

Greater Baltimore Mobilizes More Than \$1.36 Million for Black-Led Organizations Through CLLCTIVGive

5,092 donations benefited 136 organizations during the 24-hour campaign, marking CLLCTIVGive's fourth consecutive million-dollar year

BALTIMORE, MD, UNITED STATES, August 11, 2026 /EINPresswire.com/ -- Greater Baltimore mobilized \$1,363,382 for Black-led organizations through [CLLCTIVGive](#) on Aug. 7, marking the fourth consecutive year the annual campaign has raised more than \$1 million in a single day.



NBA Legend, Carmelo Anthony lends his voice to amplify CLLCTIVGive

During [CLLCTIVLY](#)'s annual 24-hour giving campaign, 4,160 donors made 5,092 contributions benefiting 136 organizations across the region. Of the 148 organizations eligible to participate, 92 percent received contributions.

“

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Donor participation increased 32 percent over 2025, when 3,149 donors made 3,977 contributions. The number of donations grew 28 percent, while the total amount raised increased approximately 10 percent from last year's \$1.24 million.

Since its launch in 2019, CLLCTIVGive has grown from \$5,500 raised in its first year into a regionwide campaign that has surpassed \$1 million for four consecutive years.

“CLLCTIVGive is about more than what we raise in 24

hours. It is about what becomes possible when thousands of people recognize the leadership already present in our communities and choose to move resources together,” said Jamye Wooten, founder and CEO of CLLCTIVLY. “Baltimore's Black-led organizations are building

solutions every day. Our responsibility is to ensure they have the capital, relationships, and infrastructure needed to sustain and deepen that work.”

[Carmelo Anthony](#), Kalen Allen, and Sonja Sohn lent their voices to CLLCTIVGive, helping invite broader participation. Across the region, participating organizations, donors, artists, local businesses, and community partners mobilized their networks around a shared call to give with purpose.

Community activations extended the campaign beyond the online platform. During the morning, donors gathered at Mama Koko’s, Good Neighbor, and Red Emma’s through the Give Back and Your Drink Is on Us activation. The day culminated with GIVE WITH: A CLLCTIVGive Celebration at the Baltimore Museum of Industry, bringing supporters and participating organizations together through music, art, food, and storytelling.

As part of the campaign, CLLCTIVLY awarded \$50,000 in prizes to participating organizations through fundraising challenges, random drawings, and community participation. The prizes helped organizations build momentum throughout the day while creating more ways for donors to take part.

The campaign also underscored the need for sustained investment beyond a single day. Among the 131 participating organizations that completed CLLCTIVLY’s capacity questionnaire, nearly seven in ten identified fundraising and development as a priority. Organizations also reported recurring needs in communications, governance, evaluation, operations, financial management, and technology.

These findings will help shape CLLCTIVLY’s year-round work to expand flexible funding, organizational capacity, shared services, and back-office support across Greater Baltimore’s Black social economy.

From a Day of Giving to Year-Round Investment

CLLCTIVGive is one part of CLLCTIVLY’s broader strategy to strengthen Greater Baltimore’s Black social economy. The campaign makes the breadth of Black-led work more visible, expands participation in local giving, and moves resources directly to organizations rooted in their communities.

During CLLCTIVGive, CLLCTIVLY also announced the inaugural recipients of the Kindred Abundance Fund, extending the day’s resource mobilization into a broader, year-round investment in the capital, capacity, collaboration, and shared infrastructure of community-rooted organizations across Greater Baltimore.

“One day can reveal the power already present in our communities,” Wooten said. “The work ahead is to build the systems that allow that power to grow throughout the year.”

About CLLCTIVGive

CLLCTIVGive is CLLCTIVLY's annual 24-hour campaign connecting donors with Black-led organizations serving Greater Baltimore. Held each August during Black Philanthropy Month, the campaign invites people to discover organizations, give with purpose, and amplify community-rooted work. Learn more at givewith.org.

About CLLCTIVLY

CLLCTIVLY is a place-based social change organization building a Black-led regenerative ecosystem in Greater Baltimore by reclaiming stories, deepening knowledge, moving resources, and strengthening connections. Since 2019, CLLCTIVLY has mobilized more than \$7 million and supported more than 400 organizations through resource mobilization, learning, storytelling, and network building. Learn more at cllctivly.org.

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