

GIVE MORE 24!



Powered by the Community Foundation



2017 COMMUNITY REPORT



COMMUNITY
FOUNDATION
SOUTHWEST
WASHINGTON



GIVE MORE 24!



[2017 RESULTS]



We compiled data to show the impact of our local day of giving. See what we accomplished as a community below.

WHAT'S INSIDE?

We posed a big challenge and an amazing community of people showed up to give more on September 21, 2017. Together, we surpassed expectations by raising more than \$1 million for local causes. Every dollar donated is earning dividends in southwest Washington, and it's all thanks to generous donors. See what all of these great gifts added up to inside.

2. THE BIG PICTURE

We set the stakes high, and our generous community went beyond all expectations by raising more than \$1 million in 24 hours. A 12% increase in donors, many of whom gave to multiple causes, helped us reach our largest number of donations yet!

6. ONLINE ENGAGEMENT

While social media impressions rose sharply, email brought the largest increase in traffic to the Give More 24! website. This helped to drive double digit gains in unique visitors, with even more choosing to give via their mobile device.

3. HOW WE GAVE

Give More 24! was powered by local donors who gave morning, noon and night. Thanks to gifts small and large from folks of all ages, our best hours got even better in 2017. New records were set with \$89,300 raised from 1-2 p.m. and 427 gifts made from 6-7 p.m.

7. NONPROFIT DATA

Education was the top cause for total dollars raised, but all of the nonprofits did an incredible job inspiring giving with matching gifts and campaign messaging. Much of the credit goes to the nonprofits that attended giving day trainings and saw more success.

5. YEARLY COMPARISON

Even though the average gift was smaller, hundreds of new donors made up the difference. They also gave wisely, utilizing match dollars to double their donations. In total, donors fulfilled 83% of all match dollars available to our nonprofit participants.

9. EVENTS & SPONSORS

Give More 24! is more than just numbers. It is community. The collective spirit of this giving day can't be captured in a chart. It is better showcased through the fun events, happy donors and incredible partners we have the honor of engaging with every year.

THE BIG PICTURE

A broad look at how much our community gave.



during **24** hours



3,422 donors



gave **5,118** gifts



FUNDS

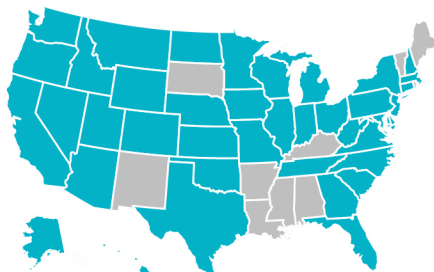
\$1,034,020

RAISED



benefitted **130** nonprofits

covered **40** states



touched **9** countries

FUNDRAISING BREAKDOWN

Donations Raised
Matching Funds Fulfilled
Stretch Pool Total
Nonprofit Prizes Awarded

