

THE IMPACT OF GIVING DAYS

How Community Foundations Build Nonprofit Capacity
Through Single-Day Giving Events

A report by:



**COMMUNITY
FOUNDATION
AWARENESS
INITIATIVE**





**“THIS IS A DAY
WHEN EVERYONE CAN
BE A PHILANTHROPIST.”**

Jennifer Taylor,
chief marketing officer,
Communities Foundation
of Texas



Many Americans are familiar with GivingTuesday, an event held annually on the Tuesday after Thanksgiving in which people around the world unite in support of nonprofits.

But while GivingTuesday is perhaps the best-known single-day effort to stimulate charitable giving globally, it is not the only opportunity for donors to rally together to support nonprofits through giving days.

In fact, community foundations across the United States annually organize and host community-focused giving days that prompt donations to nonprofits in specific locations. And new research by the Community Foundation Awareness Initiative (CFAI) reveals the annual impact of community foundation giving days is significant.

In its review of giving days hosted by 29 U.S. community foundations in 2022, CFAI found that donors contributed more than \$262 million to support the work of more than 15,000 nonprofits.

For example, North Texas Giving Day, one of the nation’s largest local giving day events, raised more than \$62 million in 2022 for more than 3,300 nonprofits whose missions include the arts, economic and food security, education, racial equity, and more. In recent years, these numbers have included 50,000 new givers through the platform each year, cultivating and connecting new givers to local causes and impact.

“This is a day when everyone can be a philanthropist,” said Jennifer Taylor, chief marketing officer at Communities Foundation of Texas. “And it doesn’t matter how much a person gives or what causes they care about. What’s important is that many people can be a part of this moment as we work together to build our community.”

As grantmaking public charities that mobilize the assets of past and current donors to improve the lives of people in a defined geographic area, community foundations are ideally positioned to take a leadership role in giving day efforts.

Through their giving days, community foundations help local nonprofits raise the funds needed to carry on the critical work they do each day.

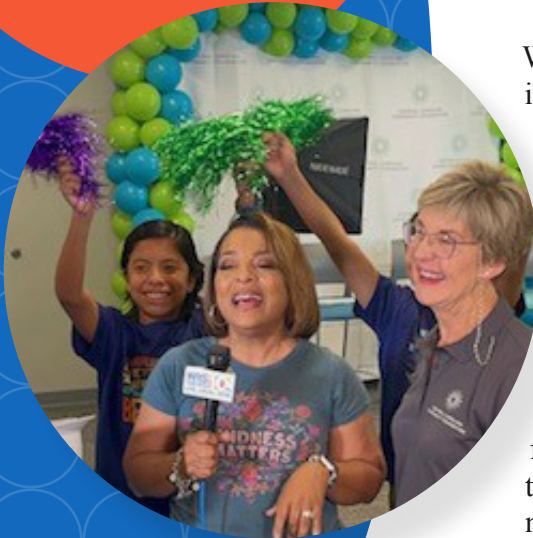
For example, more than 3,300 Colorado nonprofits received a combined \$53 million in donations during [Colorado Gives Day](#) to support causes like delivering nutritious meals to seniors and homebound adults, educating and empowering youth to become agents of social change, and tackling the complex issue of homelessness.

Meanwhile, [Give Miami Day](#) raised more than \$32 million to assist 1,094 nonprofits. And more than 1,400 nonprofits received a combined \$14 million in donations as a result of [Give Big](#), the giving event hosted by the Seattle Foundation.

GIVING IN ACTION



**TYPICALLY,
GIVING DAYS ARE
24-HOUR BLITZES THAT
AIM TO BRING
COMMUNITIES
TOGETHER**



MIDLANDS GIVES DAY

Typically, giving days are 24-hour online fundraising blitzes that aim to bring communities together by:

- increasing engagement between community foundations, donors, volunteers, and community members;
- spreading awareness about causes and needs that are important to and affect a community; and
- building online-fundraising capacity for nonprofits.

While any nonprofit can host a giving day on its own, taking part in a community-wide event often gives them access to resources and attention they may not otherwise afford.

By taking part in a community foundation giving day, nonprofits are given access to technology platforms that can streamline the giving process and the community foundation will often take the lead in publicizing the event — allowing individual nonprofits to focus their time and resources on fulfilling their missions. In addition to supporting local nonprofits, a giving day helps raise the profile of the participating community foundation, exposing new donors to its work and reaffirming its value to longtime donors.

However, a giving day is not where the work ends for many community foundations.

To help nonprofits build lasting relationships with their donors and volunteers, foundations like The Erie Community Foundation, in Pennsylvania, provide resources to educate nonprofits about marketing, advertising, and building a board of directors.

