



FAIRFIELD COUNTY'S GIVING DAY: A 2019 REPORT TO THE COMMUNITY



For six years, hundreds of nonprofits and 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 Giving Day 2019, and to share comparisons to prior years.

The enclosed data will help to support nonprofits' promotional campaigns for Giving Day 2020. And this report serves to inform our community about the power of uniting around shared values to benefit local philanthropy.

THANK YOU TO OUR GIVING DAY SPONSORS :





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. For six 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, \$7,655,102 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 and responsive customer support by the Giving Day team.
- Technology capable of managing high-volume donations through GiveGab'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 \$107,000 to maintain momentum of donations and drive donors to give during specific times.

The sixth Fairfield County's Giving Day on February 28, 2019 was a banner day of giving. Nonprofits and donors exceeded prior year outcomes raising a total of \$1,719,685 in just 24 hours. In fact, 2019 outcomes represented a 127% increase in giving from its inaugural year in 2014; 415 nonprofits raised funding in 2019, compared to 267 in 2014, and 31% 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.

FAIRFIELD COUNTY'S GIVING DAY 2019 RESULTS

\$1,719,685 TOTAL RAISED

 **\$1,612,685** FROM INDIVIDUAL DONATIONS

 **\$107,000** FROM SPONSORSHIPS


 **16,575** Total Gifts
 From 11,742 donors

 **\$103** Average Gift Size

 **31%** First-Time Donors

NONPROFITS

 **415** Nonprofits Raised Funding

 **81%** returning organizations & **19%** new

 Represented **22** out of **23** Towns

TOP 5 CATEGORIES BY DOLLARS RAISED

 1. Youth

 3. Arts & Culture

 4. Health & Wellness

 2. Education

 5. Community Advocacy

PRIZE WINNERS

GRAND PRIZES

MOST UNIQUE DONORS

1st LifeBridge Community Services (\$20k)
 2nd Kids Helping Kids (\$10k)

MOST DOLLARS RAISED

1st Curtain Call, Inc. (\$15k)
 2nd Wildlife in Crisis (\$10k)

GET UP & GIVE LAUNCH PRIZES

Ann's Place, Fairfield Center Stage, Meals on Wheels of Ridgefield, Ridgefield Library Association, TAILS (The Alliance In Limiting Strays) Back to School Shop, Family & Children's Agency, Music Theatre of CT Inc., Stratford Animals Rescue Society and The Ridgefield Chorale (\$1k Each)

TOP OF THE MORNING PRIZE

Curtain Call (\$2.5k)

POWER HOURS

ALL ABOUT THE ENVIRONMENT

POWER HOUR

Wildlife in Crisis (\$2.5k)
 Norwalk Land Trust (\$2.5k)

LUNCH TIME POWER HOUR

Curtain Call, Inc. (\$2.5k)

NEWBIE COFFEE BREAK POWER HOUR

Bethel Arts (\$1k)

SEASONED ENTHUSIAST COFFEE BREAK POWER HOUR

LifeBridge Community Services (\$1k)

ARTS & CULTURE FOR EVERYONE POWER HOUR

The Ridgefield Chorale (\$2.5k)
 Music Theatre of CT, Inc. (\$2.5k)

BIG FINISH

Chelsea Piers Scholarship Fund (\$2.5k)

WHY I GIVE FACEBOOK VIDEO CONTEST

Fairfield Center Stage (\$2.5k)

EARLY BIRD REGISTRATION

Building One Community (\$1k)

MORNING EVENT PRIZE DRAWING

March for Education (\$500)
 New Canaan Mountain Troop (\$500)