\$677,184
\$285,836
\$56,000
\$15,000

TOTAL

\$1,034,020



HOW WE GAVE

Putting the who, what, when and where of Give More

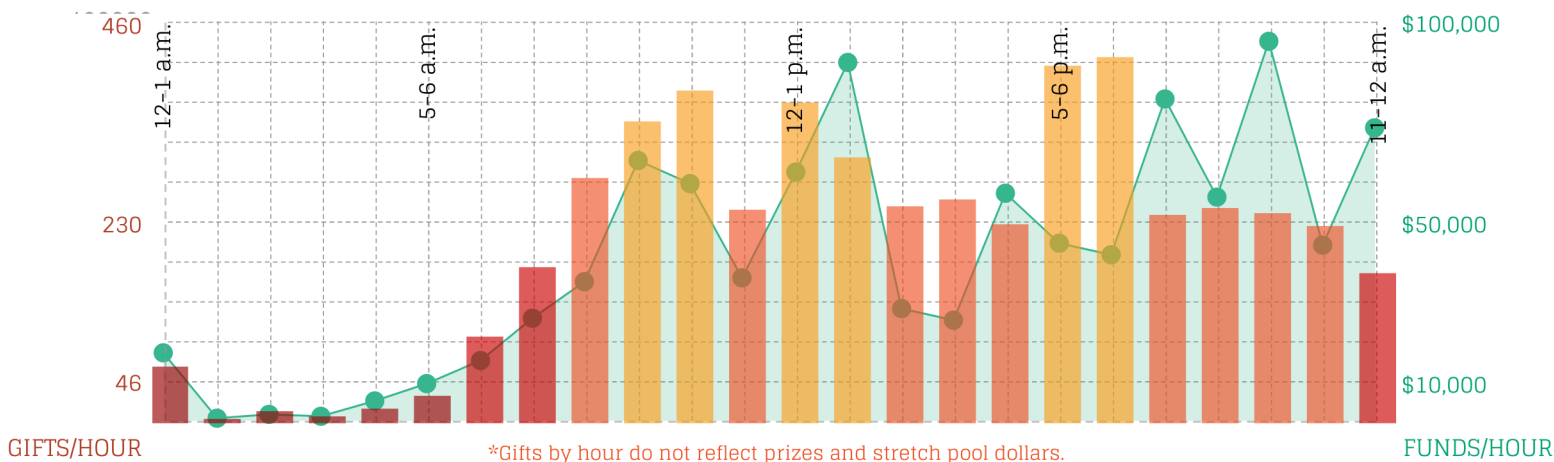
100%
OF GOAL RAISED

We saw an impressive 16% increase in online visitors. In total, our website had almost as many visitors as the entire population of Ridgefield. Thanks for stopping by!

6,575 UNIQUE
ONLINE VISITORS



GIVING BY THE HOUR



\$43,084
RAISED PER HOUR

Based on 2017 data from College Board, Give More 24! donors gave more per hour than an average American student pays to attend four years at a public institution.

Gifts came in at an average of one every 17 seconds—just slower than the net gain of the U.S. population.

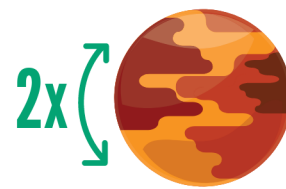
17
SECONDS



Vancouver (49.8%)
Longview (7.6%)
Camas (4.8%)
Battle Ground (4.3%)
Ridgefield (4.0%)
Other SW Wash. (10.2%)

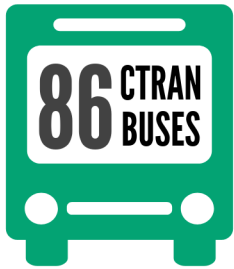


The farthest gift was made from Kigali, Rwanda. At 8,999 miles away, it is 500 miles further than if you took two full trips around Mars.



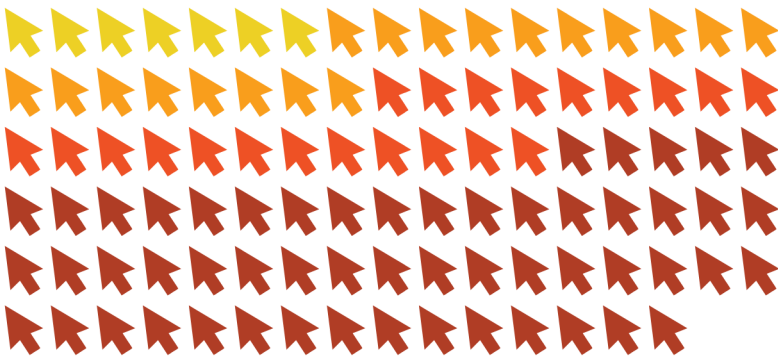
24! into perspective...and having a little fun while we're at it.

Unique donors increased by nearly 12% and could fill 86 C-Tran buses. Lined up, those buses would span more than 9 football fields, or more than a half mile.



Two age groups grew their giving year-over-year, with donors aged 30-39 showing a 26% increase in average gift size and those 50 and over giving 25% more.

AGE OF ONLINE DONORS



18-29 (7.18%) 30-39 (17.88%) 40-49 (20.73%) 50+ (54.20%)

AVERAGE GIFT BY AGE

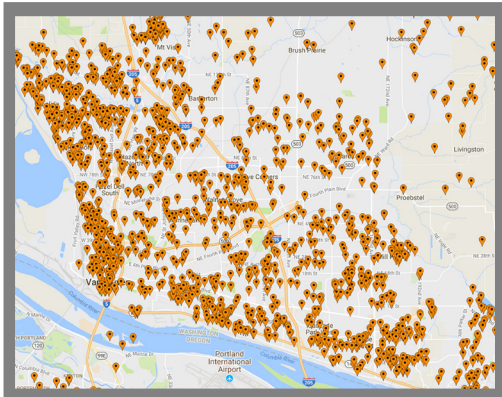


*Age data reflects the 63% of donors who self reported.