“We offer capacity-building workshops to nonprofits who either have endowments with our foundation or are members of the nonprofit partnership,” said Erin Fessler, vice president of marketing and community/government relations at The Erie Community Foundation. “So, organizations with a smaller staff can learn about marketing and advertising. We try to provide them with enough resources, so they don’t have to fend for themselves.”

Ultimately, giving days show how community foundations inspire giving by engaging residents from all walks of life and partnering with businesses and organizations of all sizes to unite in supporting the essential efforts of local nonprofits.

GIVING DAY SPOTLIGHT

NORTH TEXAS GIVING DAY

As the country's largest online community giving event, [North Texas Giving Day](#) is a time when members of the community join together to donate to causes and organizations that can make a positive impact on the entire community.

Hosted by Communities Foundation of Texas and uplifting the 20-county North Texas region, the giving day is designed to empower every person to give back to their community by supporting local nonprofits and causes they care about in one easy-to-use platform.

"North Texas Giving Day unites our region by inviting everyone to be a part of a generosity movement, no matter where they are or what cause is nearest to their hearts," said Nicole Paquette, director of marketing and communications for Communities Foundation of Texas North Texas Giving Day. "We're passionate about helping people do good in their communities and work with individuals, families, companies, and partners to help them take action on their charitable giving goals."

In 2022, the event raised \$62 million, which benefited 3,300 local nonprofits.

"From tangible needs like food and housing, to medical research and animal care, donations received on North Texas Giving Day fuel the critical missions of the nonprofits working to improve the quality of life for everyone," Paquette said.

**"NORTH TEXAS
GIVING DAY UNITES
OUR REGION BY INVITING
EVERYONE TO BE A PART
OF A GENEROSITY
MOVEMENT..."**

Nicole Paquette, director of marketing and communications for Communities Foundation of Texas



IN 2022, THE EVENT RAISED

\$62M

**TO BENEFIT 3,300 LOCAL
NONPROFITS**

GIVING DAY SPOTLIGHT

ERIE GIVES

With a mission to inspire, engage, and empower donors and communities throughout Erie County, The Erie Community Foundation hosts [Erie Gives](#) — a 12-hour day of giving that helps nonprofits raise money and generate new and lasting donors.

In 2022, the event exceeded its own expectations and raised more than \$8.1 million to aid almost 500 nonprofits.

“Erie Gives is a community spirited event like no other and one of my favorite days of the year. It’s the one day when everyone can be a philanthropist,” said Erin Fessler, vice president of Marketing and Community/Government Relations.

**SINCE ERIE GIVES BEGAN,
THE NUMBER OF DONORS
WENT FROM 2,700 TO**

11,000+

**RAISING MORE THAN
\$8.1 MILLION IN 2022**

Erie Gives began in 2011, in celebration of The Erie Community Foundation’s 75th anniversary. The Foundation wanted to use this occasion as an opportunity to introduce philanthropy to younger generations, raise unrestricted dollars, and help nonprofits with their marketing campaigns and promotions. And since its inception, both the amount raised and the number of donors have increased significantly.

“Erie Gives is more than raising dollars,” said Fessler, “it’s about raising awareness of nonprofits and it’s about nonprofits creating long-lasting relationships with current and new donors.”

**“THE SUCCESS OF
ERIE GIVES IS BECAUSE
OF GENEROUS DONORS,
COMMITTED COMMUNITY
PARTNERS AND A DEDICATED
NONPROFIT SECTOR.”**

Karen Bilowith, President & CEO,
The Erie Community Foundation



MIDLANDS GIVES

Hosted by the Central Carolina Community Foundation in South Carolina, [Midlands Gives Day](#) brings its community members together to raise money and awareness for nonprofits in the 11 Midlands counties it serves.

In 2022, the online event raised more than \$3.7 million for nonprofits ranging from health and human services to youth development, education, and more.

“Midlands Gives is truly an ‘all-in’ effort,” said JoAnn Turnquist, president and CEO of Central Carolina Community Foundation. “Since its inception in 2014, more than \$24 million has been raised for hundreds of local nonprofits. The entire community is involved — individuals

IN 2022, THE EVENT RAISED MORE THAN

\$3.7M

TO SUPPORT NONPROFITS RANGING FROM HEALTH AND HUMAN SERVICES TO YOUTH DEVELOPMENT, EDUCATION, AND MORE

who donate, companies that provide incentive prizes, and local news stations that create joint PSAs [public service announcements] and conduct interviews of participating nonprofits. Collaboration has been crucial to our success.”

To help nonprofits prepare, in the months preceding the online giving event, a team from the foundation provides training sessions that are designed to build fundraising, communication, and stewardship skills.



“MIDLANDS GIVES IS TRULY AN ‘ALL-IN’ EFFORT.”