6 YEAR RESULTS

2014-2019

\$7,655,102 Raised

\$644,597 Sponsorship Dollars



79,835
Gifts



1,161
Nonprofits
Raised Funding

Dollars Raised

127% increase since 2014

\$756,229

2014

\$1,719,685

2019

Nonprofit Participation

129% increase since 2014

2014
267

2019
415

Average Gift Size

157% increase since

\$40.10

2014

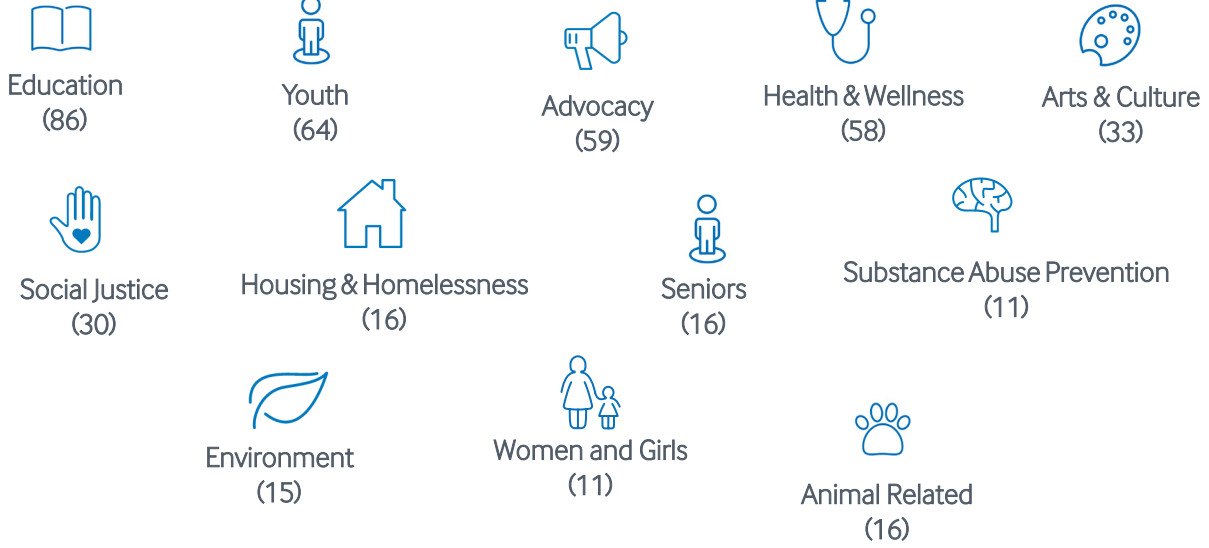
\$103

2019

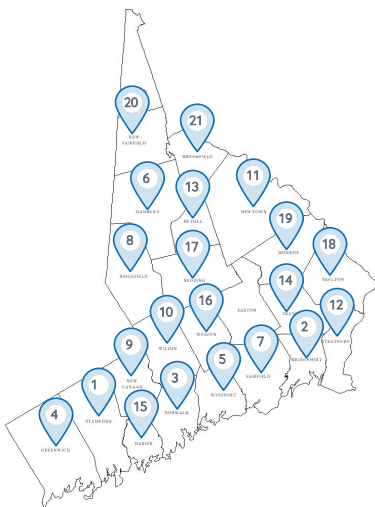


NONPROFIT KEY FINDINGS

Program service area



Location

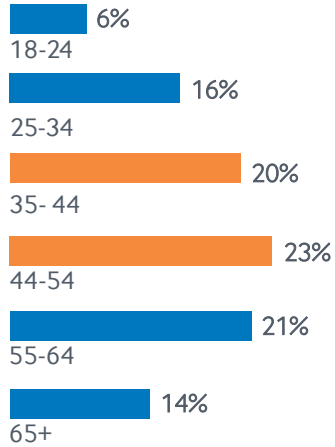


Towns of participating nonprofits

- | | | |
|-------------------|-------------------|----------------------|
| 1 Stamford (79) | 8 Ridgefield (19) | 15 Darien (5) |
| 2 Bridgeport (59) | 9 New Canaan (16) | 16 Weston (5) |
| 3 Norwalk (51) | 10 Wilton (15) | 17 Redding (5) |
| 4 Greenwich (24) | 11 Newtown (11) | 18 Shelton (4) |
| 5 Westport (22) | 12 Stratford (8) | 19 Monroe (3) |
| 6 Danbury (20) | 13 Bethel (6) | 20 New Fairfield (2) |
| 7 Fairfield (19) | 14 Trumbull (6) | 21 Brookfield (1) |
| | | 22 Sherman (1) |

