



FAIRFIELD COUNTY'S GIVING DAY: A 2017 REPORT TO THE COMMUNITY



For four years, hundreds of nonprofits & 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 our March 9, 2017 Giving Day, and to share comparisons to prior years. This data supports planning the efforts of nonprofits for Giving Day campaigns in 2018 and informs our community about the power of uniting around shared values to benefit local philanthropy.

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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 four 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, \$4,534,530 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 and 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:

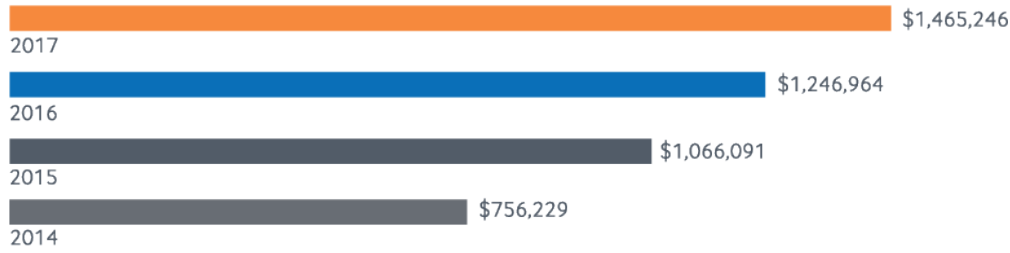
- A series of workshops and trainings offered through our Center for Nonprofit Excellence, online marketing toolkit, responsive customer support by the Giving Day team, and weekly emails with tips, best practices and reminders.
- Technology capable of managing high-volume donations through Kimbia's platform 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 \$114,250 for 8 competitive categories, totaling 66 awards throughout the day, to maintain momentum of donations and drive donors to give during specific times.

The fourth Fairfield County's Giving Day on March 9, 2017 was a banner day of giving. Nonprofits and donors exceeded prior year outcomes raising a total of \$1,465,246 in just 24 hours. Compared to previous years, more donations were raised and more nonprofits participated, proving the increased momentum in support and awareness for this incredible day of giving. In fact, 2017 outcomes represented a 121% increase in giving from its inaugural year in 2014. Four hundred and fourteen nonprofits raised funding in 2017, compared to 267 in 2014, and 34% 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.

