



A program of Community First Foundation

The Future of Giving

2009 GivingFirst Online Giving Report

Introduction

In the last few years, Denver-area nonprofit organizations have experienced significant challenges. The turbulent economy has affected many people’s ability to support charitable organizations, yet the demand for services has risen dramatically.

Despite this downturn, Community First Foundation observed a promising improvement in 2009 with its online philanthropy program. The Foundation, a local nonprofit dedicated to increasing generosity in the Denver area, has been tracking online donations since the launch of its GivingFirst.org Web site in 2007. A growing resource that features profiles of hundreds of local charities, GivingFirst.org provides donors a simple way to give online. It also allows the Foundation to track online giving patterns in our local communities.

This report shares compelling findings about the growth in online giving locally, and how these trends may positively impact the nonprofit sector as a whole. It is the hope of Community First Foundation that GivingFirst.org will continue to expand its reach and impact, and further position online giving as the future of philanthropy.

It is important to note that although GivingFirst.org is open to all Colorado nonprofits that meet specific criteria, most recent data comes from Denver-area organizations. As the program expands its reach and more organizations join the site, we look forward to sharing statewide data and trends. All data below reflects donations through GivingFirst.org and benefits organizations that maintain a profile on the site.

Key Facts

Number of Nonprofit Profiles

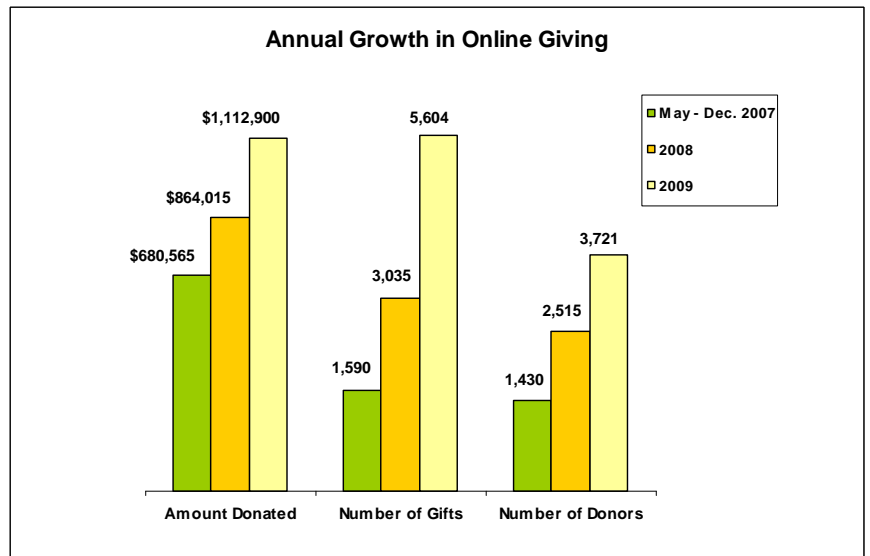
GivingFirst.org launched with 60 nonprofit profiles in May 2007. The number of profiles increased to 260 in 2008 and 313 in 2009.

Total Giving

GivingFirst.org processed more than \$1.1 million in online donations in 2009, equating to 5,604 gifts from 3,721 donors to 223 nonprofits.

Top Donations

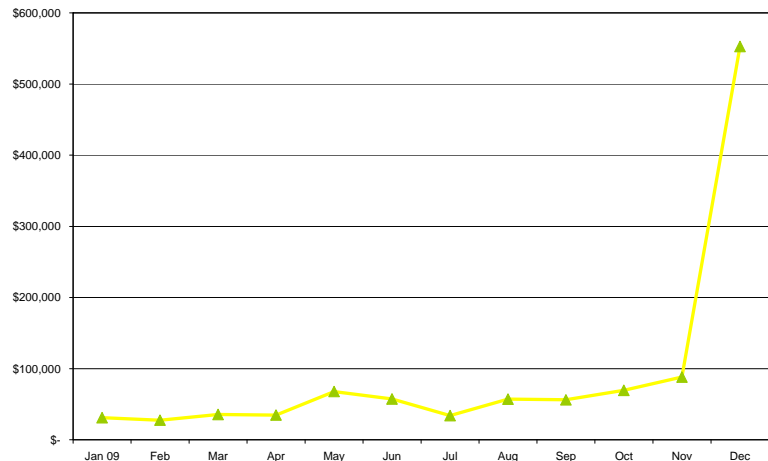
33 organizations received at least \$10,000 each in online donations in 2009. One organization received more than \$45,000.



Key Findings

- More donors gave gifts in 2009, but in smaller amounts than 2008. The typical gift amount was \$50 in 2009 compared to \$100 in 2008, but total giving was 30% higher in 2009.
- 58 percent of gifts in 2009 were given during the holiday season (November and December). Nearly half of the year's donations, totaling \$552,838, were received in December alone. The majority of online gift card purchases also took place during the holidays, with 86% of purchases in December.
- In 2009, more people gave to multiple nonprofits than in 2008.
- Interest in recurring donations is increasing. In 2009, 6.9% of donations were made through an automated schedule.
- In 2009, holiday season donations were directed to a wider variety of charity types, while gifts in 2008 were directed primarily to human service organizations.

2009 Monthly Donation Trend



Online Giving Outlook

Based on key findings and the increase in online giving since the inception of GivingFirst.org, it is the opinion of the Foundation that:

- **Interest in recurring online donations will continue to increase for both donors and nonprofits.**
Donors are drawn to the easy way to spread out gifts, especially in a challenging economy. Nonprofits like the reliable income, reduced internal paperwork, and additional opportunities for building relationships. *"It can be more affordable for some people to set up recurring donations and give smaller amounts over time, and nonprofits benefit from the reliable income," Dan Hanley, director of development and communications at Boulder County Aids Project, GivingFirst.org participant since 2009.*
- **More donors will recognize the ease of online giving and shift from their previous giving method.**
"Our experience with GivingFirst.org was excellent. It is a user-friendly Web site that makes the donation process—and supporting others—very easy," Mona and Chad Krull, GivingFirst.org donors.
- **More donors will research nonprofits online, seeking accountability and third-party endorsement.**
"GivingFirst.org is a reassuring tool for our donors. And it gives us credibility by showing that we are validated and screened by a community foundation," Stephanie Baer, executive director of Children's Outreach Project, GivingFirst.org participant since 2007.
- **More nonprofits will promote online giving to make giving more convenient for their supporters and reduce expenses associated with traditional methods.** *"A free, alternative donation tool like GivingFirst.org really helps us. It's not only easy to use, but donors know that 100% of their gift goes to Sobriety House since Community First Foundation covers credit card fees," said Mary Jo Gowin, development director of Sobriety House, GivingFirst.org participant since 2008.*
- **Nonprofits will begin to acknowledge and cultivate online donors through online methods rather than traditional methods.**

To learn more about GivingFirst.org, contact us at 720.898.5900 or GivingFirst@CommunityFirstFoundation.org