DONORS

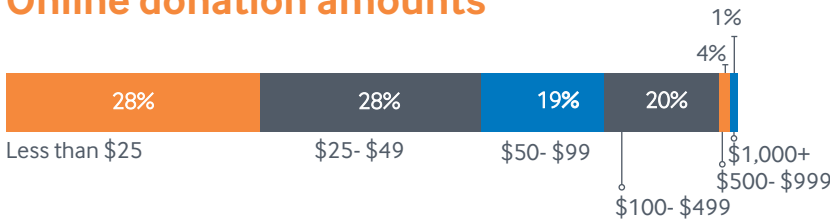
Age



31% of all donors were first time contributors in 2019

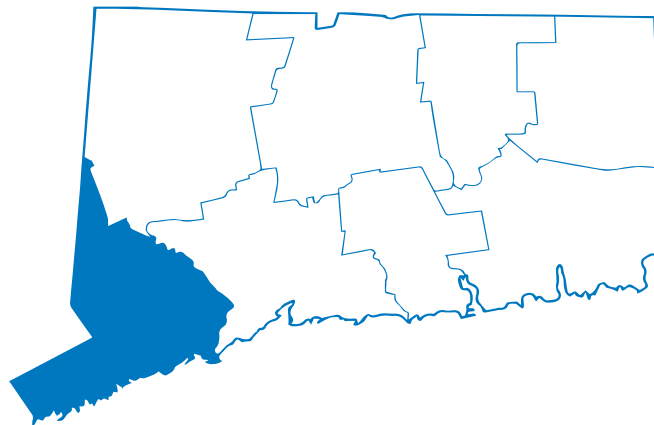


Online donation amounts



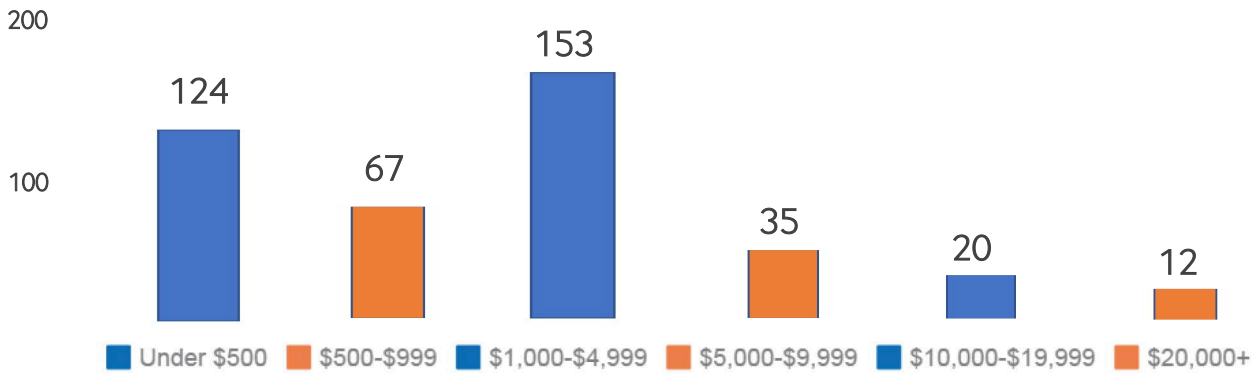
Donor locations

10 Countries
48 States
Supporting 1 County



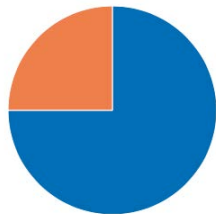
DONATIONS

Total donations raised by nonprofit

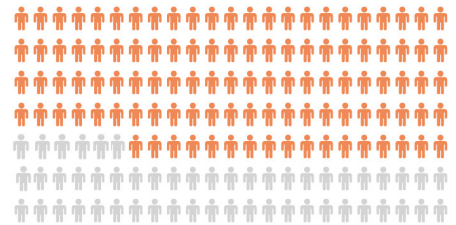


Small gifts matter

75% of gifts were \$100 or under



59% of donors covered the transaction fee



Top 3 Causes with most Dollars Raised

For the sixth year, massive support has elevated these organizations to the top on Giving Day.



Youth Development
\$172,471 in donations



Education
\$171,123 in donations



Arts & Culture
\$100,400 in donations



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.

\$107,000 from sponsorships fueled **over 25** prize awards ranging from **\$500-\$20,000**

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PEER TO PEER FUNDRAISING

A P2P fundraiser is a supporter who rallies around your cause to fundraise on your behalf. These supporters create their own fundraising page as a spin off of your main Fairfield County's Giving Day profile. Your fundraisers will share that page with their network to expand the reach of your cause and bring in new donors. These individuals are passionate about the work you do, and use their voice to make a difference! See the outstanding results below:

Total Raised by p2p fundraisers: \$137,504

Total # of NPOs that participated in P2P fundraising: 359

Top NPOs that raised the most using P2P fundraising:

- LifeBridge Community Services: \$20,663
- Chelsea Piers Scholarship Fund: \$19,740
- My Team in the Western CT State University Athletics Department: \$13,232
- Kids Helping Kids : \$11,213
- The Scotty Fund: \$5,920