



## Give for the Gorge Fact Sheet

### WHAT IS GIVE FOR THE GORGE?

[Give for the Gorge](#) is a new point-of-sale fundraising program that gives visitors, locals and online customers an easy way to make a positive difference in a place they love.

### HOW DOES IT WORK?

Customers at participating Gorge businesses can “tip the Gorge” during a transaction by writing in any donation amount or rounding up to the next dollar. Donations can also be made directly at [GiveForTheGorge.org](https://GiveForTheGorge.org).

### WHY IS IT NEEDED?

This program will provide a sustained source of funding to Gorge-area nonprofits focused on the three areas of greatest need in the Gorge: housing, food security and the environment.

### WHY THESE FOCUS AREAS?

The Columbia River Gorge has evolved into a world-class travel destination, attracting more than 2.5 million visitors in 2023. As its popularity has grown, so has the need for environmental stewardship, affordable housing, and social services for the local workforce due to the increased cost of living.

### NONPROFIT PARTNERS

The eight inaugural Give for the Gorge nonprofit partners are [Cascades Carnivore Project](#), [Columbia Land Trust](#), [Columbia Riverkeeper](#), [Friends of the Columbia Gorge](#), [Gorge Grown Food Network](#), [Mid-Columbia Community Action Council](#), [The Next Door](#) and [Thrive Hood River](#).

### INAUGURAL BUSINESS PARTNERS

[64 Taphouse and Bar](#), [Balch Hotel](#), [Big Winds](#), [Bike the Gorge](#), [Carson Ridge Luxury Cabins](#), [Doug's Hood River](#), [Evoke Winery](#), [Found and Rewound](#), [Go Gorge Getaways](#), [Gorge Rentals](#), [Hood River Hotel](#), [Hood River EV Taxi](#), [Hood River Pedicab](#), [MOT Photography](#), [Nativ Cafe](#), [Oak Street Hotel](#), [Oregon E-Bikes](#), [pFriem Family Brewers](#), [Sasquatch Shuttle](#), [Windance](#)



## FAQ

### **Q: How did you select the inaugural beneficiaries?**

A: The nonprofits were chosen based on their strength in supporting the three priority program areas of Give for the Gorge: housing, food security and the environment.

### **Q: Will other groups be added in the future?**

A: Yes, Give for the Gorge will be adding additional groups in the future once a financial target of \$200,000 in donations in a given year has been met. This will allow participating groups to receive a meaningful level of funding before donations are dispersed among a larger number of organizations.

### **Q: Why did you limit it to those eight nonprofits?**

A: In order for the financial contributions to be of meaningful size for the pilot phase of the program, we are currently limiting the number of recipient organizations to eight. We look forward to expanding the number of organizations in proportion to the generosity of community members participating.

### **Q: How much will each nonprofit receive each year?**

A: Our hope is that an increasing number of businesses will sign on each year, and our aspiration is that each of the eight nonprofits will receive at least \$20,000 per year. In 2022, more than \$749 million was raised in the United States by 77 point-of-sale fundraising campaigns that each raised at least \$1 million. These programs have raised more than \$6.7 billion over three decades. Given the popularity of the Columbia River Gorge area as a traveler's destination, we expect the program to expand each year.

### **Q: How many businesses do you hope to sign up?**

A: We have an enthusiastic and dedicated group of businesses that have signed up during this pilot period, and we welcome new businesses any time! The more businesses that participate, the more it benefits our communities.



**Q: How will shoppers know that a business is participating in Give for the Gorge?**

A: Look for the Give for the Gorge logo, which will be displayed on the front window and/or at the point of sale. Additionally, all participating businesses are listed at [GiveForTheGorge.org](https://GiveForTheGorge.org).

**Q: Is there a fee for businesses to participate?**

A: No, there is no cost associated with being a member of Give for the Gorge, although businesses are welcome to match the donations of their customers.

**Q: Is Give for the Gorge truly Gorge-wide?**

A: The organization Give for the Gorge supports work on both sides of the Columbia River, in both Oregon and Washington. While during the startup phase we are launching with a small number of initial businesses, we aim to include a broad number of businesses throughout the Gorge in the future, on both sides of the river.

**Q: Is Give for the Gorge a year-round program?**

A: Yes, the program is designed to run all year.

**Q: Who created Give for the Gorge?**

A: Give for the Gorge Project Manager Sandi Scheinberg, a Hood River resident and active community volunteer, learned of a similar program in the Lake Tahoe, Calif., area that has been successful in supporting community projects, and was inspired to bring the concept to the Gorge.

**Q: When did Give for the Gorge launch?**

A: The program had a soft launch in December 2023 to be able to fine-tune it before our public launch on February 21, 2024.

**Q: Do other travel destinations have this kind of program?**

A: Give for the Gorge is modeled on the successful [\\$1 for Tahoe](#) program, run by the [Tahoe Fund](#) in Lake Tahoe, California. Since 2012, this program has raised over \$1 million to support the efforts of the Tahoe Fund in their mission to improve the Tahoe environment through conservation, recreation, forest health, transportation and stewardship projects.