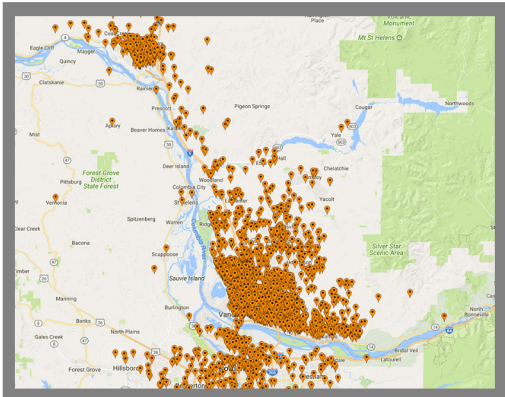
MAPPING THE GENEROSITY



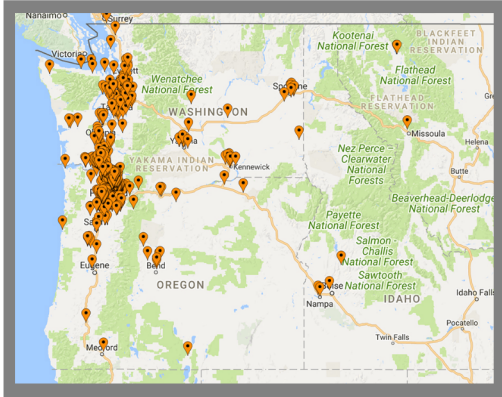
To give you an idea of what 5,118 local gifts look like, we put together some regional maps. The giving went well beyond our borders too, so there is also a national map showing how far giving traveled.



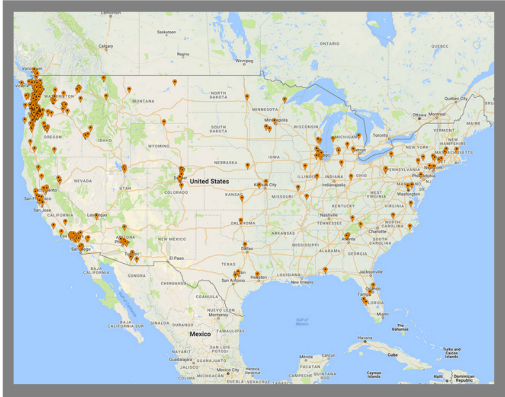
CITY OF VANCOUVER



PORTLAND TO LONGVIEW



PACIFIC NORTHWEST



UNITED STATES

2016



2017

Our collective efforts attracted hundreds of additional donors to Give More 24! and their giving pushed us over the \$1 million goal.

4,425



Fewer new donors compared to 2015, but loyal donors gave even more generously.

TOTAL # OF GIFTS

16%

5,118



An uptick in gifts per donor and an 11.7% increase in unique donors added energy.

\$143.62



Last year, a 40% increase in those willing to give \$100-\$500 boosted totals.

AVERAGE GIFT SIZE

8%

\$132.31



Many smaller gifts pushed us over our goal, showing that every gift is extraordinary.

\$200,643



Donor giving increased sharply. However, less match dollars were secured and fulfilled.