JoAnn Turnquist, president and CEO,
Central Carolina Community
Foundation

GIVING DAY SPOTLIGHT

ADAMS COUNTY COMMUNITY FOUNDATION GIVING SPREE

[Adams County Community Foundation's Giving Spree](#) is a 24-hour in-person giving event where leaders and community members come together to learn about local nonprofits, the important work they do, and how their donations can make a difference in Adams County, Pa.

Hosting an annual day of giving event provides a platform for the Community Foundation to support its donors, encourage people to volunteer, and help a broad spectrum of local nonprofits tell their stories.

In 2022, the event raised \$3.1 million to aid 94 local nonprofits that home in on helping the community and its members thrive.

“It’s all focused on getting people excited about the event,” said Ralph Serpe, president and CEO of Adams County Community Foundation. “So, we do a lot of community engagement where we talk to donors about endowment and community giving, but also educate the community as a whole on the importance of giving.”

IN 2022, GIVING SPREE RAISED

\$3.1M

TO AID 94 LOCAL NONPROFITS

Adams County Community Foundation’s Giving Spree is one of the few giving days that offer donors the choice of supporting a favorite nonprofit immediately or making what it calls a forever gift, also known as an endowment gift.

Endowments are pools of money that are invested into nonprofits to provide long-term support. A percentage of the funds are made available to ongoing operations, while the remainder is placed in a fund and earns interest.

The Community Foundation prioritizes the donor’s experience, ensuring that donors have peace of mind knowing that their dollars are going to areas that are most impactful to the community. By vetting nonprofits ahead of time, the Community Foundation helps donors identify those whose mission aligns with the causes they are most passionate about.

“I love the fact that our Giving Spree is closely tied to our mission of building a permanent endowment for this community,” said Serpe. “And I’m really proud that we work each day to get closer to achieving that goal, while at the same time keeping our donors first.”

“I LOVE THE FACT THAT OUR GIVING SPREE IS CLOSELY TIED TO OUR MISSION OF BUILDING A PERMANENT ENDOWMENT FOR THIS COMMUNITY.”

Ralph Serpe, president and CEO of Adams County Community Foundation



GIVING DAY SPOTLIGHT

GIVENOLA

[GiveNOLA Day](#), an initiative of the Greater New Orleans Foundation, is a one-day online giving event. For 24 hours, everyone who loves the Southeast Louisiana region can support their favorite local causes by donating to one or more of the 900+ participating nonprofit organizations.

“Through raising \$7.9 million for 951 regional nonprofits, last year’s GiveNOLA Day served as yet another reminder that no matter what we face, the strength of our nonprofit sector and the generosity of the people of our region never falter,” said Andy Kopplin, president and CEO of the Greater New Orleans Foundation.

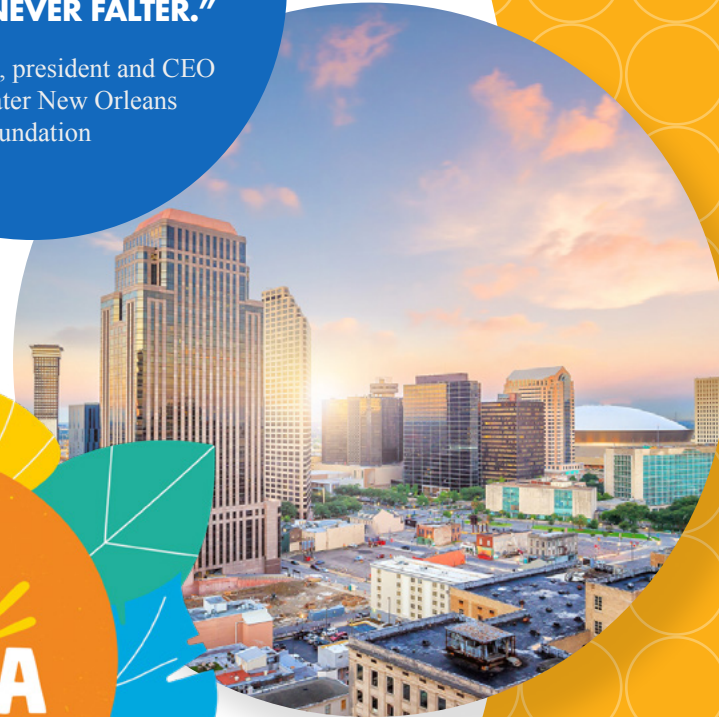
“NO MATTER WHAT WE FACE, THE STRENGTH OF OUR NONPROFIT SECTOR AND THE GENEROSITY OF THE PEOPLE OF OUR REGION NEVER FALTER.”

Andy Kopplin, president and CEO
of the Greater New Orleans
Foundation

GIVENOLA DAY RAISED

\$7.9M

TO SUPPORT 951 LOCAL
NONPROFITS





**COMMUNITY
FOUNDATION**
AWARENESS
INITIATIVE

commfoundations.com

