03.01.18 Giving Day powered by Fairfield County's Community Foundation

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FAIRFIELD COUNTY'S GIVING DAY:
A 2018 REPORT TO THE COMMUNITY

For five years, hundreds of nonprofits & thousands of community members have joined together in celebration of local philanthropy on Fairfield County's Giving Day. Fairfield County's Community Foundation prepared this report to showcase key findings from our March 1, 2018 Giving Day, and to share comparisons to prior years. This data supports planning efforts of nonprofits for Giving Day campaigns in 2019 and informs our community about the power of uniting around shared values to benefit local philanthropy.

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SUMMARY

Since 2014, Fairfield County's Community Foundation, with champion sponsor Bank of America, has organized the region's largest philanthropic day of the year - Fairfield County's Giving Day. Forfive years, hundreds of nonprofits and thousands of community members have joined together in celebration of local philanthropy on Fairfield County's Giving Day. In total, $5,935,417 has been generated to support the myriad of impactful programs that support the people and places in the region.

This incredible effort continues to inspire and empower people from the 23 towns and cities in Fairfield County to learn about local nonprofit programs and encourage them to support this important work. Giving Day is also a valuable opportunity for nonprofits to increase awareness about their missions and build staff skills in marketing, communications, fundraising and social media tools.

While Fairfield County's Community Foundation raises the profile of the overall campaign, the marketing and communication efforts from nonprofits drive a great deal of the donors to give on Giving Day. To help nonprofits be successful, the Community Foundation provides the following tools and resources:

- A series of workshops and trainings offered through our Center for Nonprofit Excellence, online marketing toolkit, responsive customer support by the Giving Day team, and weekly emails with tips, best practices and reminders.
- Technology capable of managing high-volume donations through Kimbia's platform at FCGives.org that offers nonprofits specific donation pages and access to donor real-time data.
- Regional marketing and promotions including a variety of paid and earned print and online news through social media, Moffly Magazines, town banners and signage, Star 99.9 and 95.9 The Fox, and the Hearst CT Media Group.
- Grant prizes totaling $104,250 to maintain momentum of donations and drive donors to give during specific times.

The fifth Fairfield County's Giving Day on March 1, 2018 was a banner day of giving. Nonprofits and donors exceeded prior year outcomes raising a total of $1,400,887 in just 24 hours. In fact, 2018 outcomes represented a 85% increase in giving from its inaugural year in 2014. 416 nonprofits raised funding in 2018, compared to 267 in 2014, and 27% of donors made gifts to organizations for the first time!

The Community Foundation values inclusive community philanthropy and through Giving Day, our vision for a vital community where every individual has the opportunity to thrive is realized.

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FAIRFIELD COUNTY'S GIVING DAY 2018 RESULTS

$1,400,887 TOTAL RAISED

$1,280,287 FROM INDIVIDUAL DONATIONS

$120,600 FROM SPONSORSHIPS

16,593 Total Gifts

From 13,137 donors

$77 Average Gift Size

27% First-Time Donors

NONPROFITS

416 Nonprofits Raised Funding

83% returning organizations & **17%** new

Represented **21** out of **23** Towns

TOP 5 CATEGORIES

BY DOLLARS RAISED

1. Arts & Culture
2. Education
3. Youth Development
4. Human Services
5. Animal Related

PRIZE WINNERS

GRAND PRIZES

MOST UNIQUE DONORS

1st Kids Helping Kids ($20k)
2nd LifeBridge Community Services ($10k)
3rd The Ridgefield Chorale ($5k)

MOST DOLLARS RAISED

1st Curtain Call ($15k)
2nd Wildlife in Crisis ($10k)
3rd Music on the Hill ($5k)

GET UP & GIVE LAUNCH PRIZES

TAILS, Music Theatre of CT, Ridgefield Library, Family & Children's Agency, Kids Helping Kids, Ann's Place, LifeBridge Community Services, Music on the Hill, Meals on Wheels of Ridgefield and Franklin Street Gallery ($1k Each)

