

# GIVE MORE 24!

COMMUNITY FOUNDATION  
FOR SOUTHWEST WASHINGTON



**COMMUNITY  
FOUNDATION**  
SOUTHWEST  
WASHINGTON

**2019**  
giving day recap



## Results

funds raised  
**\$1,686,891**

- > **\$990,347** in donations
- > **\$677,544** in matching funds
- > **\$19,000** in nonprofit prizes
- > **24%** increase over 2018

donors engaged  
**4,397**

- > **700** more donors engaged
- > **19%** increase from 2018
- > **609** peer-to-peer donors
- > **\$384** average total donation

nonprofits supported  
**169**

- > **9%** increase from 2018
- > **89%** based in SW Washington
- > **\$9,981** average raised per nonprofit
- > **68** small nonprofits; largest size category

gifts made  
**6,921**

- > **1.57** gifts given per donor
- > **\$143** average size of an online gift
- > **4.8** average gifts given per minute
- > **601** most gifts in an hour (5-6 p.m.)

## Key Takeaways

- > **Drawing Donors:** Give More 24! aims to grow the pie of local giving. The total number of donors has grown each year, but this year's 19% increase was our largest jump since 2015.
- > **Peer-to-Peer Power:** 167 champions led personal fundraising campaigns on behalf of their favorite nonprofits, netting an additional 609 donors and \$73,891 of support for 56 nonprofits.
- > **Matches Maximized:** In total, donors fulfilled 97% of the available match dollars, boosting the efforts of 109 participating nonprofits.
- > **Facebook Frenzy:** We saw a fantastic 3% uptick in engagement on Facebook, the source of nearly 90% of our social media traffic to givemore24.org.

## Steps to Success

### Matching Funds

Nonprofits secured 20% more in match dollars for the 2019 campaign.

2019 - \$699,527

2018 - \$582,630

### Peer-to-Peer Campaigns

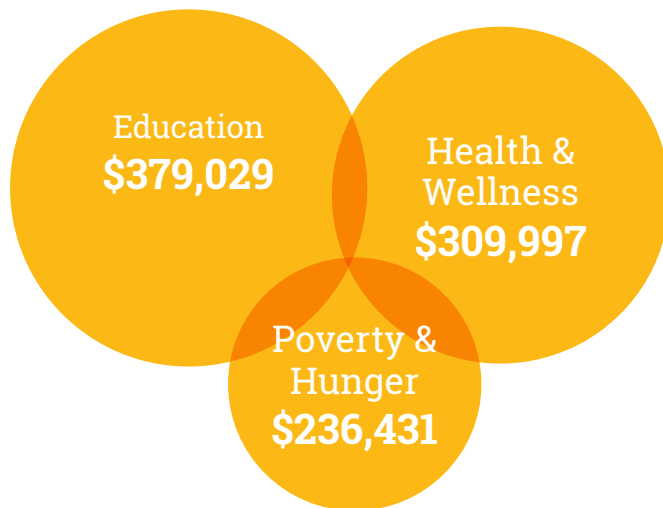
Nonprofits used this tool and raised nearly twice as much on average.

P2P - \$14,847

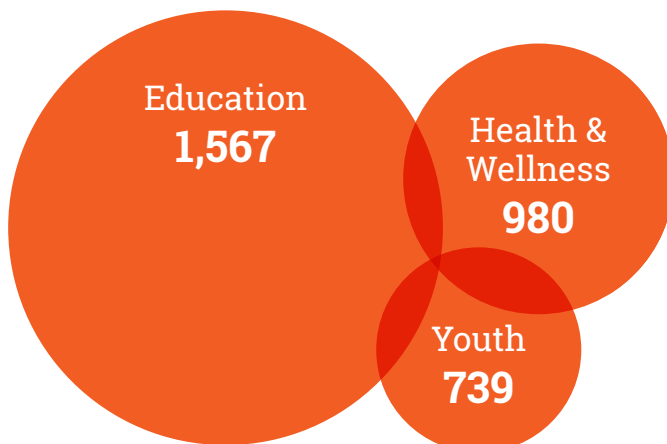
W/O - \$7,557

## Most Popular Causes

By Funds Raised:



By Donors Engaged:



## Geographic Data

### Overall Reach

- > **50 states** visited online
- > **44 states** provided donations
- > **37 countries** visited online
- > **4 countries** provided donations
- > **Mosman, Australia** (7,664 miles) was home to the farthest gift

### Metro Engagement

Donors from Clark, Cowlitz and Skamania Counties accounted for 83% of the total online gifts made during Give More 24!\*

- > **Vancouver** ..... 56%
- > **Longview-Kelso** ..... 19%
- > **Camas-Washougal** ..... 7%
- > **Ridgefield** ..... 5%
- > **Battle Ground** ..... 4%
- > **Other SW Washington** ..... 9%
- > **TOTAL** ..... 100%

