



FOR IMMEDIATE RELEASE

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Georgetown BID and Halcyon Launch \$100,000 Matching Funds Campaign for Local Recovery

The joint crowdfunding campaign supports Georgetown BID's employee relief fund & Halcyon's impact-based start-ups, today through #GivingTuesdayNow (May 5).

Washington, D.C. (April 30, 2020) – The Georgetown BID and DC-based nonprofit Halcyon are launching a joint crowdfunding campaign for local recovery as part of #GivingTuesdayNow. Thanks to the generosity of an anonymous donor, all gifts from now until the end of #GivingTuesdayNow (May 5, 11:59 pm) will be matched dollar-for-dollar up to \$100,000, and split evenly between Georgetown BID's relief campaign for commercial district workers who've lost their jobs due to COVID-19, and Halcyon's fellowship programs for impact-based startups with the power to create jobs and help us rebuild from this crisis.

Visit georgetowndc.com/giving-tuesday-now to donate.

Why it matters: Supporting our neighborhood workers & small businesses

- **The backbone of our economy:** 48% of all US employees work for small businesses and 17% for a business with fewer than 20 employees [\(source\)](#).
- **Running out of time:** 43% of small businesses foresee a permanent shutdown within six months if conditions hold [\(source\)](#), leaving thousands of employees out of work.
- **Equity:** The smaller the business, the more likely it is to be owned by a woman or person of color [\(source\)](#).
- **Required for recovery:** As keystones of our economy, healthy small businesses and their workers will help us rebuild from this crisis.

The Georgetown BID funded the first \$150,000 of its Employee Emergency Relief Grant earlier this month, awarding grants to more than 500 employees in the Georgetown BID commercial district who have lost their jobs as a result of the coronavirus crisis, and need money to pay for rent, food, medical bills, or other emergency costs because they have few other options. In mid-April, the Georgetown BID partnered with Halcyon to launch an ongoing donation campaign to further fund the grant and assist hundreds' more still in need. To learn more about the Employee Relief Grant, visit georgetowndc.com/employee-relief-grant.

The two organizations saw an opportunity to elevate the partnership for a dedicated campaign supporting both immediate relief and long-term recovery. Halcyon's Incubator program provides residential fellowships so promising social entrepreneurs can scale their impact-based ventures while living in Georgetown. To date, Halcyon ventures have created 1,500 jobs for everyone from coders and developers to immigrant and refugee chefs.

To donate to Georgetown BID and Halcyon's Giving Tuesday Now joint campaign, and have your donation doubled, visit georgetowndc.com/giving-tuesday-now.

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About the Georgetown Business Improvement District

The Georgetown Business Improvement District (BID) is a nonprofit organization dedicated to protecting and enhancing the accessibility, attractiveness and overall appeal of Georgetown. Established in 1999 by its property owners and merchants, the Georgetown BID has more than 1,000 members. The organization is located in the heart of Georgetown in Washington, D.C. and sets a standard of excellence in preserving historic charm while meeting contemporary needs. From marketing and special events, to transportation, economic development, placemaking and streetscape, the Georgetown BID contributes to the vitality and quality of life in Georgetown. For more information, visit georgetowndc.com.

About Halcyon

Halcyon is a new kind of nonprofit organization. We lift up innovators and creators who seek to make the world a better place, giving them the tools and opportunities they need to bring their ideas to life. Halcyon's signature programs are residential fellowships: the Halcyon Incubator and Halcyon Arts Lab. Halcyon's Incubator ventures, more than half based in Washington, D.C., have raised over \$124 million and impacted the lives of two million people. More than half of those ventures have a woman founder and 68 percent have a founder of color. Since its founding, Halcyon has built programming around the core tenets of space, community, and access, continuously evolving to identify and provide a haven for big dreamers and risk-takers the world over.