POWER HOURS

IMPACT VINE POWER HOUR

Chapman Hyperlocal Media ($1k)
The Ridgefield Chorale ($1k)

WHOLE FOODS POWER HOUR

LifeBridge Community Services ($1k)
Kids Helping Kids ($1k)
Adoption Hope Foundation ($1k)
Danbury Animal Welfare Society ($1k)
Child & Family Guidance Center ($1k)

SACRED HEART POWER HOUR

Fairfield County Chorale ($2.5k)
Boys and Girls Club of Ridgefield ($2.5k)

HAPPY HOUR

Music on the Hill ($1k)

BIG FINISH

Wildlife in Crisis ($2.5k)

FACEBOOK PHOTO CONTEST

1st Americares Free Clinics ($500)
2nd Bully Breed Rescue ($300)
3rd Kitten Associates ($200)

TOP OF THE MORNING

Ridgefield Chorale ($1k)
Curtain Call ($1k)

EARLY BIRD REGISTRATION

Americares Free Clinics ($1k)

MORNING EVENT PRIZE DRAWING

Kids Helping Kids ($250)

EVENING EVENT PRIZE DRAWING

Catholic Charities of Fairfield County ($250)
Bridgeport Neighborhood Trust ($250)

Giving Day
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Fairfield County's
Community Foundation

