

Colorado Gives Day 2010 Giving Report

Introduction

Colorado Gives Day is an initiative of Community First Foundation to increase philanthropy in Colorado through online giving. Together with FirstBank, hundreds of nonprofits, and media sponsors, we asked Coloradans to “give where you live” on Wednesday, December 8, 2010.

To offer an easy, efficient giving experience, Community First Foundation encouraged individuals to use GivingFirst.org, its online resource to Colorado nonprofits. On this website, people could learn about and donate to any of the 539 participating charities that help our communities thrive.

To motivate donors to give, FirstBank contributed \$250,000 to create an Incentive Fund that would boost the value of each donation. This gift led the way for 27 other businesses and organizations to add their support to the fund, resulting in a total of \$320,000.

FirstBank also dedicated \$50,000 to defray a portion of the processing and credit card fees associated with online giving.

The Foundation’s goal to raise \$1 million in one day for Colorado nonprofits on Colorado Gives Day was far surpassed when 12,540 individuals donated \$8.4 million. After adding \$320,000 from the Incentive Fund, Community First Foundation distributed \$8.7 million to Colorado nonprofits for Colorado Gives Day 2010.

About this Report

Data for this report was gathered from activity tracked through GivingFirst.org and the results from donor and nonprofit surveys. This report illustrates our key findings based on Colorado Gives Day data as of February 22, 2011.

RESULTS AT A GLANCE

Total number of dollars raised
\$8.4 million

Total dollars distributed
to Colorado nonprofits
\$8.7 million

Total number of nonprofits
participating
539

Percent of nonprofits that
acquired new donors
83%

Total number of donors
12,540

Total number of donations
20,119

Average donation size
\$419

Median donation size
\$50

Most common donation size
\$100

Number of website visits
to GivingFirst.org on
Colorado Gives Day
23,829

What We Know About the Nonprofits

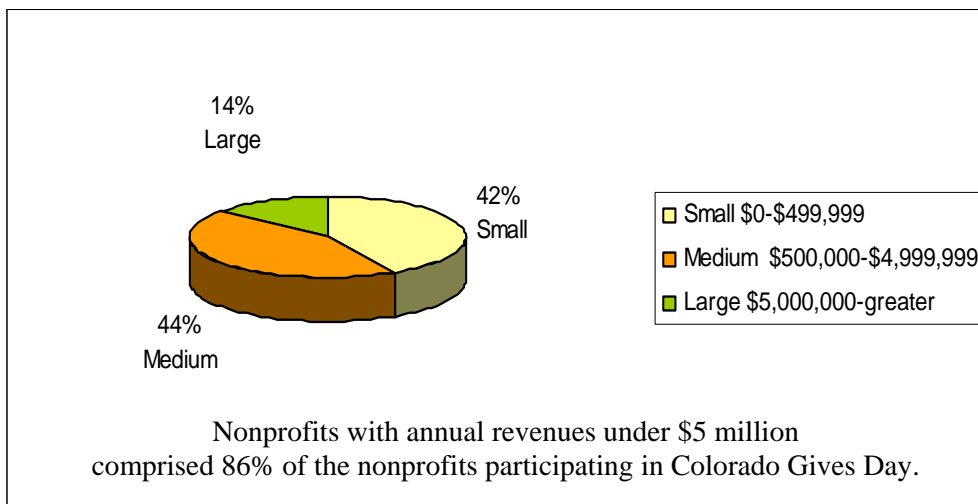
What kinds of organizations participated in Colorado Gives Day?

