

UNITING OUR COMMUNITY

FAIRFIELD COUNTY'S GIVING DAY

powered by Fairfield County's Community Foundation



AS THE REGION'S BIGGEST DAY OF PHILANTHROPY, FAIRFIELD COUNTY'S GIVING DAY BRINGS PEOPLE TOGETHER TO MAKE A DIFFERENCE FOR LOCAL CAUSES.

In 2014, we launched Fairfield County's Giving Day to shine a spotlight on our region's nonprofit sector and all it contributes to our community's wellbeing – and to give people the chance to make a powerful collective difference for causes they care about. Since then, this 24-hour online giving marathon has become Fairfield County's biggest philanthropic event, raising more than \$1 million annually for local nonprofits.

For nonprofits serving our neighborhoods, Giving Day is an opportunity to fill budget gaps and reach more people with their story. Its impact reaches far beyond a single day: participating nonprofits receive

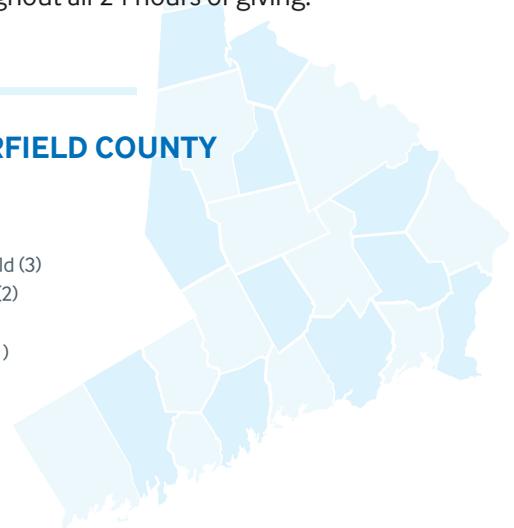
trainings on how to run a successful online campaign, engage new supporters, building fundraising skills, and grow their long-term donor base.

For community members of all ages and incomes, Giving Day is a way to discover nonprofits and experience the joy of philanthropy. It's a day that brings people together to give where they live, and it's fueled by the generosity of our business community – from longtime champion sponsor Bank of America and media sponsors that spread the word, to corporate sponsors who fund prize incentives to keep giving and excitement high throughout all 24 hours of giving.

WE SERVE ALL 23 TOWNS & CITIES ACROSS FAIRFIELD COUNTY

Location of participating nonprofits, Giving Day 2021:

| | | | |
|-----------------|-----------------|--------------|-------------------|
| Stamford (74) | Greenwich (19) | Trumbull (9) | Monroe (3) |
| Norwalk (51) | Danbury (18) | Bethel (8) | New Fairfield (3) |
| Bridgeport (49) | Wilton (17) | Weston (6) | Brookfield (2) |
| Fairfield (31) | Newtown (16) | Darien (4) | Easton (2) |
| Westport (26) | New Canaan (14) | Redding (4) | Sherman (1) |
| Ridgefield (21) | Stratford (10) | Shelton (3) | |



MAKING A DIFFERENCE TOGETHER

Since 2014, the collective power of tens of thousands of Giving Day donations has touched countless lives across our community.

8 YEAR RESULTS 2014-2021

\$11,557,545
TOTAL DOLLARS RAISED



\$912,097
IN SPONSORSHIP DOLLARS

1,945
NONPROFITS THAT RAISED FUNDS



118,258
GIFTS

ALL RECORDS BROKEN IN 2021

14,828 unique donors

\$5,257 average raised per nonprofit

\$2,250,154 raised

21,187 total donations

GROWTH OVER TIME

DOLLARS RAISED

197% increase since 2014



AVERAGE GIFT SIZE

99% increase since 2014



NONPROFIT PARTICIPATION

48% increase since 2014

Giving Day has definitely helped us become more effective. We've gone from raising \$1,000 in 2014 to more than \$14,000 in 2018. And we've integrated tools and learnings from FCCF's Center for Nonprofit Excellence into how we operate throughout the year: promoting ourselves better, improving our outreach, strategizing more, and leveraging social media and personalized communications.

— OPEN DOOR SHELTER



STRENGTHENING NONPROFITS

Giving Day's 24 hours of philanthropy makes a lasting impact for the local nonprofits that deliver vital services to our neighborhoods.

Nonprofits have a vital role in strengthening communities across Fairfield County, from educating at-risk youth to bringing the arts into our neighborhoods...and so much more. Fairfield County's Giving Day is one important way to help nonprofits build and support, so they can grow their reach and deliver more services. The boost to participating nonprofits goes beyond direct donations received on Giving Day, to a longer impact.

NONPROFITS THAT PARTICIPATE IN GIVING DAY BENEFIT BY:

- Raising funds to support their mission
- Raising awareness for needs in Fairfield County
- Reaching new people with their impact story
- Securing brand new donors
- Building skills in marketing
- Developing fundraising skills

Through trainings and materials provided by Fairfield County's Community Foundation, nonprofits build knowledge to fundraise more effectively year-round. Best practices like match challenges and peer-to-peer fundraising continue to help nonprofits trend upward in their results, with a record-breaking average of \$5,257 raised per nonprofit on Giving Day 2021.



