



Give Local
Give Where You Live

powered by:

COMMUNITY
FOUNDATION
SOUTH PUGET SOUND

Community Report

\$388,159

2019 Grand Total

Give Where You Live

Since 2016, Give Local
donors like you have
raised over **\$850,000**
for local nonprofit
organizations.

DAWKINS
CHARITABLE TRUST

OlyFed.

WSECU

Dennis & Joan Peterson
FAMILY FUND



PUGET
SOUND
ENERGY



A UW Medicine
Community Health Partner™



GREENE
REALTY GROUP



SHELTON-MASON COUNTY
Journal



Community Foundation of South Puget
Sound would like to extend a heartfelt
THANK YOU to our 2019 partners!

Why Do Donors Give?

"I love that ALL of my donation goes to the organization & the organization is eligible for bonus funding"

"Charity begins at home!"

"My community's health is important to me."

"I believe the work the nonprofits are doing in our community is vitally important and feel that supporting them financially enables them to continue to do their good work."

"Dr. Spock says: Teach your children to live a life of service."

2019 Donations



1,739

Donations
(1,213 Unique donors)



\$165

Average Gift
(per Donor)

Where Donors Gave From



2

Countries



32

States

Donation Amounts



1,479

\$200 or less



181

\$201 - \$500



70

\$501 - \$2,500



9

\$2,501 or more

Our Counties



64%

Thurston



5%

Mason



4%

Lewis



27%

Other Counties

Nonprofit Experience

70% Felt the Bonus Fund was an important part of Give Local

79% Reported that Give Local provided additional funding

86% Report seeing new donors from Give Local

91% Want to participate next year

Amount Raised by Nonprofit Category

Basic Needs - \$47,803
Housing - \$42,655
Health & Wellness - \$46,366
Environment - \$65,825
Community - \$22,983
Education & Youth - \$68,406
Arts & Culture - \$93,626



Comments From Nonprofits

"I felt really supported throughout the campaign. Plus, the training was such a great way for so many nonprofits to get together and share their success stories..."

"Timing - rolling it either into Giving Tues/Year-end or Give Big WA seems more manageable"

"Overall, I think Give Local was well-run and is a great benefit to the South Puget Sound"

"I appreciate having the fees covered and being able to advertise that all funds raised are going directly to our organization"

Community Foundation of South Puget Sound

WHO WE ARE

The Community Foundation serves as a catalyst for charitable giving in Thurston, Mason, and Lewis counties. Through our donors' generosity, we support a wide variety of arts, education, health and human services, and environmental projects.

WHY GIVE LOCAL?

The Community Foundation hosts Give Local with a goal of increasing visibility and support for nonprofits in our area.



What We Provided:

- Toolkits, Including information on utilizing social media, inspiring board members, and more
- Trainings, Such as social media, platform management, and storytelling
- Platform & Fee Coverage, Through generous sponsors, all funds raised go to nonprofits
- County-Wide Marketing, Including radio ads, news articles, and social media

Key Learnings

- The percentage of nonprofits reporting gifts from new donors increased from 49% in 2018 to 86% in 2019. Trainings focused on attracting new donors contributed to this. Consider adding a training on donor retention.
- The Bonus Fund was more important to nonprofits (70%) as opposed to donors (59%). More focus on promoting the Bonus Fund in the future.
- There were mixed thoughts on Early Giving, many of which ended with nonprofits being unsure of how to utilize the week of Early Giving. Provide more clarity on Early Giving purpose.
- Donors were more likely to donate from a mobile device (57%) as opposed to a desktop (43%). There were some complaints about difficulties with mobile, both being able to view nonprofits and donating. Ensure platform is mobile optimized in 2020.
- Some nonprofits weren't sure how to combine Give Local with other fundraising efforts. Add more training for incorporating Give Local into year-round fundraising strategy.
- Toolkits should be condensed and design assets should be pared to down to 3-5 choices. Too many options made the branding feel less consistent.
- Donors would like to see increased advertising for Give Local from nonprofits and Community Foundation prior to the start of Give Local.

For more information
about Give Local, contact:

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Mark Your Calendars!

Give Local 2020 will be
November 9-20!



What to Expect in 2020:

- More trainings and workshops for nonprofits
- Simplified toolkits and access to template materials
- Earlier registration and more time to build your campaigns

Registration will open in April!

About the Community Foundation of South Puget Sound

Though Give Local is one of our most visible programs, the Community Foundation of South Puget Sound makes an impact in the capital area through its broad array of grantmaking programs and philanthropic services.

To learn more about how the Foundation enables those with philanthropic interests to easily and effectively support the issues they care about – immediately or through their will – please visit our website.

www.thecommunityfoundation.com

Give Local: Celebrating our Local Communities through Giving

Give Local is a part of the Community Foundation's efforts to grow local philanthropy. Our goals for Give Local are to inspire more local giving, while helping build awareness and support for nonprofits in the South Puget Sound. Give Local is becoming an annual celebration of giving. It celebrates the extraordinary generosity of our residents and the vital nonprofits that support the fabric of our community.

One More Thank You

Give Local was made possible thanks to the support of so many in our region. The team at the Foundation are especially grateful to the Dawkins Charitable Trust, WSECU, OlyFed, the Denny & Joan Peterson Fund, and all of the sponsors of Give Local 2019.