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5 YEAR RESULTS
2014-2018

$5,935,417 Raised

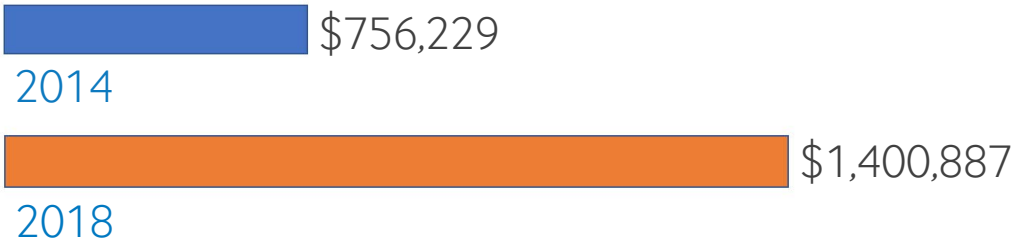
$540,097 Sponsorship Dollars

63,260 Gifts

416 Nonprofits Raised Funding

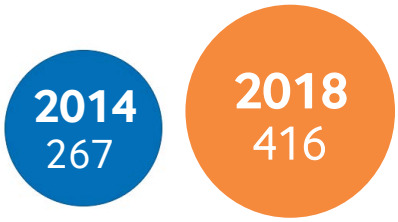
Dollars Raised

85% increase since 2014



Nonprofit Participation

129% increase since 2014



Average Gift Size

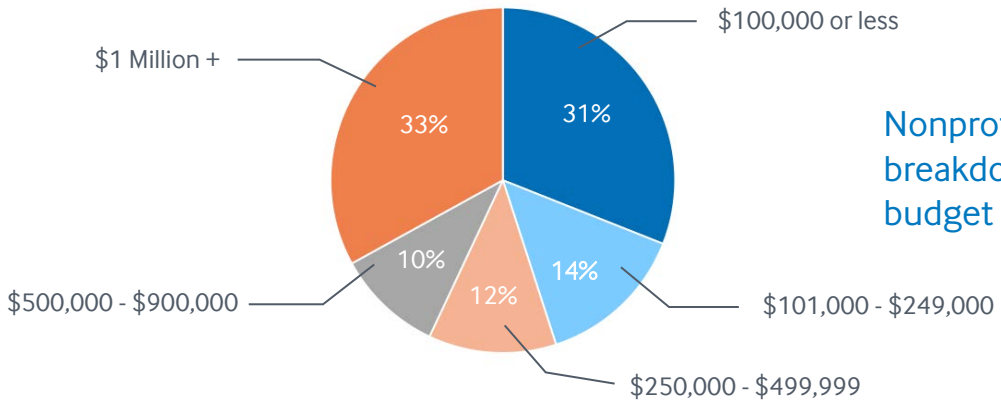
92% increase since 2014

NON PROFIT KEY FINDINGS

Program service area

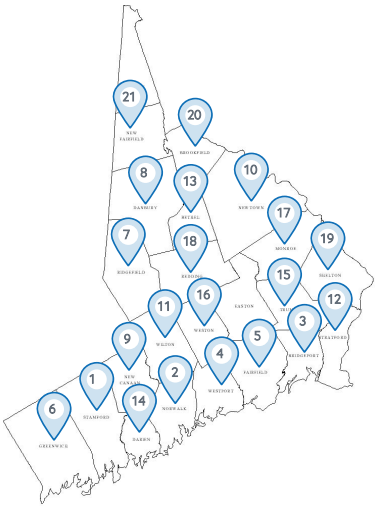
- Advocacy (9)
- Animal Related (30)
- Arts & Culture (96)
- Education (69)
- Employment (4)
- Environment (28)
- Housing & Shelter (18)
- Human Services (47)
- Mental Health & Crisis Intervention (25)
- Other (30)
- Volunteerism (4)
- Women and Girls (9)
- Youth Development (47)

Budget size



Nonprofit breakdown by budget size

Location

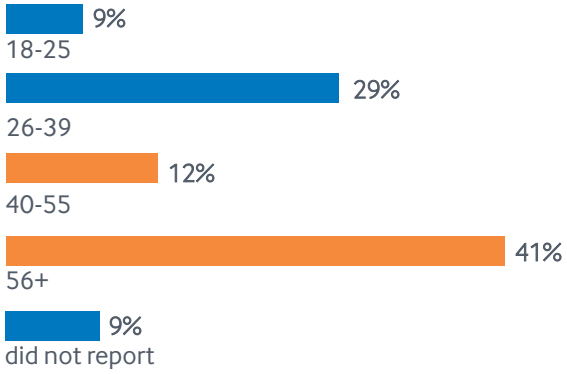


Towns in order of most participating nonprofits

1. Stamford (77)
2. Norwalk(54)
3. Bridgeport (53)
4. Westport (28)
5. Fairfield (25)
6. Greenwich (25)
7. Ridgefield (19)
8. Danbury (18)
9. New Canaan (18)
10. Newtown (15)
11. Wilton (15)
12. Stratford (12)
13. Bethel (7)
14. Darien (6)
15. Trumbull (4)
16. Weston (4)
17. Monroe (3)
18. Redding (3)
19. Shelton (2)
20. Brookfield (2)
21. New Fairfield (1)