Types of Organizations

GivingFirst.org featured 22 types of nonprofits on Colorado Gives Day. Nonprofit types are based on The National Taxonomy of Exempt Entities (NTEE) classification system created by the National Center for Charitable Statistics at the Urban Institute. It categorizes similar nonprofits according to purpose, type, or major function.

| Type | No. | Type | No. |
|-------------------------------------------|-----|-------------------------------------------------------|-----|
| Human Services | 119 | Animal-Related | 10 |
| Arts, Culture & Humanities | 75 | Philanthropy, Voluntarism and Grantmaking Foundations | 10 |
| Education | 72 | Food, Agriculture & Nutrition | 9 |
| Youth Development | 39 | Employment | 7 |
| Health Care | 38 | International, Foreign Affairs and National Security | 7 |
| Environment | 28 | Public & Societal Benefit | 7 |
| Housing & Shelter | 28 | Crime & Legal-Related | 6 |
| Mental Health & Crisis Intervention | 21 | Recreation & Sports | 6 |
| Community Improvement & Capacity Building | 16 | Public Safety, Disaster Preparedness and Relief | 4 |
| Diseases, Disorders & Medical Disciplines | 16 | Religion-Related | 4 |
| Civil Rights, Social Action & Advocacy | 14 | Medical Research | 3 |

Size of Nonprofits Measured by Annual Revenue



86% of nonprofits that participated in Colorado Gives Day are small or medium-sized organizations as measured by annual revenue.

Location

According to March 2011 IRS data, 51% of Colorado's charities are clustered within the seven-county Denver metro area. The organizations participating in Colorado Gives Day reflect that statistic with 262 charities (49%) in Denver County alone.



What We Know About the Nonprofits

How much did the nonprofits raise?

| Range of Dollars Raised Per Nonprofit | Number of Nonprofits |
|---------------------------------------|-----------------------------|
| \$0 — \$4,999 | 288 |
| \$5,000 — \$9,999 | 77 |
| \$10,000 — \$49,999 | 141 |
| \$50,000 — \$99,999 | 19 |
| \$100,000 — greater | 14 |
| \$8,419,507 Total Raised | 539 Total Nonprofits |

251 organizations (47%) raised \$5,000 or more on Colorado Gives Day.

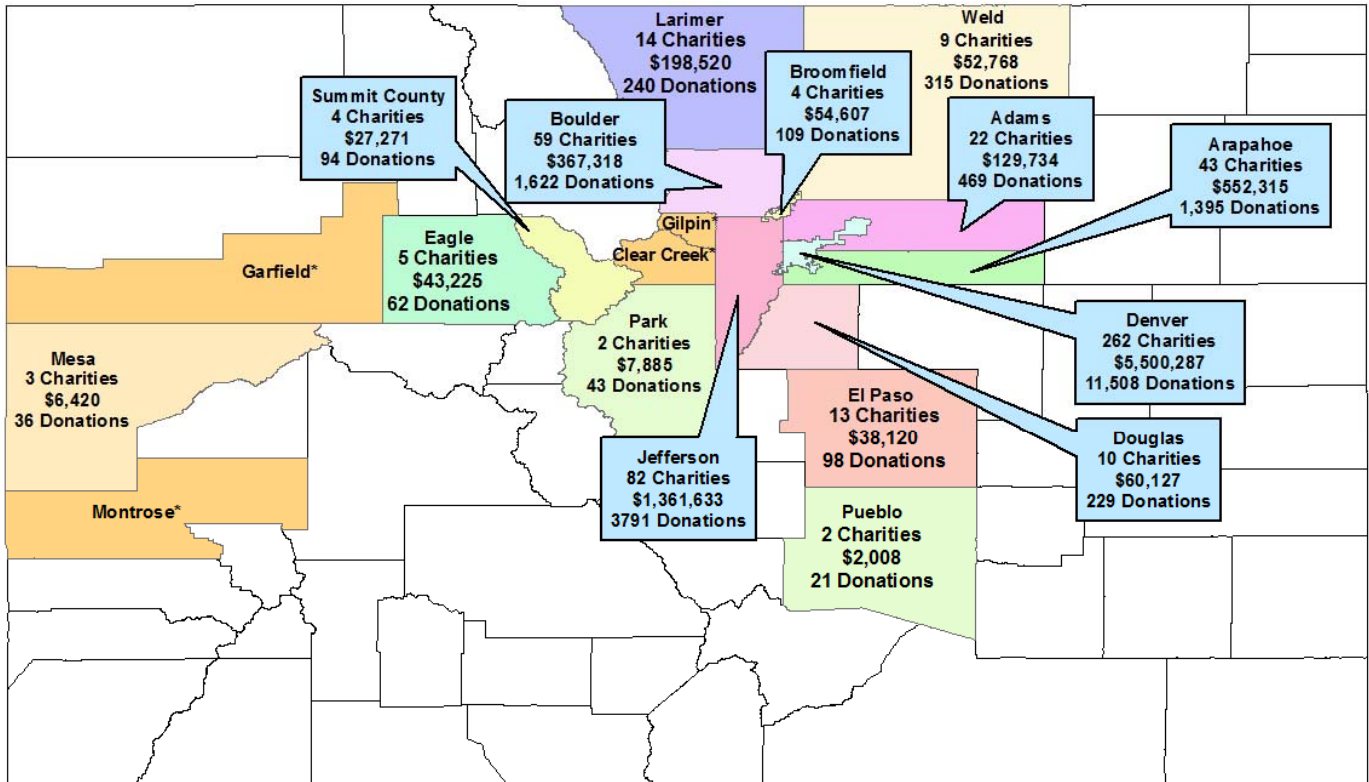
Dollars Raised and Donations by Organization Type