Fairfield County's Giving Day is a great way for nonprofits to come together for a fun-filled day to spread the word about all we do in the communities we serve! It has had a great impact on our organization and budget. We definitely view Giving Day as a way to attract new donors and increase our social media presence. And by asking our Board and staff to share event communications with their various networks, it involves them even more in the fundraising process.

– FAMILY & CHILDREN'S AGENCY

Giving Day has become part of our event calendar, and every year is a big success. A very important part of the day is the recruitment of new donors and building awareness of LifeBridge and its programs. From the casual new donor who contributes to support a friend's interest, to the re-energizing of the staff and Board who are closest to our mission—we all come together to support our clients and each other on this one special day each year.

– LIFEBRIDGE COMMUNITY SERVICES

PROVIDING RESOURCES

FCCF’s Center for Nonprofit Excellence connects organizations with tools and training to thrive – on Giving Day, and year-round.

Giving Day is administered through FCCF’s Center for Nonprofit Excellence (CNE), the premier capacity-building and professional development resource for our region’s nonprofit sector. Beyond

Giving Day, CNE has equipped hundreds of regional nonprofits with trainings and resources to strengthen their organizations. Its trainings have also set up participating nonprofits for success on Giving Day.

MEETING COMMUNITY NEEDS

Giving Day helps nonprofits fundraise for a range of important needs across Fairfield County.



EDUCATION (64)



YOUTH (58)



ADVOCACY (34)



HEALTH & WELLNESS (41)



ARTS & CULTURE (48)



SOCIAL JUSTICE (28)



SENIORS (16)



HOUSING & HOMELESSNESS (31)



SUBSTANCE ABUSE PREVENTION (11)



ENVIRONMENT (27)



WOMEN & GIRLS (11)



ANIMAL RELATED (21)



“The experience of working with the Giving Day team is amazing. Everyone is so responsive and helpful. We immensely enjoy ourselves and find great energy in the work, which says a lot because fundraising is often not fun. This effort gives us a way to raise much-needed cash while engaging folks who make smaller contributions. Animal welfare often lags far behind other nonprofits, and we need these funds in order to save lives. We are already considering our strategy for next year.”

– DANBURY ANIMAL WELFARE SOCIETY

“We use funds raised on Giving Day to support the 750 programs, services, exhibitions, and Special Collections Pequot Library offers year-round. Each year we receive donations from new donors, and earn new Facebook page likes from Giving Day social contests. It is an important way to show the public that we work hard and consistently to raise funds, and to remind them that we are a nonprofit organization working for the mutual good of all.”

– PEQUOT LIBRARY



BECOME A SPONSOR

Give back to the community by sponsoring Fairfield County's Giving Day, and explore a win-win partnership.

Fairfield County's Giving Day is a powerful opportunity for businesses to "give where they live" while also growing engagement and brand awareness. Corporate sponsorships are what make Giving Day's prize pool possible, generating excitement and bonus cash for important causes. And with a marketing campaign that reaches millions of community members, Giving Day sponsorships are a win-win partnership that helps Fairfield County thrive.

GIVING DAY SPONSORS BENEFIT BY:

- Growing brand awareness through FCCF's event marketing
- Positioning themselves as a local philanthropic leader
- Attracting new customers, and improving customer loyalty
- Engaging employees in charitable activities
- Supporting local nonprofits that align with company values

This support creates a ripple effect across Fairfield County, sustaining the nonprofits that meet critical needs and increasing quality of life in our community.

FCGIVES.ORG
#FAIRFIELDCOUNTYGIVES

Fairfield County's Community Foundation has created such a wonderful opportunity for local nonprofits to raise funds and awareness about our work. Giving Day was an amazing team building experience, and we are thrilled with our results: where we landed on the Leader Board, monies raised, and new donors secured! Your team made everything so easy and provided wonderful tools. We have been told we are one of the best-kept secrets in Fairfield County. No longer...thanks to Giving Day!

– CHILD & FAMILY GUIDANCE CENTER



GROW YOUR IMPACT

Become a local leader in philanthropy by supporting Giving Day, and raise awareness for your brand across Fairfield County.

As a tried-and-true event, Fairfield County's Giving Day has demonstrated its value in attracting massive regional media attention. It's a unique opportunity for sponsors to be highlighted for their philanthropic support in FCCF's four-month integrated marketing campaign, which spans diverse media platforms including:

- Print news
- Social media & blogs
- Billboards & community signage
- Television & radio

TOTAL MEDIA EXPOSURE EXCEEDED 134MM IMPRESSIONS

Thank you to the generous sponsors who support Fairfield County's Giving Day. Prior sponsors have included:



REACH OUT TODAY

Talk with us about how your organization can make a difference by supporting Fairfield County's Giving Day.

With its extensive reach across Fairfield County's 23 towns and cities, Fairfield County's Giving Day campaign is a special chance to inspire donors, customers and employees. Sponsorship packages start at \$2,500, with named challenge prizes beginning at \$5,000. In-kind partnerships are also available!

**FOR INFORMATION ON HOW TO BECOME A SPONSOR,
CONTACT MROSEN@FCCFOUNDATION.ORG OR CALL (203) 750-3200.**