Fairfield County's Community Foundation

YOUR COMMUNITY UPDATE

We envision a vital and inclusive community where every individual has the opportunity to thrive.

Our mission is to promote philanthropy as a means to create change in Fairfield County, focusing on innovative and collaborative solutions to critical issues impacting the community.

It was a million dollar day!

March 5
Giving Day
powered by
Fairfield County's
Community Foundation
24 hrs to give where you live   FCGives.org

Bank of America
Proud sponsor

You raised $1,066,091 in 24 Hours!

BIGGER AND BETTER

You increased local giving in Fairfield County.

2015 Results:

$1,066,091 raised
(↑40.97% from 2014)

13,161 online donors
(↑42.86% from 2014)

$62.86 average gift
(↑56.76% from 2014)

386 local nonprofits
(↑44.56% from 2014)

TOP PRIZE WINNERS

Most Unique Donors

1st place $25,000 prize winner- **Curtain Call**

2nd place $15,000 prize winner- **Music on the Hill**

Most Dollars Raised

1st place $20,000 prize winner- **Wildlife in Crisis**

2nd place $10,000 prize winner- **Domus Kids**

Students from Community Youth Productions in Bridgeport surprised Danbury Mall shoppers with a flash mob to promote Fairfield County's Giving Day, held on March 5. Students composed the music, lyrics, and the dance. Giving Day was powered by the Community Foundation with lead sponsor Bank of America.

Thank YOU—and 13,894 others who answered the call to Give Where You Live

At the stroke of midnight on March 5, individuals across the region kicked off a special day of online giving to favorite local nonprofits for the 2nd annual Fairfield County's Giving Day.

Twenty-four hours later, you and nearly 14,000 others donated a whopping $1,066,091 to 386 local nonprofits, making Giving Day the biggest donor event in our region!

Yet Fairfield County's Giving Day isn't only about raising money. It also...

Raised awareness of local need

Nearly 400 local nonprofits showcased their work in areas including the arts, education, youth development, housing, health, animal welfare, and more to increase attention of need and opportunities to make a difference.

Three out of four nonprofits said Giving Day helped them raise additional money that otherwise would not have been raised, and 78 percent saw an increase in public awareness about their organization.

Helped nonprofits tell their stories

Nonprofits received training and a steady stream of tips to build skills and get the word out. Their promotional efforts included social media, news releases, emails and mail to supporter lists, letter to the editor campaigns and new partnerships with the business community.

A donor told us, "Not only was over $1 million raised for so many worthy causes, but the awareness created for so many organizations was priceless. Without a doubt the platform will continue to expand and become more of every not-for-profit's annual fundraising calendar."

Made giving easy and fun

One out of four Giving Day contributors donated to a nonprofit for the first time. One new contributor said, "Even though I only gave a few $10 donations, it was exciting for me to feel like I was a part of something big."

"Thank you for organizing Giving Day," said Michael Ross, managing director of Westport Country Playhouse. "It has energized the whole county, and is doing us all so much good."

For more detailed information, download our Giving Day Community Report at FCCFoundation.org.