| Organization Type | Total Dollars Raised | Avg. Dollars Raised | Total # Donations | Avg. # Donations | Organization Type | Total Dollars Raised | Avg. Dollars Raised | Total # Donations | Avg. # Donations |
|-------------------------------------------|----------------------|---------------------|-------------------|------------------|-----------------------------------------------------|----------------------|---------------------|-------------------|------------------|
| Human Services | \$2,363,425 | \$19,861 | 5,494 | 46 | Civil Rights, Social Action & Advocacy | \$149,048 | \$10,646 | 426 | 30 |
| Youth Development | \$1,151,292 | \$29,520 | 1,469 | 38 | Animal-Related | \$145,973 | \$14,597 | 575 | 58 |
| Education | \$1,116,906 | \$15,513 | 2,611 | 36 | International, Foreign Affairs & National Security | \$75,450 | \$10,779 | 328 | 47 |
| Crime & Legal-Related | \$831,304 | \$138,551 | 236 | 39 | Recreation & Sports | \$73,855 | \$12,309 | 301 | 50 |
| Arts, Culture and Humanities | \$770,913 | \$10,279 | 2,435 | 32 | Community Improvement & Capacity Building | \$73,229 | \$4,577 | 297 | 19 |
| Mental Health & Crisis Intervention | \$326,388 | \$15,542 | 768 | 37 | Philanthropy, Voluntarism & Grantmaking Foundations | \$65,534 | \$6,553 | 193 | 19 |
| Diseases, Disorders & Medical Disciplines | \$298,150 | \$18,634 | 593 | 37 | Employment | \$62,078 | \$8,868 | 355 | 51 |
| Health Care | \$287,137 | \$7,556 | 1,117 | 29 | Religion-Related | \$49,736 | \$12,434 | 82 | 21 |
| Housing & Shelter | \$184,287 | \$6,582 | 789 | 28 | Public Safety, Disaster Preparedness & Relief | \$41,297 | \$10,324 | 194 | 49 |
| Environment | \$167,418 | \$5,979 | 862 | 31 | Public & Societal Benefit | \$19,140 | \$2,734 | 91 | 13 |
| Food, Agriculture and Nutrition | \$157,272 | \$17,475 | 814 | 90 | Medical Research | \$9,675 | \$3,225 | 89 | 30 |

What We Know About the Nonprofits

What were the results by county?

The Colorado state map below shows the number of charities, number of donations and dollars raised by county.



*Clear Creek, Garfield, Gilpin, and Montrose county information has been combined.
 4 Charities
 \$17,270
 87 Donations

Impact on Colorado Nonprofits

What impact did Colorado Gives Day have on Colorado nonprofits?