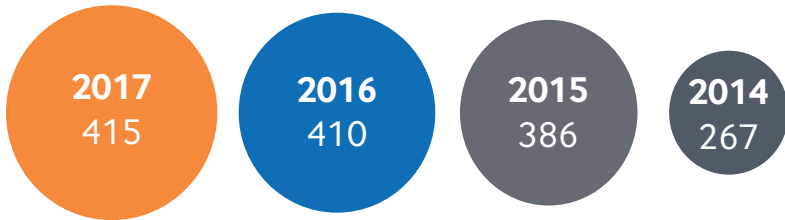
KEY OUTCOMES

Total Raised - 94% increase in giving from 2014



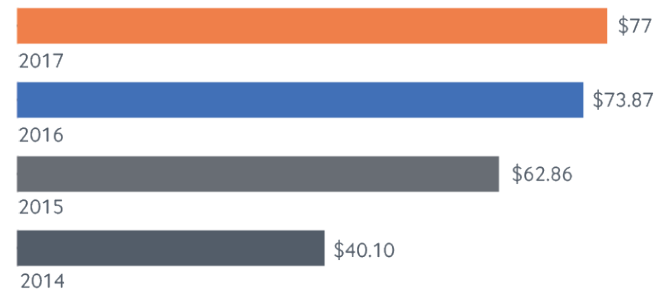
Nonprofit Participation

55% increase from 2014



Average Gift Size

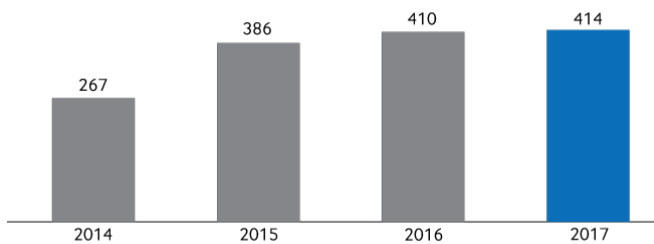
92% increase from 2014



WHO PARTICIPATED

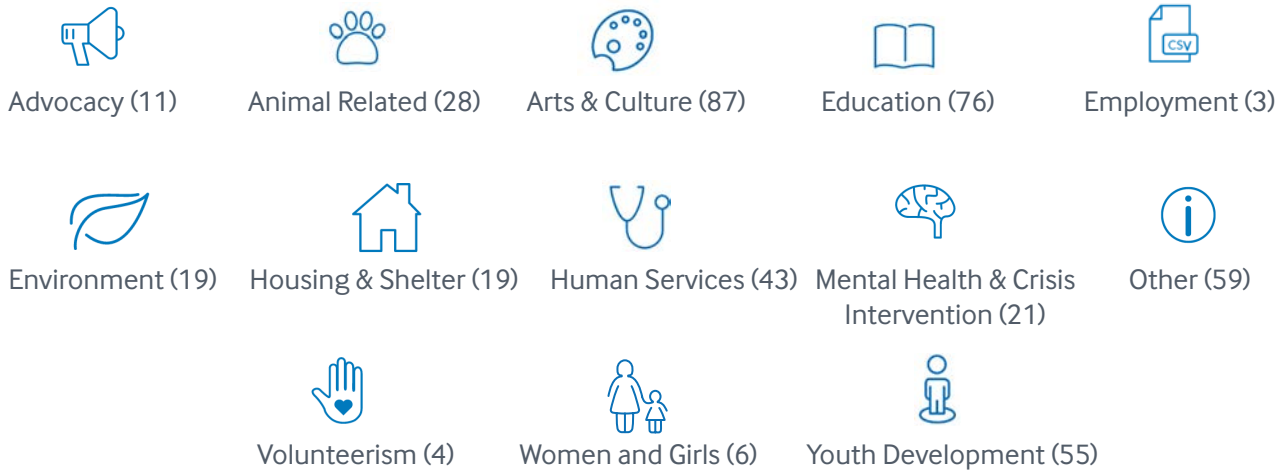
Nonprofits

Participation by the numbers

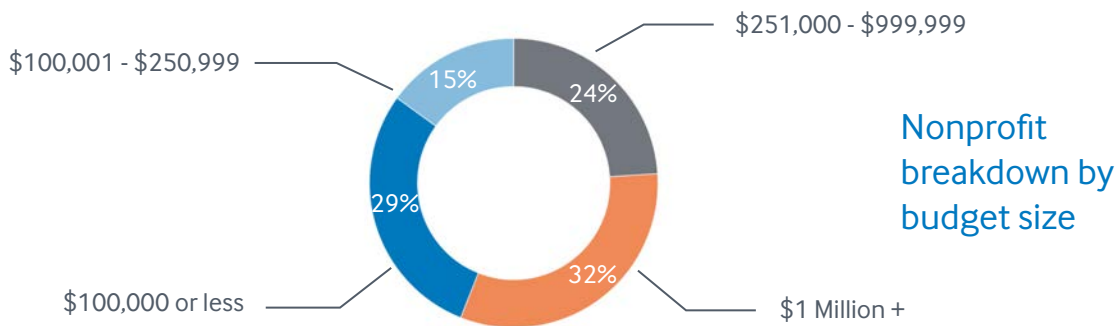


In 2017, nonprofits raised an average of **\$3,269** on Giving Day

Program service area



Budget size



Location

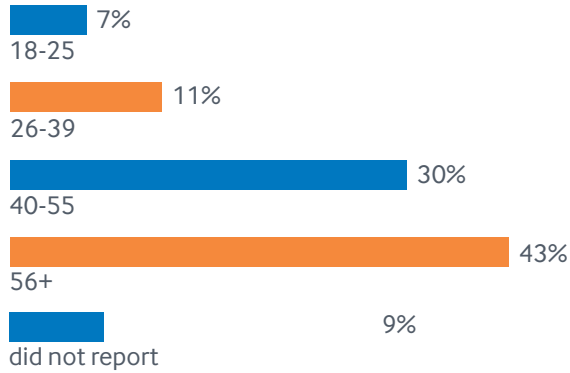


Towns in order of most participating nonprofits

- | | | |
|-------------------|--------------------|----------------------|
| 1 Stamford (78) | 8 Danbury (18) | 15 Darien (5) |
| 2 Bridgeport (53) | 9 Newtown (17) | 16 Monroe (4) |
| 3 Norwalk (49) | 10 New Canaan (17) | 17 Weston (3) |
| 4 Westport (30) | 11 Wilton (16) | 18 Shelton (2) |
| 5 Greenwich (26) | 12 Stratford (11) | 19 Redding (1) |
| 6 Fairfield (21) | 13 Trumbull (7) | 20 New Fairfield (1) |
| 7 Ridgefield (18) | 14 Bethel (6) | 21 Brookfield (1) |

