ColoradoGives Online Giving Report

COLORADOGIVES.ORG
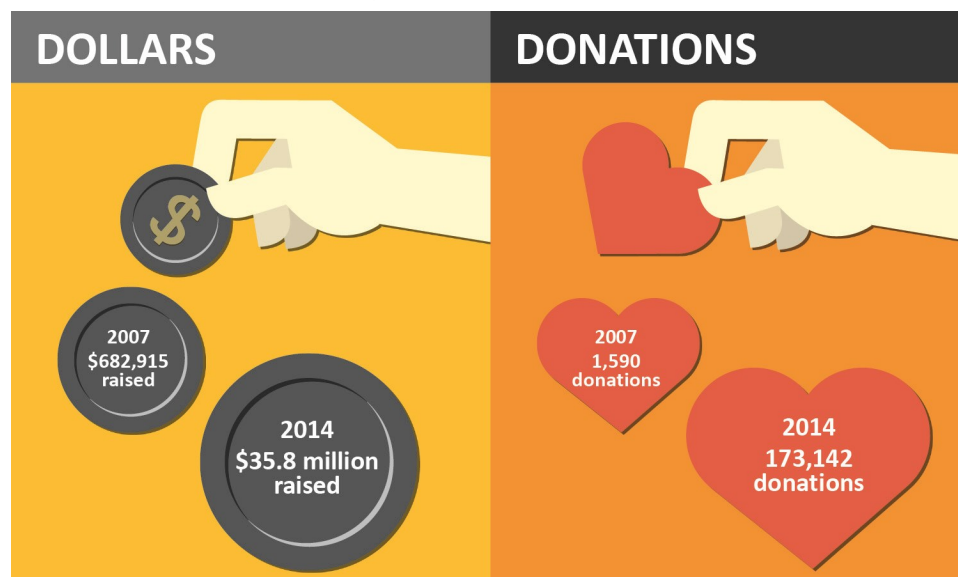A program of Community First Foundation

Introduction

ColoradoGives.org is a year-round online giving website featuring Colorado nonprofits. Launched in 2007 by Community First Foundation, the site provides comprehensive and standardized information to help donors support local nonprofits. This year's report shares observations and data about online giving in Colorado through the site in 2014, including the surge in giving that occurred on Colorado Gives Day (December 9, 2014). Colorado Gives Day is a statewide movement to increase philanthropy through online giving. See the summary of its specific impact on pages 13 and 14.

Highlights & Observations

1. Online giving continues to increase in Colorado, not just on Colorado Gives Day, but year-round through ColoradoGives.org.
2. ColoradoGives.org nonprofit participants are using data collected through the website to learn about local online giving patterns and improve their fundraising strategies.
3. Donors are increasingly using recurring donations and fundraising pages to support their favorite nonprofits. These options involve donors in year-round support and improve their connection with the nonprofits (Page 5).
4. Regional Champions help spread the word about Colorado Gives Day and ColoradoGives.org year-round. Their contribution offers the biggest opportunity for growth as more nonprofits from the state participate and help power a statewide giving movement (Page 10).

Growth in Online Giving

DOLLARS

2007 $682,915 raised

2014 $35.8 million raised

DONATIONS

2007 1,590 donations

2014 173,142 donations

2014 AT A GLANCE

Total dollar amount donated
$35,757,876

Total number of nonprofits participating
1,784

Percent of nonprofits that received a donation
96%

Total number of donors
71,762

Total number of donations
173,142

Average raised per nonprofit
$20,044

Most common donation
$100

Average donation
$207

COMMUNITY FIRST FOUNDATION
Powering Community Together

Results Since Inception

Seven Years of Steady Growth

Since the inception of ColoradoGives.org in May 2007, more than $117 million has been raised through the site. The amount donated, as well as the number of donations, donors and nonprofit profiles, has grown significantly.

The graphs below illustrate which portion of dollars and donations stem from Colorado Gives Day and which come from the other 364 days of the year. Colorado Gives Day makes up the greatest portion of annual giving, although the site receives donations every day of the year.
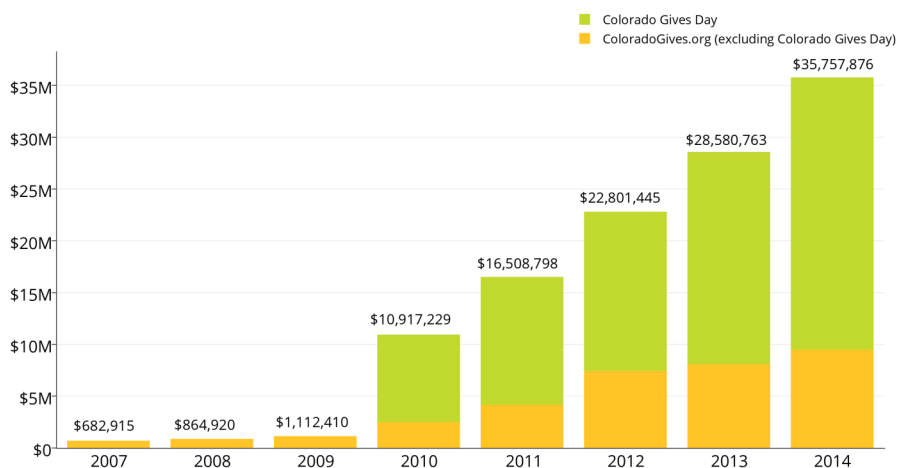
Dollars Donated Since Inception

