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FOR IMMEDIATE RELEASE

DesignGivers Launches Creative Charitable Initiative In Response to COVID-19

Long Island, New York – April 22, 2020 – DesignGivers is a newly formed 501C3 pending non-profit organization born in crisis. The mission is to coordinate design industry professionals to give back and support our communities in times of need. Design Givers offers virtual interior design consultations while collecting donations to support the most pressing needs and crises facing our communities. Currently DesignGivers focus is providing aid to families struggling with food shortages due to the COVID-19 pandemic by supporting Feeding America. Feeding America is the nation’s largest hunger relief organization with a network of 200 food banks across the country. New York’s local food banks, Island Harvest and Food Bank for New York City, are all a part of Feeding America’s network.

Interior designers and other professionals in the industry are donating their time, expertise and even their own funds to support DesignGivers current effort of domestic hunger relief. Through the DesignGivers website, a consultation is set with a designer whom the donor selects. After making a minimum donation of \$150, a 30-minute video consult is scheduled. The proceeds are donated to the DesignGivers cause, which currently supports Feeding America. Home interior design services available to donors include: creating work spaces, designing school study areas, accommodating additional guests and visitors, pantry & closet organization, furniture rearranging, paint color suggestions, recommending online purchases within a budget, and answering specific design challenges.

“While walking my dog, I visualized the people in the houses I passed who now had to work or study from home and how their homes needed to function differently than they did prior to the Coronavirus outbreak,” said Annette Jaffe, DesignGivers founder and Principal Designer at Annette Jaffe Interiors. “This inspired me to give a design consult for a donation to a charity helping those facing hunger. And then I thought, what if every interior designer did the same?”

Annette reached out to a friend she had done volunteer work with in the past, Kim Poulos Lieberz, CEO of KGI Design Group, who joined the cause. Leading interior design philanthropist Keith Baltimore of The Baltimore Design Group also joined as a key team member; they got to work immediately developing the organization and calling on friends, family, professional associations and their communities. Instantly the humanitarian idea was embraced, designers and sponsors were signing on, and within a few days, DesignGivers became a reality. DesignGivers is now able to help those at home improve the aesthetics and functionality of their environment while simultaneously helping the millions of Americans who are facing hunger as a result of the pandemic.

About DesignGivers:

DesignGivers, Ltd. is a non-profit organization, 501C3 pending, that delivers virtual interior design consultations to donors while collecting donations. The mission is to coordinate the design industry to give back and support local communities in crisis while helping donors with design needs. Proceeds of donations support humanitarian aid and improve the health and lives of people affected by poverty or emergencies –without regard to politics, religion or ability to pay.

DesignGivers current recipient of support is Feeding America. Feeding America is the nation’s largest hunger relief organization and has established a COVID-19 Response Fund to help food banks during the Coronavirus pandemic.

For more information visit designgivers.org or email social@designgivers.org

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