Donors

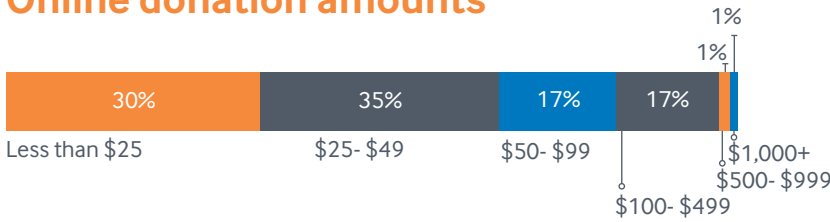
Age



32% of all donors were first time contributors in 2017



Online donation amounts



Donor locations

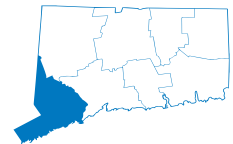
12 Countries



48 States

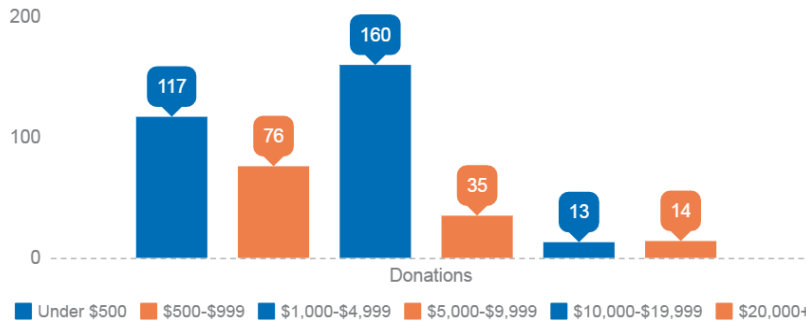


Supporting 1 County



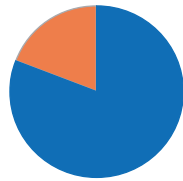
DONATIONS

Total donations raised by nonprofit



Small gifts matter 🎁🎁

81% of gifts were \$100 or under



New! 72% of donations covered the transaction fee



● Opted to cover transaction fee (72%)
● Did not cover transaction fee (28%)

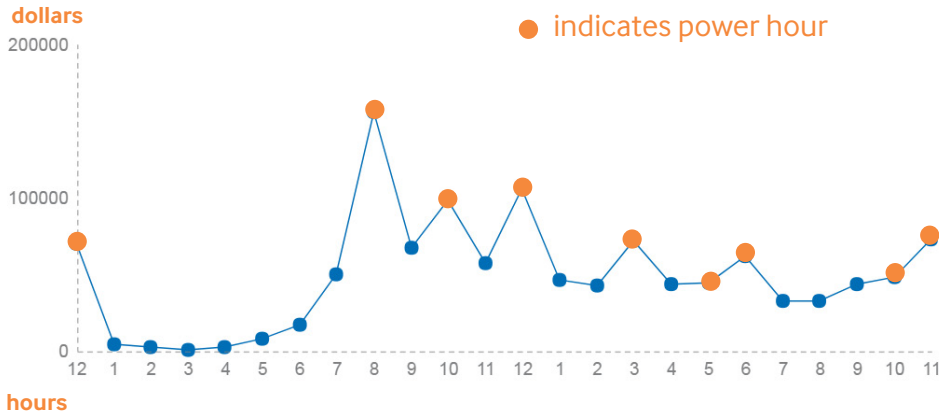
Gifts by category

For the fourth year, massive support for arts & culture has elevated these organizations to the top on Giving Day.

