

Coverings 2024

Coverings Cares Initiative

Description & Guidelines

About the Initiative

Coverings is committed to supporting the tile and stone industry, green initiatives, and the local community that hosts the show each year. As such, Coverings is donating **\$50,000** to support the six extremely deserving charitable organizations identified below (the “Selected Charities”). Each of the Selected Charities is a nonprofit organization that has been recognized by the Internal Revenue Service as being tax exempt by virtue of its charitable activities.

How it Works

During the Coverings 2024 registration process, attendees and press can select one of the Selected Charities to which Coverings will donate \$10. The Selected Charity will receive the donation if the registrant verifies attendance onsite at Coverings 2024 and is one of the first 5,000 participating attendees to do so. This is not a required section in registration, and the registrant can elect not to participate.

Matching/Funds

Coverings has allocated \$50,000 of its own funds to support the Selected Charities. To amplify the impact of the contributions from Coverings, registrants may choose to match the \$10 Coverings donation – or even donate a different amount – but this is not required. Within the Coverings registration system (Maritz), Coverings will both capture/track the charity selections and collect any additional donations registrants may choose to contribute. Coverings will hold onto these additional funds within Maritz until Coverings distributes to the Selected Charities post-show (see below). Each registrant that makes a donation will be identified by Coverings to the Selected Charity and Coverings will request that the Selected Charity* provide the registrant with an acknowledgement of such donation. Coverings anticipates but cannot guarantee that the contribution will be tax deductible.

Distribution

After the close of Coverings 2024 (April 25, 2024), Coverings will review the registration data and identify the first 5,000 attendees and press who verified onsite at Coverings and identified a Selected Charity they would like to support. Based on these individuals’ selections, Coverings will allocate its \$50,000 contribution among the Selected Charities. At that time, Coverings will also capture all the donations that individuals contributed and distribute such contributions to the designated Selected Charities.

Selected Charities

Below are the six Selected Charities:

- Atlanta Community Foodbank*
- Atlanta Habitat for Humanity
- Ceramic Tile Education Foundation (CTEF)
- EARTHDAY.ORG*
- Gary Sinise Foundation*
- Tile Heritage Foundation

**Indicates a charity that is unable to provide individuals that make an additional donation with a tax receipt as the donation is made through the Coverings registration system and not directly to the organization.*