



FAIRFIELD COUNTY'S GIVING DAY: A 2020 REPORT TO THE COMMUNITY



For seven 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 2020, and to share comparisons to prior years.

The enclosed data will help to support nonprofits' promotional campaigns for Giving Day 2021 and beyond. 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 seven 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, \$9,307,389 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 FCCF 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, signage, Star 99.9 and 95.9 The Fox, WEBE 108, WICC 600, and the Hearst Connecticut Media Group.
- Over \$100,000 in grant prizes to maintain momentum of donations and drive donors to give during specific times.

On February 27, 2020, 12,666 community members came together to raise \$1,652,287 for nearly 400 nonprofits serving Fairfield County!

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 2020 RESULTS

\$1,652,287 TOTAL RAISED

 **\$1,524,787** FROM INDIVIDUAL DONATIONS

 **\$127,500** FROM SPONSORSHIPS

 **17,236** Total Gifts
 From 12,666 donors

 **\$96**
 Average Gift Size

NONPROFITS

 **390** Nonprofits Raised Funds

 **86%** returning organizations & **14%** new

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

TOP 5 CATEGORIES BY DOLLARS RAISED

 1. Education  2. Youth

 3. Arts & Culture

 4. Health & Wellness

 5. Community Advocacy

PRIZE WINNERS

GRAND PRIZES

MOST UNIQUE DONORS

1st Curtain Call, Inc. (\$20k)
 2nd LifeBridge Community Services (\$10k)

MOST DOLLARS RAISED

1st Wildlife In Crisis. (\$15k)
 2nd WestConn Athletics & Recreation (\$10k)

GET UP & GIVE LAUNCH PRIZES

Ann's Place, Fairfield County Chorale, Kids Helping Kids, LifeBridge Community Services, Family & Children's Agency (FCA), Stratford Animal Rescue Society, Music Theatre of CT Inc, The Ridgefield Chorale, Fairfield Center Stage, Ridgefield Library Association (\$1k Each)

TOP OF THE MORNING PRIZE

MOST UNIQUE DONORS

The Ridgefield Chorale (\$1K)
 LifeBridge Community Services (\$1K)

MOST DOLLARS RAISED

Music on the Hill (\$1K)
 Curtain Call, Inc. (\$1K)

POWER HOURS

ALL ABOUT THE ENVIRONMENT

POWER HOUR

New Canaan Nature Center (\$2.5k)
 Wildlife In Crisis (\$2.5k)

ARTS & CULTURE FOR EVERYONE

POWER HOUR

The Ridgefield Chorale (\$2.5k)
 Curtain Call, Inc. (\$2.5k)

BIG FINISH: MOST UNIQUE DONORS

Kids Helping Kids (\$2.5k)

BIG FINISH: MOST DOLLARS RAISED

Wild Life in Crisis (\$2.5k)

ROOKIE OF THE YEAR:

MOST UNIQUE DONORS

The Iris Fund (\$1k)

MOST DOLLARS RAISED

ACT of Connecticut (\$1k)

WHY I GIVE FACEBOOK VIDEO CONTEST

Fairfield Center Stage (\$2.5k)

EARLY BIRD REGISTRATION

Young Artists Philharmonic (\$500)

PEER-TO-PEER: MOST UNIQUE DONORS

Individual fundraisers represented: The Ridgefield Chorale, LifeBridge Community Services, Kids Helping Kids

PEER-TO-PEER: MOST DOLLARS RAISED

Individual fundraisers represented: LifeBridge Community Services, Curtain Call, Inc., Chelsea Piers Scholarship Fund, Music Theatre of CT Inc


POWER OF MUSIC

New Canaan Mounted Troop (Band Central performance)

[Click here to view a full list of prize categories and winners](#)

NONPROFIT KEY FINDINGS

Program service area


Education
(64)


Youth
(58)


Advocacy
(34)



Health & Wellness
(41)


Arts & Culture
(48)


Social Justice
(28)


Housing & Homelessness
(31)


Seniors
(16)

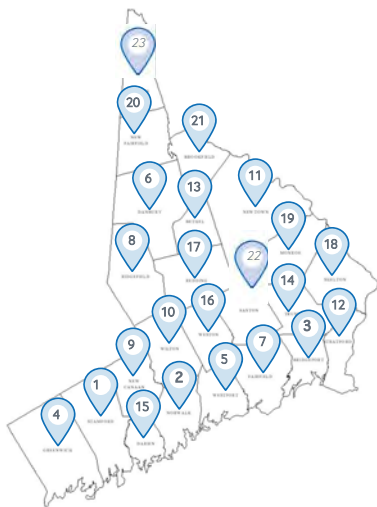

Substance Abuse Prevention
(11)


Environment
(27)


Women and Girls
(11)


Animal Related
(21)

