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.

THANK YOU TO OUR GIVING DAY SPONSORS:

- **Bank of America**
- **Hearst Connecticut Media Group**
- **Whole Foods Market**
- **Moffly Media**
- **TFI | envision inc.**
- **Deloitte**
- **First County Bank**
- **Webster Private Bank**
- **Blum Shapiro**
- **Cummings & Lockwood LLC**
- **Neuberger Berman**
- **Retaya Zuckenberg Hanson**
- **Star 99.5**
- **95.9 Fox**
- **News 12**
- **Walsh Enhancement Group**
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

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount</th>
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<tbody>
<tr>
<td>2014</td>
<td>$756,229</td>
</tr>
<tr>
<td>2015</td>
<td>$1,066,091</td>
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<tr>
<td>2016</td>
<td>$1,246,964</td>
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<tr>
<td>2017</td>
<td>$1,465,246</td>
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</table>

Nonprofit Participation
55% increase from 2014

<table>
<thead>
<tr>
<th>Year</th>
<th>Nonprofit Participation</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>267</td>
</tr>
<tr>
<td>2015</td>
<td>386</td>
</tr>
<tr>
<td>2016</td>
<td>410</td>
</tr>
<tr>
<td>2017</td>
<td>415</td>
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</table>

Average Gift Size
92% increase from 2014

<table>
<thead>
<tr>
<th>Year</th>
<th>Average Gift Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>$40.10</td>
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<tr>
<td>2015</td>
<td>$62.86</td>
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<tr>
<td>2016</td>
<td>$73.87</td>
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<tr>
<td>2017</td>
<td>$77</td>
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</tbody>
</table>

WHO PARTICIPATED

Nonprofits

Participation by the numbers

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

FAIRFIELD COUNTY’S COMMUNITY FOUNDATION

FCCFOUNDATION.ORG
Program service area

- Advocacy (11)
- Animal Related (28)
- Arts & Culture (87)
- Education (76)
- Employment (3)
- Environment (19)
- Housing & Shelter (19)
- Human Services (43)
- Mental Health & Crisis Intervention (21)
- Other (59)
- Volunteerism (4)
- Women and Girls (6)
- Youth Development (55)

Budget size

- $100,001 - $250,999: 24%
- $251,000 - $999,999: 15%
- $1 Million+: 32%
- $100,000 or less: 29%

Location

Towns in order of most participating nonprofits

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

Age

- 18-25: 7%
- 26-39: 11%
- 40-55: 30%
- 56+: 43%
- did not report: 9%

32% of all donors were first time contributors in 2017

Online donation amounts

- Less than $25: 30%
- $25-49: 35%
- $50-99: 17%
- $100-499: 17%
- $500-999: 1%
- $1,000+: 1%

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

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

81% of gifts were $100 or under

New! 72% of donations covered the transaction fee
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)