



**GIVE
MORE
24!**

COMMUNITY FOUNDATION
FOR SOUTHWEST WASHINGTON

2020 Community Report

Donations Raised
\$1,746,434

Matching Funds Fulfilled
\$1,117,846

Nonprofit Prizes Awarded
\$19,000

Total Funds Raised
\$2,901,280



6,620

Donors

- 2,223 more donors
- 51% increase from 2019

11,309

Gifts

- Average online gift was **\$145**
(online donations/# of online gifts)
- Average total donation was **\$243**
(online donations/# of online donors)
- 4,395 more gifts
- 64% increase from 2019
- Sizes ranging from **\$5 to \$10,000**

Key Takeaways

- This year, we **increased our goal for total funds raised by 33% or \$500,000**. Amid a pandemic, donors came out in force, hitting our \$2 million goal by 5 p.m.
- Peer-to-peer fundraisers added an average of nearly 8 donors per campaign, accounting for **nearly 21% of donors and \$193,370 in donations**.
- Nonprofits secured matching gifts to double donations, and donors successfully **fulfilled 95.4% of the available matching funds**.
- Live segments, virtual events and giveaways helped **double total reach and engagement on social media**.

Time-Based Performance*

- **\$56,668** average raised per hour
- **\$944** average raised per minute
- Averaged one gift **every 9 seconds**

Hour	Dollars	(Cumulative)	Gifts	(Cumulative)
12am - 1am	\$14,787	\$14,787	212	212
1am - 2am	\$4,815	\$19,602	61	273
2am - 3am	\$3,214	\$22,816	24	297
3am - 4am	\$750	\$23,566	4	301
4am - 5am	\$7,775	\$31,341	6	307
5am - 6am	\$2,315	\$33,656	45	352
6am - 7am	\$16,736	\$50,392	113	465
7am - 8am	\$64,295	\$114,687	321	786
8am - 9am	\$84,941	\$199,628	574	1,360
9am - 10am	\$104,174	\$303,802	634	1,994
10am - 11am	\$102,776	\$406,578	703	2,697
11am - 12pm	\$68,806	\$475,384	661	3,358
12pm - 1pm	\$98,362	\$573,746	685	4,043
1pm - 2pm	\$94,398	\$668,144	582	4,625
2pm - 3pm	\$82,104	\$750,249	484	5,109
3pm - 4pm	\$75,159	\$825,408	472	5,581
4pm - 5pm	\$56,994	\$882,402	479	6,060
5pm - 6pm	\$94,964	\$977,366	807	6,867
6pm - 7pm	\$78,217	\$1,055,584	696	7,563
7pm - 8pm	\$54,994	\$1,110,578	444	8,007
8pm - 9pm	\$75,473	\$1,186,051	553	8,560
9pm - 10pm	\$128,940	\$1,314,991	569	9,129
10pm - 11pm	\$31,032	\$1,346,023	332	9,461
11pm - 12am	\$14,003	\$1,360,026	157	9,618

* Data represents the 24-hour giving day, which excludes dollars and gifts provided during early giving, as well as matching funds.



Social media accounted for 30% of traffic to the website during the campaign with Facebook referring an amazing 93% of that traffic.

93%



Geographic Data

Overall Reach

- 48 States
- 5 Countries
- Furthest Gift:
Canberra, Australia (7,820 miles)

Gifts by City

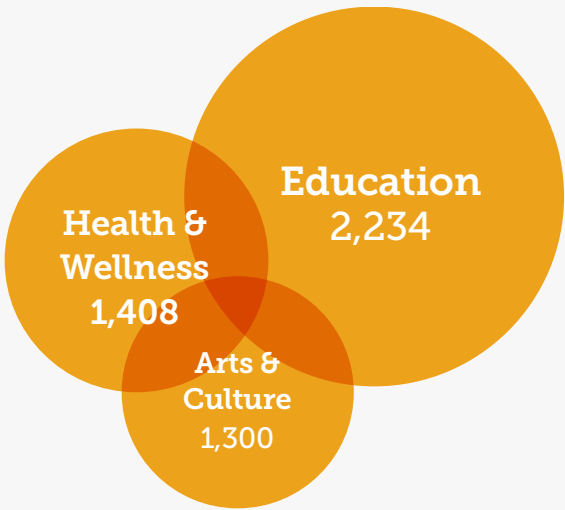
- Vancouver (47.7%)
- Longview (12.9%)
- Camas (7.2%)
- Ridgefield (4.7%)
- Battle Ground (3.7%)
- Other SW WA Cities .. (5.8%)
- Remainder * (18%)

*Other cities across the Portland-metro region contributed 7.9% of overall gifts.