Perhaps the greatest success of Colorado Gives Day is that the nonprofits surveyed overwhelmingly reported receiving donations from new donors. All participating nonprofits were surveyed, with a statistically significant response rate of 37%.

Nonprofits acquired new donors

- **83%** of responding organizations reported at least one new donor to their organization.
- **16%** reported 21 or more new donors.
- **23%** reported that at least half of all their donors on Colorado Gives Day were new.
- **44%** indicated that they gained back at least one donor who had not donated to them for two or more years.
- **18%** of nonprofits received \$5,000 or more from first-time donors.

New donor results are especially significant given that nationally new donor acquisition declined with the recession. According to Blackbaud's 2010 Target Analytics Index of National Fundraising Performance Results, donor numbers fell a cumulative median of 9.5% in the last two years, caused mainly by declines in new donor acquisition.

98% of participating nonprofits received a donation

529 of the 539 nonprofits that participated benefited from Colorado Gives Day by receiving at least one donation. Although nearly every nonprofit received a donation on Colorado Gives Day, the organizations that actively promoted their participation achieved the best results. As one participant stated in our survey, "It was *huge* for us. I also believe it's one of those deals that you get out of it what you put into it."

Who raised the most money?

| | |
|------------------------------------------------------------|-----------|
| 1. Tennyson Center for Children at Colorado Christian Home | \$813,394 |
| 2. Boys & Girls Clubs of Metro Denver | \$331,260 |
| 3. Boy Scouts of America, Denver Area Council | \$256,987 |
| 4. Mile High United Way | \$241,040 |
| 5. Advocates for Children | \$221,376 |

Who received the largest number of donations?

| | |
|-----------------------------------------|-----|
| 1. Denver Rescue Mission | 479 |
| 2. Food Bank of the Rockies | 371 |
| 3. Jeffco Action Center | 307 |
| 4. Jefferson County Library Foundation | 235 |
| 5. Lutheran Family Services of Colorado | 212 |

83% of nonprofits reported at least one new donor.

16% of nonprofits reported 21 or more new donors.

18% of nonprofits received \$5,000 or more from first-time donors.

98% of nonprofits featured on GivingFirst.org received a donation

\$15,915 The average amount raised per organization

\$4,515 The median amount raised per organization



What We Learned About the Donors

In the weeks leading up to Colorado Gives Day, we asked the public to “give where you live” and support the charities that make a difference in their communities. With 12,540 people donating on a single day—December 8—Colorado Gives Day clearly generated enthusiasm for local giving. According to the nonprofits that responded to our survey, many of these donors donated to their organizations for the very first time. For details, see page 5 for the section titled “Nonprofits acquired new donors.”

How many people donated on Colorado Gives Day?

12,540

Donors from how many counties were involved?

People from 75% of Colorado counties donated on Colorado Gives Day with donors in or near Denver County donating the largest amounts.

| Top County | Dollars Donated | Average Donation | Median Donation |
|------------|-----------------|------------------|-----------------|
| Denver | \$3,464,835 | \$585 | \$60 |
| Jefferson | \$1,709,526 | \$329 | \$50 |
| Arapahoe | \$1,176,556 | \$477 | \$100 |
| Boulder | \$ 442,534 | \$235 | \$50 |
| Douglas | \$ 424,844 | \$383 | \$75 |

The greatest number of donations by a single individual was

41 donations

for a total of \$3,900.

People from 75% of Colorado counties donated on Colorado Gives Day

What was the most common donation size?

The most common donation size through GivingFirst.org has been \$50 at other times of the year, but Coloradans increased their generosity on Colorado Gives Day by typically donating \$100.

What was the largest single donation?

The largest single donation from an individual was \$500,000.

What was the average number of donations that donors made?

The average number of donations per donor was 1.6, but the greatest number of donations by a single individual was 41 donations for a total of \$3,900.

What We Learned About the Donors

What was the number of individual donations by dollar range?