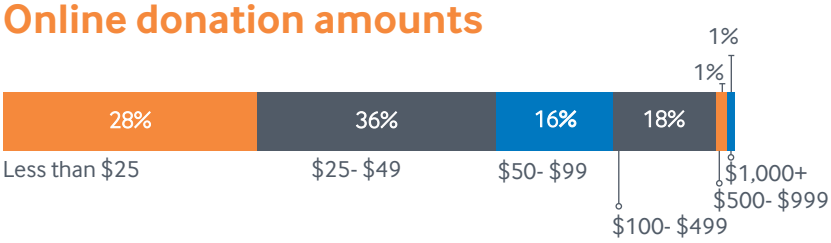
Donors

Age



27% of all donors were first time contributors in 2017

Online donation amounts

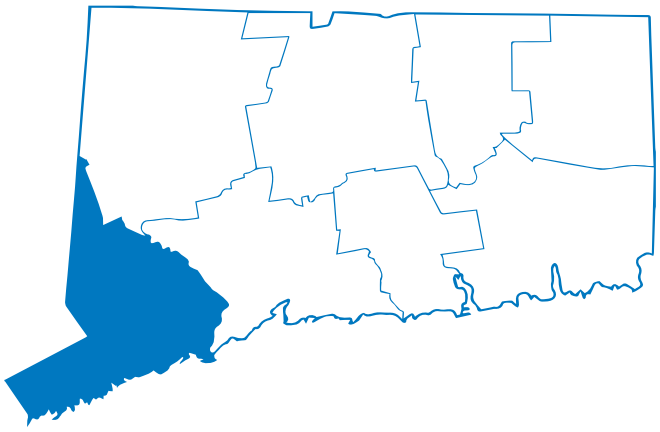


Donor locations

11 Countries

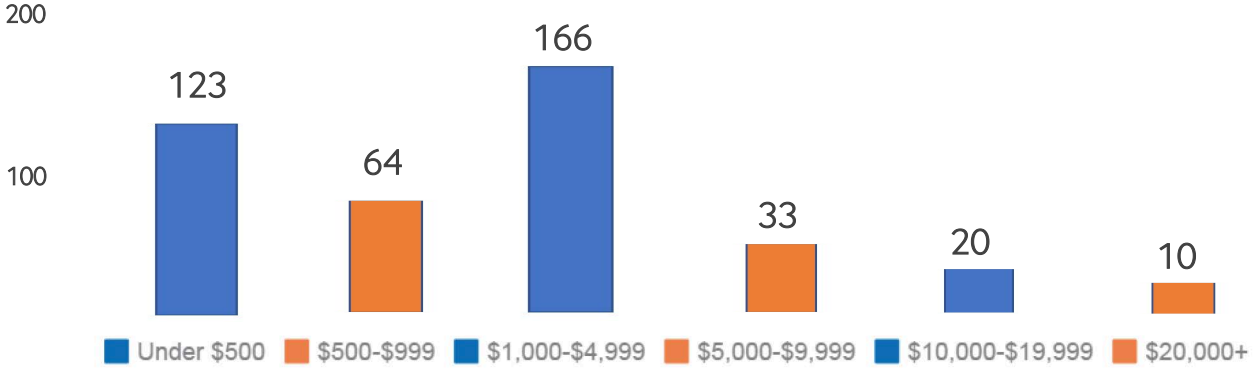
47 States

Supporting **1** County



DONATIONS

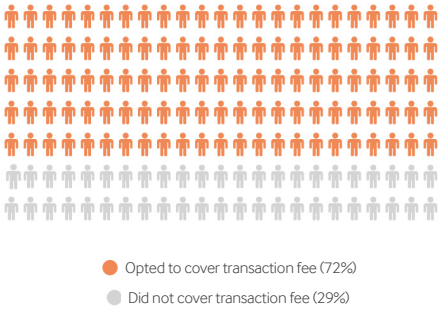
Total donations raised by nonprofit



Small gifts matter

94% of gifts were $100 or under

New! 71% of donations covered the transaction fee



Gifts by category

For the fifth year, massive support for arts & culture has elevated these organizations to the top on Giving Day.

Arts & Culture
96 organizations
$339,205 in donations

Human Services
47
$144,557

Education
69
$194,283

Other
30
$66,979

Animal Related
30
$132,637

Youth Development
47
$144,557

Mental Health & Crisis Intervention
25
$48,146

Housing & Shelter
18
$76,024

Advocacy
9
$7,260

Environment
28
$56,519

Women and Girls
9
$31,495

Employment
4
$29,885

Volunteerism
4
$2,200

PRIZES

Prizes and competition are proven ways to excite the greater community about Giving Days, and encourage time-sensitive and wide-spread support for causes close to a donor's heart. The following prizes were made possible by our most generous sponsors listed on the cover. These sponsors helped make Giving Day so successful for our communities. And each year, more and more businesses are realizing the value of a Giving Day partnership, increasing the ripple effect of community generosity.