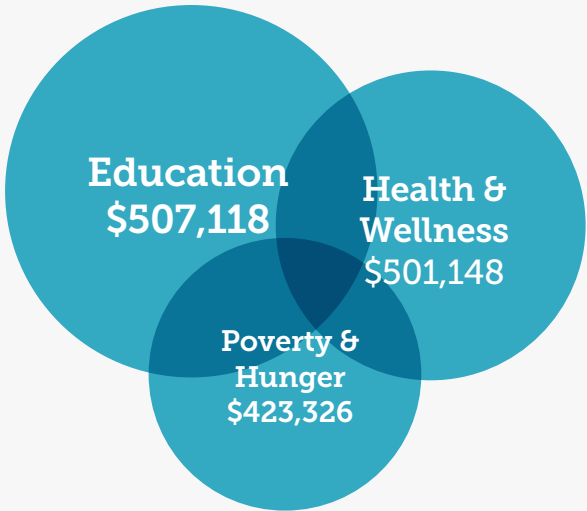
82%

of gifts were received from Clark, Cowlitz & Skamania counties

Leading Causes



Total Donors



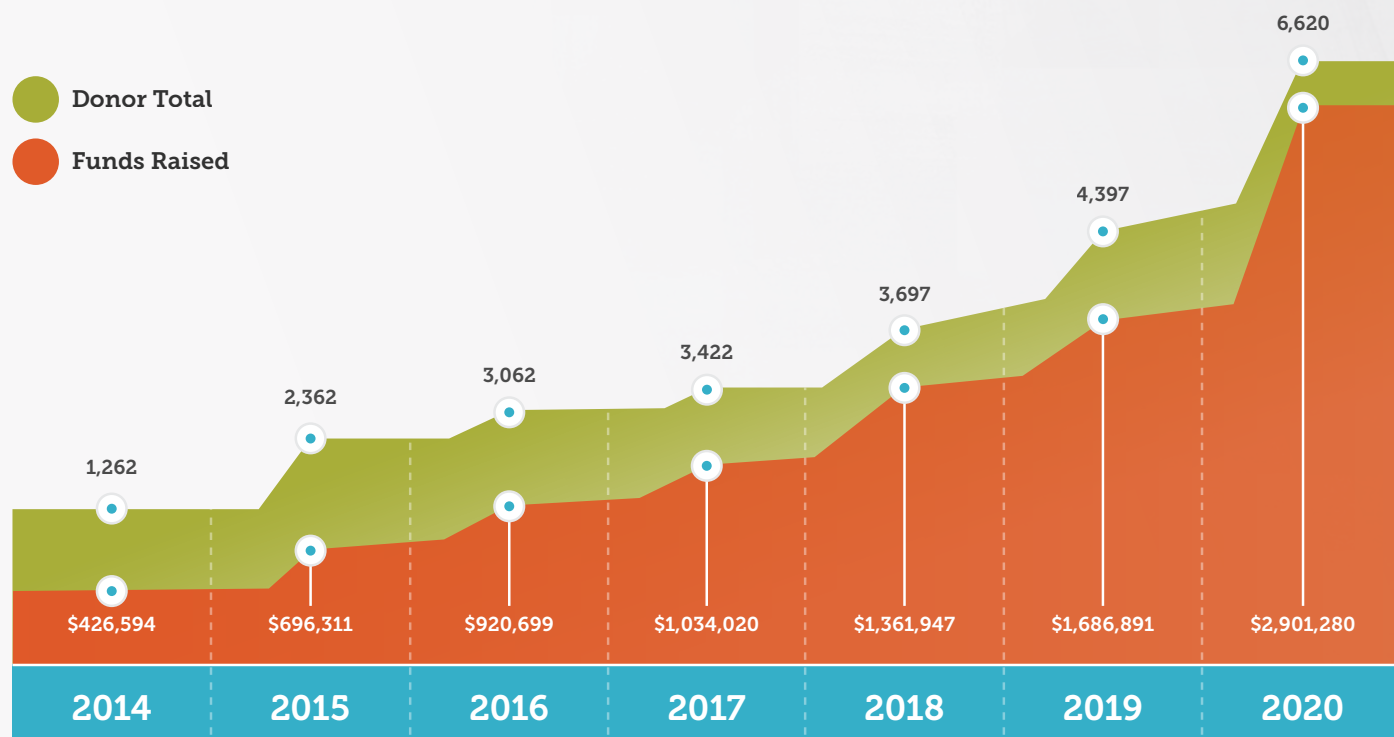
Funds Raised

Nonprofit Performance



- **225** nonprofits supported (33% increase from 2019)
- **333** matching gifts procured by **115** nonprofits
- Average raised per nonprofit was **\$12,895**
- Average raised by nonprofits with peer-to-peer fundraiser campaigns was **\$24,219**
- Average raised by nonprofits with a match was **\$22,151**
- **21%** of nonprofits were new participants
- Hosted **24** virtual and socially distanced events during a pandemic

Give More 24! Over the Years



2020 Leaderboards

Overall

Most Raised

Share	\$96,614
Clark County Food Bank	\$88,923
Options360° Women's Clinic.....	\$88,856
Our Lady of Lourdes Catholic School.....	\$81,815
Lighthouse Financial Foundation.....	\$80,930
Boys & Girls Club of SW WA	\$70,394
Seton Catholic College Prep	\$64,900
Open House Ministries.....	\$61,615
Evergreen Habitat for Humanity	\$57,823
Camas Christian Academy	\$56,665

Most Donors

Camas Christian Academy	321
Lower Columbia School Gardens.....	293
Our Lady of Lourdes Catholic School.....	238
Share	222
Clark County Food Bank	217
NAACP Vancouver	210
Planned Parenthood Columbia Willamette ..	192
Humane Society for SW WA	186
iUrban Teen.....	170
Evergreen Habitat for Humanity	170

Large Category

Most Raised

Share	\$96,614
Clark County Food Bank	\$88,923
Our Lady of Lourdes Catholic School.....	\$81,815
Boys & Girls Club of SW WA	\$70,394
Seton Catholic College Prep	\$64,900
Open House Ministries.....	\$61,615
Evergreen Habitat for Humanity	\$57,823
Children's Center.....	\$54,701
Humane Society for SW WA	\$46,760
Council for the Homeless	\$46,591

Most Donors

