

Greater Washington Urban League Launches Give 8/28 Fundraising Campaign

National Day of Giving Highlights the Critical Role of Black-Led Nonprofits in Strengthening Communities



Greater Washington Urban League

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WASHINGTON, DC, UNITED STATES,

August 28, 2026 /EINPresswire.com/ -- The [Greater Washington Urban League](#) (GWUL) is launching its Give 8/28 fundraising campaign in support of programs that create stability, expand opportunity and advance economic mobility for individuals and families throughout the Greater Washington region.

“

Give 8/28 is an opportunity to recognize the critical role Black-led organizations play in creating stronger, more resilient communities”

*Faith Gibson Hubbard,
Interim President & CEO,
GWUL*

The campaign is part of Give 8/28, a national day of giving hosted by the Young Black & Giving Back Institute that brings together donors, nonprofits and community partners to invest in Black-led organizations and the communities they serve.

Black-led nonprofits play a vital role in addressing critical needs at the grassroots level yet receive only 2% of institutional philanthropic funding from foundations. Give

8/28 aims to help close that gap by directing greater resources toward organizations working to advance education, youth development, economic empowerment, health and wellness, civic engagement and other areas that strengthen Black communities.

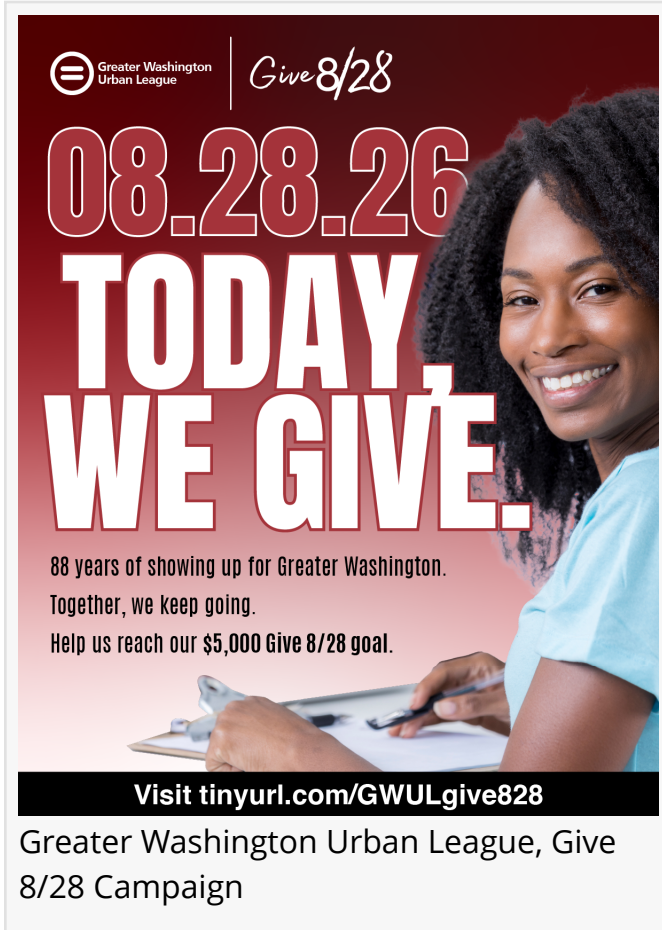
For GWUL, support raised through Give 8/28 will help sustain programs and services that make a measurable difference across the Greater Washington region, including:

- 10,000+ families supported annually through programs and initiatives designed to strengthen individuals, families and communities.
- 6,500 households assisted each year through rent and utility assistance, personalized counseling and other resources that help families remain stable.
- \$40,000 invested annually in youth through educational scholarships and leadership development opportunities.

- 184 hours of mental wellness support provided annually through individual and small-group therapeutic sessions.

- Economic mobility expanded through financial literacy, wealth-building initiatives, entrepreneurship support and career advancement opportunities.

“Give 8/28 is an opportunity to recognize the critical role Black-led organizations play in creating stronger, more resilient communities,” said Faith Gibson Hubbard, Interim President & CEO, Greater Washington Urban League. “At the Greater Washington Urban League, we see every day what is possible when people have access to the resources, support, and opportunities they need to thrive. From supporting families facing financial challenges to investing in our youth and expanding pathways to economic mobility, our work is about creating lasting change.”

A promotional poster for the Give 8/28 campaign. It features a smiling Black woman with curly hair, wearing a light blue shirt, holding a clipboard and pen. The background is a gradient of red and pink. Text on the poster includes the Greater Washington Urban League logo, 'Give 8/28', the date '08.28.26', and the phrase 'TODAY WE GIVE.' in large, bold, white letters. Below this, it says '88 years of showing up for Greater Washington. Together, we keep going. Help us reach our \$5,000 Give 8/28 goal.' At the bottom, a black bar contains the text 'Visit tinyurl.com/GWULgive828'. Below the poster, the text 'Greater Washington Urban League, Give 8/28 Campaign' is displayed.

Greater Washington Urban League | Give 8/28

08.28.26

TODAY WE GIVE.

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Greater Washington Urban League, Give 8/28 Campaign

Community members can support GWUL's Give 8/28 campaign by making a donation visiting [Greater Washington Urban League Inc | Give 828](https://gwul.org/donate/) or the GWUL donate page: <https://gwul.org/donate/>.

About Greater Washington Urban League (GWUL):

The Greater Washington Urban League is a nonprofit organization dedicated to empowering communities and changing lives. Through advocacy, education, and programs focused on economic empowerment, education and youth development, health and quality of life, and civic engagement, GWUL works tirelessly to advance social and economic justice for all.

Join the conversation and follow GWUL on social media for news and event information:

Facebook: @GreaterWashingtonUrbanLeague

LinkedIn: @GreaterWashingtonUrbanLeague

Instagram: @GWUL365

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