 Arts & Culture 85 organizations \$347,074 in donations	 Human Services 42 \$201,609	 Education 73 \$168,474	 Other 54 \$162,884	 Animal Related 28 \$127,706
 Youth Development 53 \$120,628	 Mental Health & Crisis Intervention 20 \$85,287	 Housing & Shelter 18 \$63,317	 Advocacy 11 \$27,648	 Environment 19 \$23,350
	 Women and Girls 6 \$14,231	 Employment 2 \$5,140	 Volunteerism 4 \$4,395	

Donations by hour

Giving spiked considerably during Power Hours, which are pre-set times when nonprofits and donors engage in friendly competition to win prize funding for most unique donations or dollars raised received during set time-frames. Similar findings were reported in prior years, clearly showing the great influence of these Power Hour prizes to drive donors to give and support their favorite nonprofit.



Donations by device



51% donations from desktop



50% donations from mobile

71% increase in mobile donations from 2015

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.

\$113,500 from sponsorships fueled **66** prize awards ranging from **\$250-\$20,000**

GRAND PRIZES

MOST UNIQUE DONORS

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

MOST DOLLARS RAISED

- 1st Curtain Call (\$15k)
- 2nd Family & Children's Agency (\$10k)



POWER HOURS

MORNING MOMENTUM

- Newbie- Wilton Library (\$1k)
- Seasoned Enthusiast- Ridgefield Chorale (\$1k)

LUNCH IS ON US!

- Curtain Call (\$2.5k)

COFFEE BREAK

- Newbie- Adoption Hope Foundation (\$1k)
- Seasoned Enthusiast- LifeBridge Community Services (\$1k)

RUSH HOUR SPECIAL PROVIDED BY SPREADMUSICNOW

- Fairfield County Chorale (\$1.5k)

HAPPY HOUR

- International Institute of CT (\$1k)

BIG FINISH

- Wildlife in Crisis (\$2.5k)

TOP OF THE MORNING

- Small Budget- Ridgefield Chorale (\$5k)
- Large Budget- Curtain Call (\$5k)

WHOLE FOODS GET UP & GIVE

\$1k early morning prizes awarded to 20 Nonprofits

TOAST TO 25

Each hour, the nonprofit that received the 25th donation won a \$250 boost prize

SOCIAL MEDIA CONTESTS

FACEBOOK

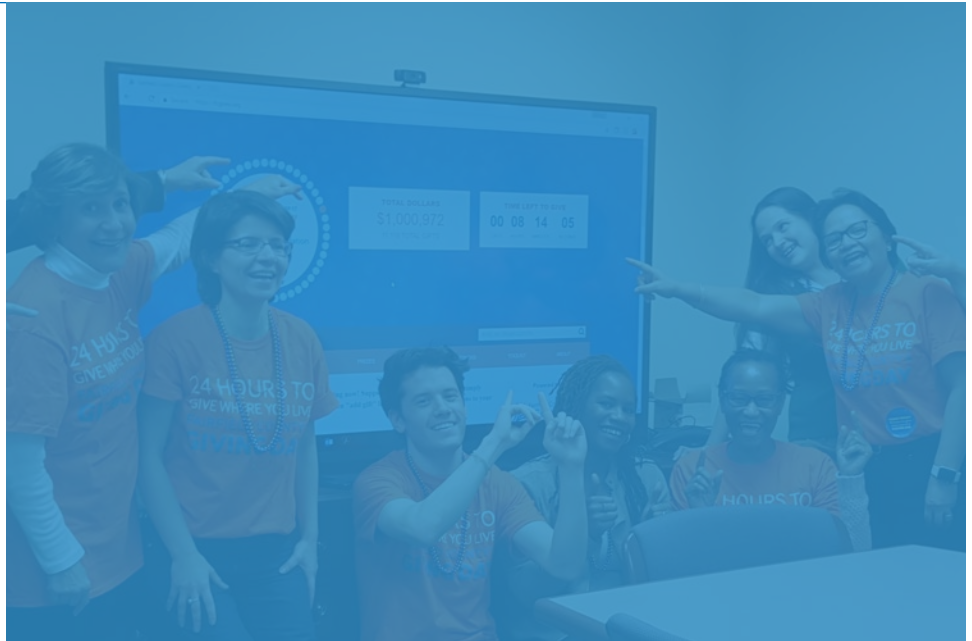
- 1st Bully Breed Rescue (\$500)
- 2nd Stratford Animal Rescue Society (\$300)
- 3rd Connecticut Humane Society (\$200)

EARLY BIRD REGISTRATION

The Discover Center at Ridgefield (\$1k)

LAUNCH EVENT DRAWING

- Future 5 (\$500)
- Center for Family Justice (\$500)



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