\*Other cities from across the Portland-metro area provided 8%



# 2019

## Leaderboards

### Overall

#### Most Raised

|   |                 |
|---|-----------------|
| <b>North County Community Food Bank</b> ..... | <b>\$96,405</b> |
| Our Lady of Lourdes Catholic School .....     | \$64,318        |
| Share .....                                   | \$55,635        |
| Seton Catholic College Prep .....             | \$50,755        |
| St. Joseph Catholic School .....              | \$49,154        |
| Teach One to Lead One .....                   | \$38,554        |
| Boys & Girls Clubs of SW WA .....             | \$36,470        |
| Battle Ground Health Care Clinic .....        | \$36,100        |
| Options360° Women's Clinic .....              | \$35,200        |
| Clark County Food Bank .....                  | \$34,643        |

#### Most Donors

|  |            |
|--|------------|
| <b>Lower Columbia School Gardens</b> ..... | <b>227</b> |
| Our Lady of Lourdes Catholic School .....  | 209        |
| Humane Society for SW WA .....             | 188        |
| Camas Christian Academy .....              | 154        |
| Planned Parenthood Columbia Willamette ..  | 140        |
| Clark County Food Bank .....               | 128        |
| Boys & Girls Clubs of SW WA .....          | 117        |
| Battle Ground Health Care Clinic .....     | 102        |
| Options360° Women's Clinic .....           | 101        |
| Clark County Food Bank .....               | 100        |

### Large Category

#### Most Raised

|  |                 |
|--|-----------------|
| <b>Our Lady of Lourdes Catholic School</b> ..... | <b>\$64,318</b> |
| Share .....                                      | \$55,635        |
| Seton Catholic College Prep .....                | \$50,755        |
| St. Joseph Catholic School .....                 | \$49,154        |
| Boys & Girls Clubs of SW WA .....                | \$36,470        |
| Clark County Food Bank .....                     | \$34,643        |
| Planned Parenthood Columbia Willamette ..        | \$33,916        |
| Humane Society for SW WA .....                   | \$32,685        |
| Open House Ministries .....                      | \$32,279        |
| Community Foundation for SW WA .....             | \$27,108        |

#### Most Donors

|  |            |
|--|------------|
| <b>Our Lady of Lourdes Catholic School</b> ..... | <b>209</b> |
| Humane Society for SW WA .....                   | 188        |
| Planned Parenthood Columbia Willamette ..        | 140        |
| Clark County Food Bank .....                     | 128        |
| Share .....                                      | 117        |
| Open House Ministries .....                      | 101        |
| Boys & Girls Clubs of SW WA .....                | 100        |
| Lower Columbia College Foundation .....          | 98         |
| St. Joseph Catholic School .....                 | 80         |
| YWCA Clark County .....                          | 77         |



# Medium Category

## Most Raised

|  |                 |
|--|-----------------|
| <b>Teach One to Lead One</b> .....           | <b>\$38,554</b> |
| Battle Ground Health Care Clinic.....        | \$36,100        |
| Options360° Women's Clinic.....              | \$35,200        |
| Free Clinic of Southwest Washington .....    | \$32,873        |
| NAMI Southwest Washington.....               | \$32,288        |
| Northwest Association for Blind Athletes ... | \$28,179        |
| Lower Columbia School Gardens.....           | \$24,000        |
| Columbia Dance .....                         | \$23,435        |
| Columbia River Mental Health Foundation ..   | \$21,880        |
| Friends of the Carpenter .....               | \$21,700        |

## Most Donors

|  |            |
|--|------------|
| <b>Lower Columbia School Gardens</b> .....   | <b>227</b> |
| Camas Christian Academy .....                | 154        |
| Northwest Association for Blind Athletes ... | 102        |
| Journey Theater .....                        | 87         |
| Friends of the Carpenter .....               | 86         |
| Columbia Springs.....                        | 75         |
| Lelooska Foundation.....                     | 70         |
| Teach One to Lead One .....                  | 69         |
| West Columbia Gorge Humane Society .....     | 69         |
| Columbia Dance .....                         | 67         |

# Small Category

## Most Raised

|   |                 |
|---|-----------------|
| <b>North County Community Food Bank</b> ..... | <b>\$96,405</b> |
| Southwest Washington Symphony.....            | \$30,985        |
| Family Promise of Clark County .....          | \$28,410        |
| Children's Discovery Museum .....             | \$26,320        |
| Santa's Posse .....                           | \$18,175        |
| NWCAVE .....                                  | \$16,808        |
| Stageworks Northwest .....                    | \$15,000        |
| Bike Clark County.....                        | \$13,942        |
| Northwest Children's Outreach .....           | \$11,033        |
| Hello Life Eating Disorder Recovery.....      | \$8,672         |

## Most Donors

|   |           |
|---|-----------|
| <b>Southwest Washington Symphony</b> .....      | <b>89</b> |
| Family Promise of Clark County .....            | 76        |
| Santa's Posse .....                             | 69        |
| North County Community Food Bank .....          | 62        |
| Children's Discovery Museum .....               | 60        |
| Stageworks Northwest.....                       | 57        |
| Sonshine Christian Elementary School .....      | 56        |
| Friends of the Ridgefield Wildlife Refuge ..... | 56        |
| Kiwanis Camp Wa-Ri-Ki.....                      | 53        |
| Longview Outdoor Gallery .....                  | 52        |

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