Our Lady of Lourdes Catholic School.....	238
Share	222
Clark County Food Bank	217
Planned Parenthood Columbia Willamette ..	192
Humane Society for SW WA	186
Evergreen Habitat for Humanity	170
Boys & Girls Club of SW WA	163
Open House Ministries.....	157
Council for the Homeless	134
Lower Columbia College Foundation	119

Medium Category

Most Raised

Options360° Women's Clinic	\$88,856
Lighthouse Financial Foundation.....	\$80,930
Camas Christian Academy	\$56,665
Family Promise of Clark County.....	\$50,976
Teach One to Lead One.....	\$46,005
Lower Columbia School Gardens.....	\$45,344
The Giving Closet.....	\$42,770
Free Clinic of SW WA.....	\$38,400
Community Home Health & Hospice	\$36,050
FISH of Vancouver.....	\$34,606

Most Donors

Camas Christian Academy.....	321
Lower Columbia School Gardens.....	293
Options 360° Women's Clinic.....	166
Family Promise of Clark County.....	139
Free Clinic of SW WA.....	108
The Giving Closet.....	102
Friends of the Carpenter	96
NAMI SW WA	91
Cowlitz County Child Advocates	91
Community Home Health & Hospice	88

Small Category

Most Raised

iUrban Teen	\$56,613
Harper's Playground	\$55,608
North County Community Food Bank	\$49,369
NAACP Vancouver	\$37,721
SW WA Symphony.....	\$33,120
Columbia River Mental Health Foundation....	\$31,215
Battle Ground Adventist Comm. Services.....	\$20,410
Greater Clark County Rotary Foundation.....	\$17,200
Santa's Posse	\$16,235
Clark County Realtors Foundation	\$15,305

Most Donors

NAACP Vancouver	210
iUrban Teen.....	170
SW WA Symphony.....	104
Magenta Theater	104
Lelooska Foundation.....	90
Friends of the Ridgefield Wildlife Refuge.....	74
EOCF.....	72
Children's Discovery Museum	72
North Clark County Food Bank	70
Stageworks NW	70

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