MATCHES FULFILLED

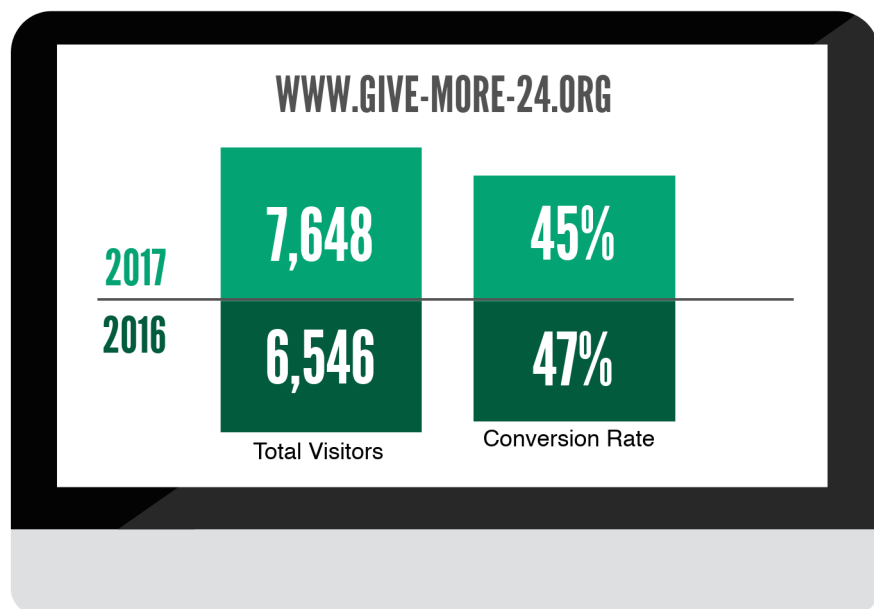
43%

\$285,836



While donor giving only showed modest gains, more gifts were multiplied through match dollars.

ONLINE ENGAGEMENT Give More 24! digital marketing metrics.

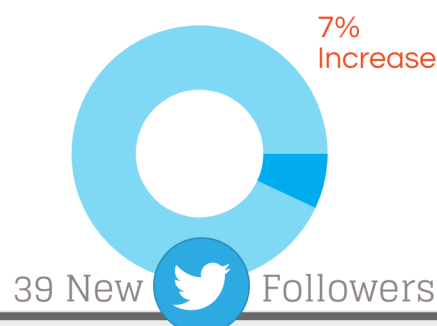
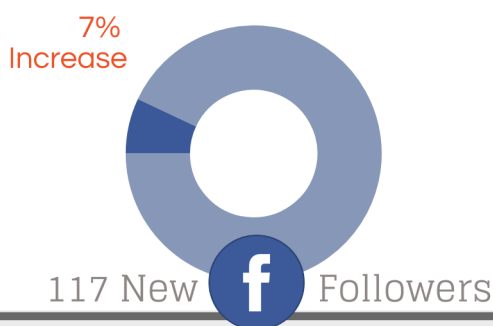


Getting people to the website is step one. With help from our partner nonprofits, Give-More-24.org saw a 17 percent increase in unique visitors. More visitors doesn't always guarantee more funds though. The second and more difficult step is getting visitors to donate. According to M+R's 2017 Benchmarks Study, the average conversion rate for nonprofit donation pages was 18 percent. Even with a small decrease from last year's campaign, Give-More-24.org recorded a 45 percent conversion rate—wildly outpacing traditional online donation pages.

Each year brings new growth, and we like to see how donors come to Give More 24! The fastest growing channel for this year's event was email, which shows that our nonprofit participants' e-mail marketing efforts are paying off. For the second year in a row, we also saw an increase in visitors accessing the giving day site on mobile devices. Using these insights allows us to improve our marketing efforts and the donor's online experience.



