



#### **FOR IMMEDIATE RELEASE**

#### **Memphis and CaringCent Announce Partnership Focused on Optimizing In-season Development Efforts**

Memphis Athletics and CaringCent, the creator of *RallyGive* - the leading in-season fundraising solution for college athletic departments - have announced a partnership focused on unlocking new support throughout the athletic year.

The Memphis Tigers are owners of the nation's longest football win streak and will immediately leverage RallyGive to optimize the impact of the Tigers' success on fundraising efforts.

RallyGive has emerged as the leading in-season fundraising solution for college athletic departments and is uniquely built for today's college sports landscape, where departments face increasing pressure to drive external revenue and engage previously untapped segments of fans and alumni. The solution includes support from the expert CaringCent team, providing critical resources – in addition to technology – to optimize the impact of in season success.

"We are excited about the opportunities this partnership creates for our department to expand our fundraising reach during the athletic year," said Dr. Ed Scott, Memphis Senior Vice President and Director of Intercollegiate Athletics. "The CaringCent team has developed an innovative solution that provides timely new options for our fans to support the success our student-athletes earn on and off the field."

Mario Moccia, Vice President of Business Development with CaringCent added, "In today's fundraising environment, athletic departments face unprecedented pressure to identify new revenue streams and engage fans and alumni who haven't traditionally

contributed,” added Moccia. “CaringCent’s solution – fully staffed by our expert team in conjunction with the Memphis Athletics Fund – creates new, timely opportunities for fans to show their support. Our offering compliments Memphis Athletics existing efforts and provides a flexible playbook that each department can uniquely use.”

RallyGive’s model leverages peak emotional moments—game days, rivalries, buzzer-beaters, record-setting plays - to prompt timely giving. Its frictionless user experience removes barriers and makes contributing as easy as cheering from the stands.

For more information about RallyGive and CaringCent's full suite of giving solutions, visit [www.caringcent.com](http://www.caringcent.com) Mario Moccia can be reached at [Mario@caringcent.com](mailto:Mario@caringcent.com).