



PRESS RELEASE

April 24, 2020

Contact: Martin Hernandez, Communications

mhernandez@bresee.org (323) 868-3205

Bresee Foundation launches the 12forGood Challenge

“What are you doing with your 12?”

Los Angeles, CA: “What are you doing with your 12?” That’s the question Bresee Foundation, a grassroots non-profit, is asking its Board members, staff, donors, and their colleagues challenging them to think of the best use for their \$1,200 Federal stimulus checks. As they launch the 12forGood Challenge, encourages donations to be directed to Bresee or a charity of choice.

Tim Martin, Bresee’s boardmember since 2014, stated: “Even though my software business has been completely devastated by the economic fallout from the pandemic, I recognize that there are families who could utilize this \$1,200 way more than mine. It’s time to encourage folks to dig deep and give to non-profits all around the country.”

With the U.S. already reporting over 26 million unemployed, Bresee is challenging friends and families to develop a network of generosity and creating a ripple effect giving nonprofits the tools to provide hope to hundreds, and potentially thousands, of families. It is essential that nonprofits understand that this challenge can be replicated by them, too! **To join the challenge, there are three steps:**

12forGood Challenge -

- 1) Post a video on a social media page of yourself either reading the script below or doing something creative (a song, poem, rap, cheer, dance, play, etc.) promoting the number 12.

“I accept the 12forGood Challenge and nominate 12 of my friends to also give all, or part of their \$1,200 federal stimulus check to a non-profit on the front lines of the COVID-19 response. My non-profit of choice is Bresee Foundation (or name charity of choice) What are you doing with your 12?”

Or Repost/retweet our video.

- 2) Paste the above text with the name and donation link to your favorite non-profit in your post.
- 3) Change your social media profile picture to the [12forGood Challenge.jpg](#). Tag and nominate 12 of your friends to accept the 12forGood Challenge.

For more information, participants may visit: bit.ly/12forgoodchallenge

About Bresee Foundation: Bresee Foundation is a grass-roots non-profit Community Center based in Los Angeles, CA. Founded in 1982, Bresee was created by community leaders to address systemic disadvantages faced by local residents. Bresee’s mission is to battle poverty by empowering youth and families in Los Angeles with the skills, resources, and relationships necessary to thrive. To pursue this mission, Bresee offers diverse services under three program divisions: Youth Services, Family Services and Gang Prevention. Bresee is providing over \$1 million in direct financial resources including grocery gift cards, prepaid debit cards, grocery distribution, and emergency rental assistance to families who meet the federal poverty guidelines, and are in financial distress due to the COVID-19 pandemic.

###