Location



Towns of participating nonprofits

- | | | |
|-----------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|
|  Stamford (76) |  Ridgefield (19) |  Darien (5) |
|  Norwalk (53) |  New Canaan (17) |  Weston (5) |
|  Bridgeport (49) |  Wilton (16) |  Redding (4) |
|  Greenwich (34) |  Newtown (12) |  Shelton (3) |
|  Westport (27) |  Stratford (10) |  Monroe (3) |
|  Fairfield (23) |  Bethel (6) |  New Fairfield (1) |
|  Danbury (19) |  Trumbull (6) |  Brookfield (1) |
| | |  Easton (1) |
| | |  Sherman (1) |

DONORS

Online donation amounts



59% of donors covered the transaction fee

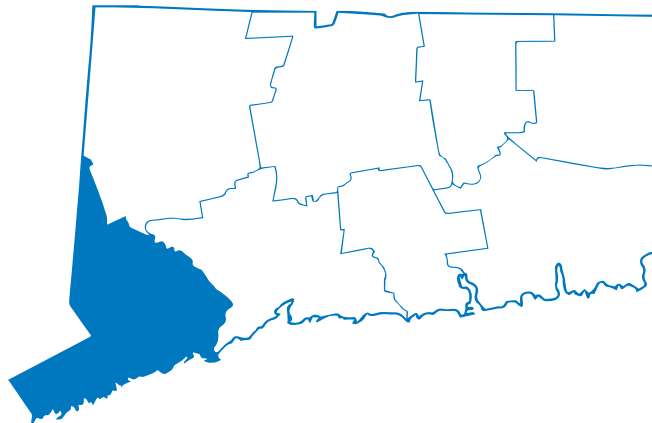


Donor locations

11 Countries

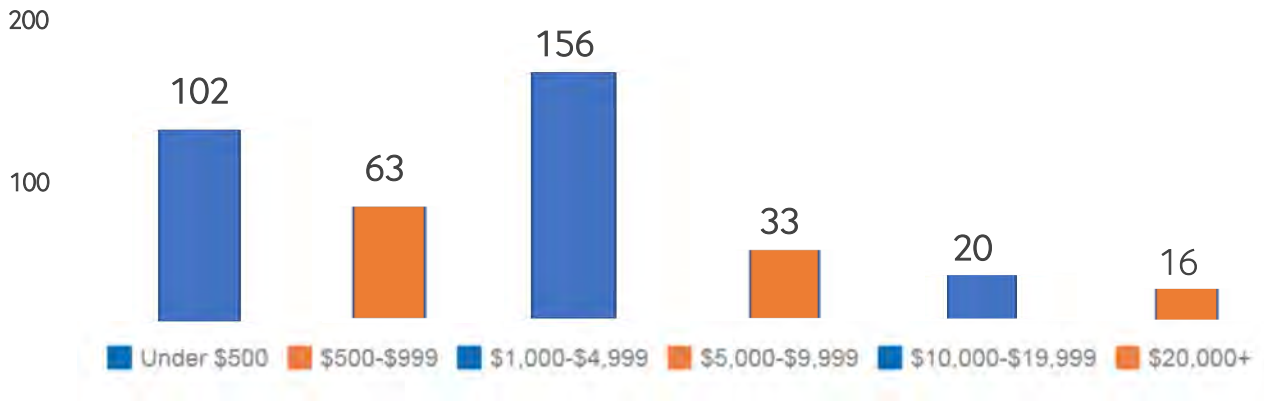
48 States

Supporting 1 County



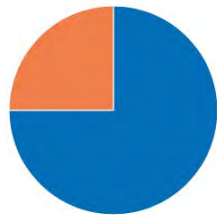
DONATIONS

Total donations raised by nonprofit



Small gifts matter 🎁🎁🎁

77% of gifts were under \$100



Top 3 Causes with most Dollars Raised

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



Education \$184,716 in donations



Youth Development \$167,463 in donations



Community Advocacy \$88,371 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.

\$101,000 from sponsorships fueled 20 prize categories ranging from \$500-\$20,000

[Click here to view a full list of prize categories and winners](#)



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 through P2P feature : \$ 212,329.53

Total donors that came through P2P feature : 3633

Total number of P2P who raised money : 388

Individual fundraising champions who raised the most money or attracted the most donations won prizes for their cause:

Most Unique Donors

- The Ridgefield Chorale
- LifeBridge Community Services
- Kids Helping Kids

Most Unique Donors

- Curtain Call
- LifeBridge Community Services
- Chelsea Piers Scholarship Fund
- Music Theatre of CT inc



7 YEAR RESULTS

2014-2020

\$9,307,389 Raised

\$772,097 Sponsorship Dollars



97,071 Gifts



1,551 Nonprofits Raised Funding

Dollars Raised

118% increase since 2014

\$756,229

2014

\$1,652,287

2020

Nonprofit Participation

46% increase since 2014

2014
267

2020
390

Average Gift Size

140% increase since

\$40.10

2014

\$96

2020