



Join GiveIowa.org to Support CFR in May!

We are so excited to share that Community & Family Resources (CFR) will be GiveIowa's selected non-profit partner for May 2021! This is an innovative program that Greater Iowa Credit Union (GICU) offers to help support causes throughout our community and we need your help to spread the word about this special opportunity.

What is GiveIowa? GICU selects one non-profit organization each month to support. For the month of May, CFR will receive \$250 directly from GICU and will be featured on the [GiveIowa.org](https://www.GiveIowa.org) website, a crowdfunding platform that allows donors to easily contribute via credit or debit card. The goal is to raise an additional \$250 during the short 30 days we are featured and GICU will match that with an additional \$250 donation!

How can I help? GiveIowa leverages the power of social connection to help raise money using social networks. Social media is a critical factor in crowdfunding success: for every order of magnitude increase in Facebook friends sharing the link (from 10 to 100 to 1,000), the probability of successfully meeting fundraising goals increases drastically (from 9% to 20% to 40%).

People can donate as little or as much as they want—and the more donors, the more engagement a project gets. The GiveIowa platform allows people to work together, transforming many small contributions into overall fundraising success.

The project that we will be fundraising for is a Serenity Garden at our Ames office: a quiet, safe, and relaxing spot to practice mindfulness meditation in nature. Mindfulness meditation involves a focus on the present moment, with a non-judging acceptance of thoughts and feelings as they occur. Mindfulness therapy can help those with anxiety disorders to focus in the present and stop attempting to control distressing thoughts and feelings, helping them to lower stress and manage worry. Evidence demonstrates, “mindfulness meditation can reduce consumption of substances of abuse when compared with various controls, and they found preliminary evidence that the interventions can reduce cravings.” (Complementary Health Approaches: Advising Clients About Evidence and Risks, Fall 2015, Volume 14, Issue 2) There is also growing research focusing on the positive effect that being in nature can have on one's mental wellbeing, stress levels, and mood. We have approximately 22% of the funding raised for this unique project, and an initial sketch of the space can be seen below.

CFR will be featured at www.GiveIowa.org for the month of May. We invite you to check out this crowdfunding platform and consider donating any amount to this special Serenity Garden project. Thank you for your efforts to help spread the word during the month of May!

