [www.linkedin.com/company/los-angeles-education-partnership/](https://www.linkedin.com/company/los-angeles-education-partnership/)

Facebook: [www.facebook.com/PartnerwithLAEP](https://www.facebook.com/PartnerwithLAEP)

**Media Contact:** LaCora Stephens (213) 622-5237 ext. 233 // [lstephens@laep.org](mailto:lstephens@laep.org)

###

### **About Los Angeles Education Partnership**

The Los Angeles Education Partnership (LAEP) is a 501(c)(3) nonprofit organization whose mission is to advance educational equity. Together with families, schools, and the community, LAEP facilitates access to and opportunities for quality educational and wellness practices so that children thrive from diapers to diplomas. For more information about Los Angeles Education Partnership, please visit [www.laep.org](http://www.laep.org).

### **About GivingTuesday**

[GivingTuesday](https://www.givingtuesday.org) is a global generosity movement unleashing the power of people and organizations to transform their communities and the world. GivingTuesday was created in 2012 as a simple idea: a day that encourages people to do good. Over the past eleven years, it has grown into a global movement that inspires hundreds of millions of people to give, collaborate, and celebrate generosity.

Whether it's making someone smile, helping a neighbor or stranger out, showing up for an issue or people we care about, or giving some of what we have to those who need our help, every act of generosity counts, and everyone has something to give. GivingTuesday strives to build a world in which the catalytic power of generosity is at the heart of the society we build together, unlocking dignity, opportunity, and equity around the globe. More information at [www.givingtuesday.org](http://www.givingtuesday.org)