



2021 Results Report

FAIRFIELD COUNTY'S GIVING DAY 2021



For eight years, hundreds of nonprofits and 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 Giving Day 2021, to share comparisons to prior years, and to inform our community about the power of uniting around shared values to benefit local philanthropy

THANK YOU TO OUR SPONSORS



GOALS FOR FAIRFIELD COUNTY'S GIVING DAY



- Raise funds and awareness for local needs and causes
- Build the capacity of nonprofit community by introducing marketing and fundraising best practices
- Democratize philanthropy by engaging donors at all levels and backgrounds

SERVING ALL 23 TOWNS AND CITIES ACROSS FAIRFIELD COUNTY

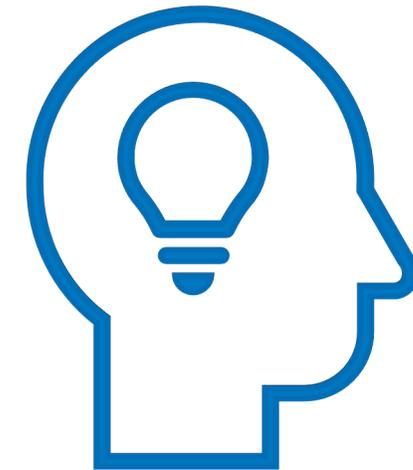
Location of nonprofits that participated in Giving Day 2021:

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)	

NONPROFIT TRAINING SUMMARY

FCCF's Giving Day Team helps build the marketing and fundraising capacity of participating nonprofits through a series of trainings leading up to Giving Day. This year's offerings included:

- Giving Day 101
- Hosting Virtual Events
- 1:1 Consulting Clinics
- Business Fundraisers
- Peer-to-Peer for Nonprofits
- Peer-to-Peer for Fundraisers
- Peer-to-Peer for Individuals
- Leveraging the "Why I Give" Video Contest
- Nonprofit Debrief



MARKETING AND COMMUNICATIONS 2021 OVERVIEW

- Editorial audience reach for Giving Day was 134+ million impressions (online) + print
- In-kind Advertising (print, digital, TV, radio) valued at over \$75,000
- Giving Day-related Paid Digital Advertising garnered over 810,000 impressions
- Facebook Video Submission Contest (Why I Give) garnered over 218,000 paid online advertising impressions and over 3,000 engagements (shares/likes)
- Public Service Announcement (PSA) television advertisement that ran in February on Altice/Optimum cable to homes in Fairfield County

MARKETING AND COMMUNICATIONS 2021 OVERVIEW

- Giving Day sponsors prominently featured on every promotion, eblast, advertisement (broadcast, digital, and print), press releases, nonprofit training communications, Giving Day-related webpages (FCGives.org and FCCF website), social media, and the Community Foundation's donor communications.
- Multiple eblasts delivered to list of over 6K individuals
- Multiple eblasts to the 400+ nonprofit organizations that participated in Giving Day

RESULTS: EXECUTIVE SUMMARY



\$2,250,154
TOTAL DOLLARS
RAISED



394
NONPROFITS
RAISED FUNDING



14,828
UNIQUE DONORS



21,187
TOTAL GIFTS

RESULTS: MORE DETAILS

2021 growth was primarily fueled by an increase in online giving from small dollar donors, demonstrating the extraordinary impacts made possible when we come together for the common good.

Online Giving:

- \$1,684,605 (a 42% increase from 2020)
- 89% of gifts were \$100 or less
- \$294,304 via Peer-to-Peer fundraising (a 39% increase from 2020)
- 30% of donors gave to an organization for the first time
- 70% of donors elected to cover processing fees for the NPO they gave to

Offline Giving

- \$141,000 (a 41% increase from 2020) was included in the prize pool (84 prizes awarded)
- \$217,500 from 57 grants from donor-advised funds at the Community Foundation
- \$168,682 in match/challenge funds earned by 34 nonprofits (more than doubled compared to 2020)

WHAT OUR COMMUNITY IS SAYING

“This year more than ever, it felt good to be part of such a positive community effort...even in a small way.”

“Feels good to know your donation no matter how big or small really makes a difference.”

“Made me aware of charities I knew nothing about; so convenient to give to several charities all at once.”

“Makes it easy to give and makes it easy to find nonprofits I may not have known about.”

“Giving back to the community I live in is important to me.”

“I benefit from the organization I donated too. They are amazing!”

“It was heartwarming to see the record dollars raised on Giving Day, for so many organizations in need.”

WHAT OUR NONPROFITS ARE SAYING

“We've participated in Giving Day since the first year in 2014 and it has become our annual fundraiser. We no longer send out annual appeal letters - we just use Giving Day! Our total of donations and prizes since 2014 stands at \$194,000, which is remarkable for an organization our size. Thank you to the Community Foundation for making that possible!”

- The Ridgefield Chorale

LOOKING AHEAD: CONSIDERATIONS FOR GIVING DAY 2022

- Continue to encourage adoption of match challenge and Peer-to-Peer best practices
 - 8% of nonprofits had a match/challenge. Nonprofits with match challenges raised 7x as much as those without
 - 20% of nonprofits recruited Peer-to-Peer fundraisers. Nonprofits with Peer-to-Peer fundraisers raised 4.5x as much as those without
- Consider expanding eligibility criteria and scholarships for small nonprofit organizations
- Further explore family philanthropy messaging and engagement opportunities
- Explore opportunities to engage broader community via reimagined launch event
- Utilize diversity, equity, and inclusion (DEI) lens in event planning

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