$104,250 from sponsorships fueled **38** prize awards ranging from **$250-$20,000**

GRAND PRIZES

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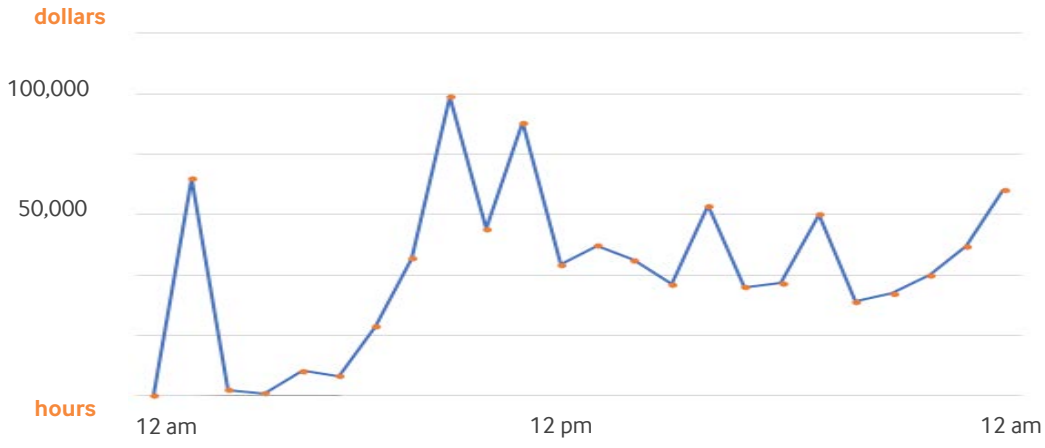
DONATIONS BY HOUR

Giving spiked considerably during Power Hours, which are pre-set times when nonprofits and donors engage in friendly competition to win prize funding for most unique donations or dollars raised received during set time-frames. Similar findings were reported in prior years, clearly showing the great influence of these Power Hour prizes to drive donors to give and support their favorite nonprofit.



NONPROFIT TESTIMONIAL HIGHLIGHTS

What were your goals for Giving Day and did you accomplish them?

This was our second time participating in Fairfield County's Giving Day. We wanted to have a presence as part of Giving Day but did not want to push our existing donor base too much as we had just had a recent event. We softly pushed and we were able to raise close to $5,000 which we were happy with as a starting point. In the future we hope to widen our net and bring in more new donors rather than ask existing donors to give. We did, however achieve our goal of increasing our social media presence! We participated in the Facebook photo contest, sent emails and posted daily in the week leading up to Giving Day and our page visits were up 44%, our weekly reach was up 560% and people engaged was up by 545% as well! **We looked at this as an enormous win to gain the exposure for our social media outlets.**

Given that we are such a young organization, less than a year old, and the fact that we had never participated in the Fairfield County's Giving Day, our expectations were modest. **Our goals were twofold: extend our reach beyond the same group of people who have supported us from the beginning and raise more money than we had at any of our previous fundraisers. We were very successful on both counts.**

KEYS has historically taken a low-key approach to Giving Day, given the proximity to our Annual Appeal, which is in early April. At one of the training sessions, the topic came up about how other organizations manage this situation, and some people suggested that Giving Day might bring in donors beyond those targeted for our Annual Appeal. So KEYS set a goal to increase our number of donors from the prior year. **KEYS raised $7,545 this year, compared with less than $1,000 last year, so we were pleased with our decision to step up our participation.**

How does Giving Day impact your organization ?

Giving Day helps promote the nonprofits. We had a few donors contact us and tell us that they did not know we were in Stamford. **Gaining new donors and supporters always helps.** The funds that we raised that day will be used to purchase food that will be distributed to our agencies.

Our intent is to put the funds raised towards the hiring of a new production manager as well as towards additional baking space. **But one of the real impacts Giving Day has had is the increased credibility that our performance gave to our organization.** We made sure to tout our success in the personalized thank you notes to our donors. The response has been phenomenal and has resulted in many new opportunities coming our way.

Our biggest challenge is converting regular readers into donors. **Giving Day is the largest and most successful fundraiser we have ever had. The result of Giving Day is that we have started on the path to fiscal sustainability.** The board is energized by Giving Day's result and we are planning a subscription campaign to maintain this positive momentum.

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