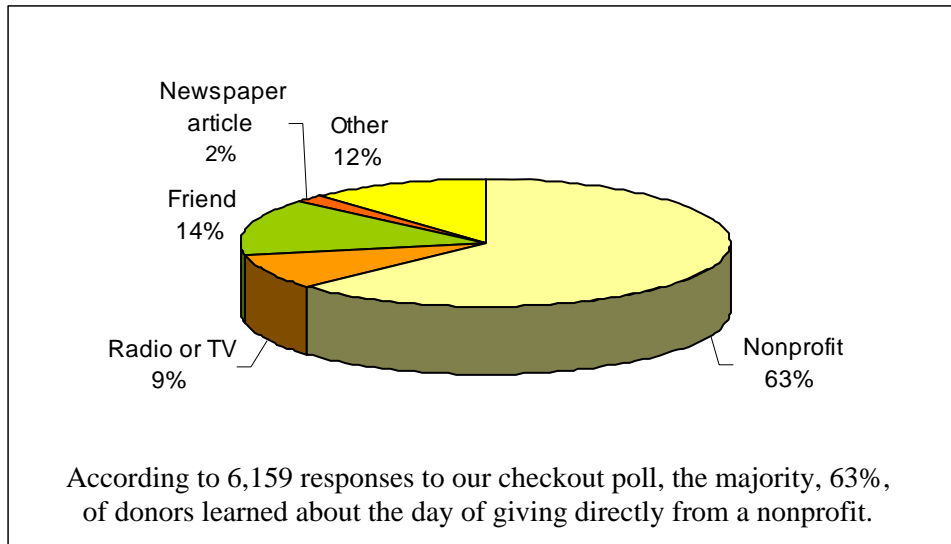
| Dollar Range | # Donations |
|----------------------|-------------|
| < \$50 | 6,288 |
| \$50 — 99 | 4,292 |
| \$100 — 249 | 5,471 |
| \$250 — 499 | 1,265 |
| \$500 — 999 | 1,215 |
| \$1,000 — 4,999 | 1,259 |
| \$5,000 — 9,999 | 153 |
| \$10,000 — 49,999 | 163 |
| \$50,000 — 99,999 | 8 |
| \$100,000— 499,999 | 4 |
| \$500,000 —1,000,000 | 1 |

The average donation
\$419

The median donation
\$50

The most common donation
\$100

How did donors learn about Colorado Gives Day?



This finding was supported by analytics for GivingFirst.org indicating that 39% of incoming traffic was from referring sites (sites such as a nonprofit websites that directed visitors to GivingFirst.org by link) and 55% was direct (visitors who reach a website by actually typing in the URL or using a bookmark). The remaining 6% was from search engines. Analytics also showed the following figures for activity on GivingFirst.org on December 8, 2010:

- 251,428 page views on the website
- 10.55 pages viewed per visit
- Average time spent on the website was 7.38 minutes
- 23,829 total visits
- 65% of visits were new

65% of visits to GivingFirst.org on Colorado Gives Day were new.



What We Heard

To capture timely feedback, Community First Foundation surveyed all nonprofits that participated in Colorado Gives Day. 37% of the organizations responded to the survey. Responses were anonymous. Below are highlights.

Sample Comments

“Our donors raved about how quick and easy it was to get their year-end giving done. I think you single handedly proved that people can give online, and have their personal information protected. You turned the tide—created a tipping point in Colorado. It has given us courage to proceed with some of our campaigns.”

“The momentum created by the “countdown” to December 8th motivated a lot of new people to give.”

“Colorado Gives Day was the best ever challenge for our year-end efforts. We personally called and cultivated our year-end donors and even if they did not get their gift in time on-line, they gave in December due to all the publicity. It was one of our strongest December giving months ever!”

“This was a phenomenal tool in not only attracting new donors, but in reminding current donors of the importance of giving. This was a huge success for our organization!”

“It was an amazing event and we're very hopeful that it will become ‘what our donors do’ in December.”



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A program of Community First Foundation

GivingFirst.org is an online resource featuring Colorado charities. Made possible by Community First Foundation, it encourages charitable giving by providing comprehensive, objective and up-to-date information about Colorado charities, and an easy way to support them online.