SOCIAL MEDIA METRICS



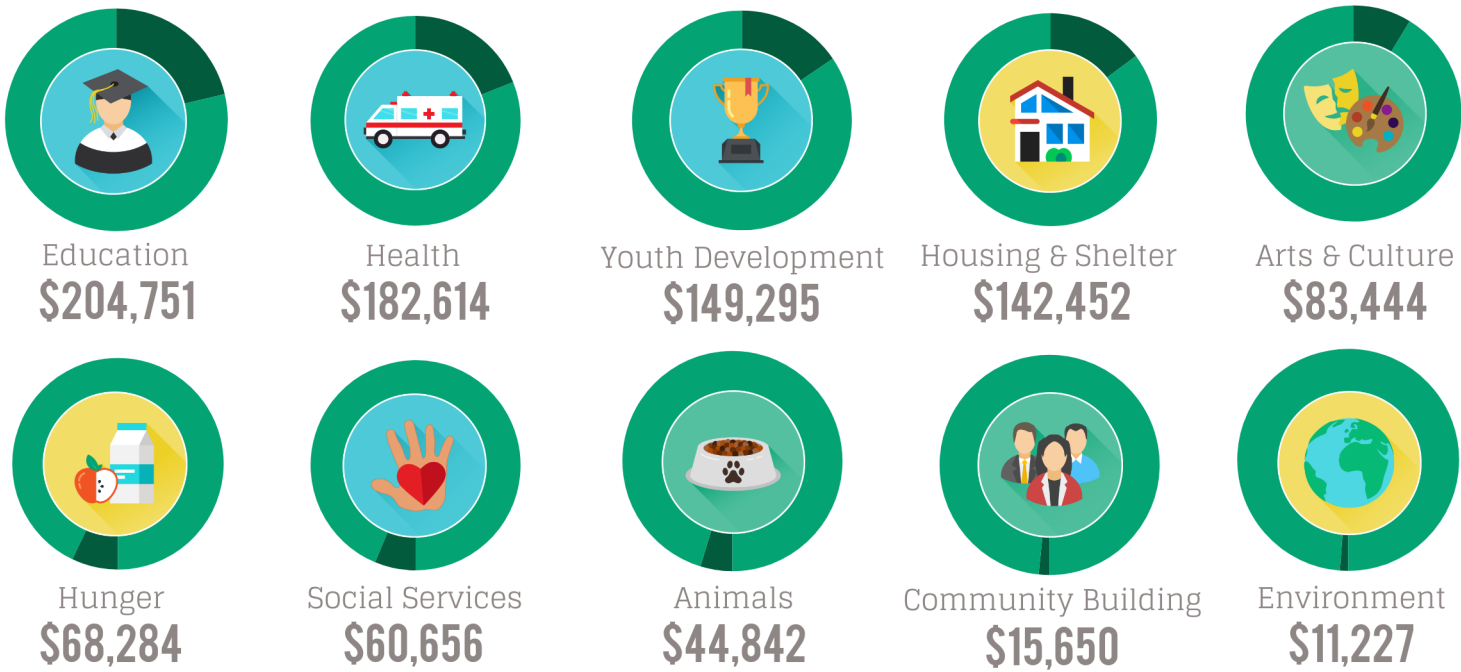
24-HOUR STATS



130 participating nonprofits

procured 112 matching gifts and averaged \$7,954 in funds raised.

FUNDS RAISED BY CAUSE



*cause totals are rounded and do not include nonprofit prizes and stretch dollars

TOP PERFORMERS

| MOST FUNDS | SMALL | MEDIUM | LARGE |
|------------|----------------------------------|-------------------------------------|--|
| | Southwest Washington Symphony | Teach One to Lead One | Share |
| | Battle Ground HealthCare | Free Clinic of Southwest Washington | St. Joseph Catholic School |
| | North County Community Food Bank | FISH of Vancouver | Friends of the Children |
| MOST GIFTS | | | |
| | Southwest Washington Symphony | Camas Christian Academy | Our Lady of Lourdes Catholic School |
| | Battle Ground HealthCare | Lower Columbia School Gardens | Share |
| | Bike Clark County | Options360° Clinic | Boys & Girls Clubs of Southwest Washington |



19%

Nonprofits that participated in Give More 24! for the first time

FUNDRAISING COMPARISON

Online fundraising trainings were a factor in improving nonprofit performance.



\$5,285

Average raised by participants who missed our trainings



\$10,320

Average raised by participants who attended our trainings

NONPROFIT SENTIMENTS

Results in this section were provided by 67 nonprofit participants through our post-event survey.

EVENT ATTRACTED NEW DONORS



"VERY GOOD" MARKETING



EVENT EXPANDS PHILANTHROPY



LIKELY TO RECOMMEND EVENT



ACHIEVED EVENT GOALS



WOULD PARTICIPATE AGAIN



NONPROFIT TESTIMONIAL

The Give More 24! team at the Community Foundation was amazingly helpful and provided a strong understanding of the event. The toolkit and trainings were well done, giving us the resources needed to plan our campaign with plenty of lead time.

- Give More 24! Participant



EVENTS & SPONSORS

Giving of this size and scale requires a team

20 community events provided
1 dunk tank, **35** carpool karaoke sessions, **3** swing sets and
125 collective hours of generosity!



92% of donors rated the event as "very good."

"It's great! A feel good event that encourages giving, even if you don't have large sums of money."



"That I could visit one place and make contributions to multiple causes. I even learned about and supported new ones."

Donors "very likely" to contribute again. **93%**



effort. These are the supports that made 2017 such a success.

THANKS TO OUR SPONSORS

Give More 24! would not be the same without the generous commitment of our sponsors. Creating a community of giving is only possible through the support they provide.



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STRETCH FUNDERS

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Fuesler Foundation**

Ron and Mary Legg Family Fund

Barbara Hansen

HELP US SPREAD GENEROSITY

If you'd like to join this team of supporters and help Give More 24! reach even greater heights in 2018, please contact us today.

- THANK YOU -



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