Legend:
- Colorado Gives Day
- ColoradoGives.org (excluding Colorado Gives Day)

2007: $682,915
2008: $864,920
2009: $1,112,410
2010: $10,917,229
2011: $16,508,798
2012: $22,801,445
2013: $28,580,763
2014: $35,757,876

Number of Donations Since Inception

Legend:
- Colorado Gives Day
- ColoradoGives.org (excluding Colorado Gives Day)

2007: 1,590
2008: 3,035
2009: 5,604
2010: 34,570
2011: 80,374
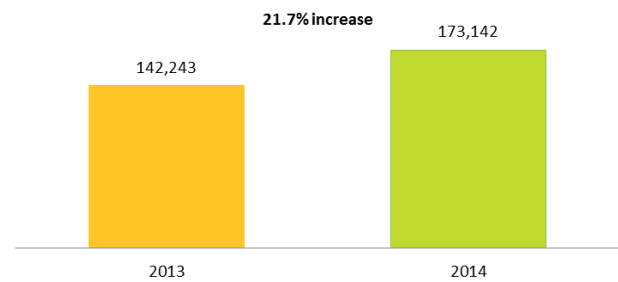2012: 117,057
2013: 142,243
2014: 173,142
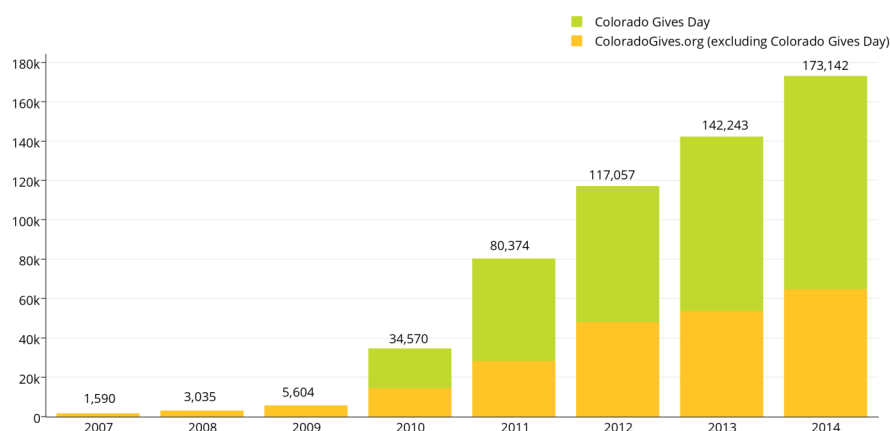
Dollars and Donations Increasing

Year-over-year growth is continuing through ColoradoGives.org. Although increases in the number of nonprofits and donors participating were just over 15 percent, the larger growth in dollars and number of donations (21—25 percent) indicates that people are giving more each year.
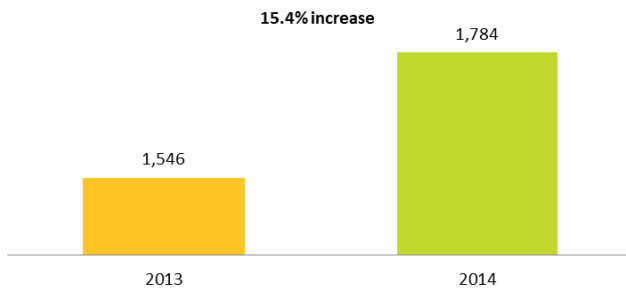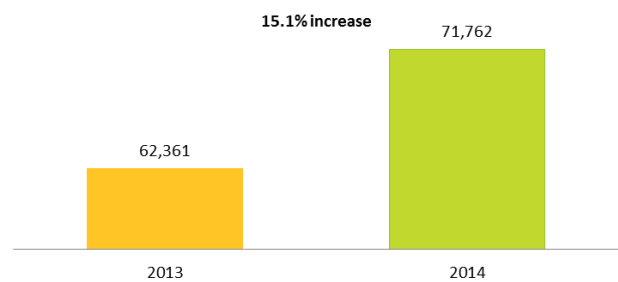
Dollars Raised

25.1% increase

$28,580,763 (2013) $35,757,876 (2014)

Number of Donations

21.7% increase

142,243 (2013)   173,142 (2014)

Number of Nonprofits

15.4% increase

1,546 (2013)   1,784 (2014)

Number of Donors

15.1% increase

62,361 (2013)   71,762 (2014)
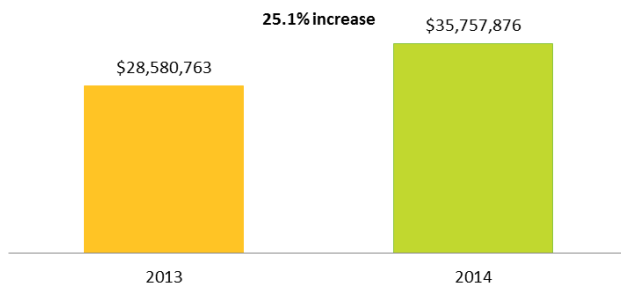
Category	2013	2014	% Change
Number of nonprofits to receive a donation	1,472	1,721	16.9%
Percent of all participating nonprofits to receive a donation	95.2%	96.5%	1.3%
Percent of Colorado counties represented by donors	95%	95%	0%
Number of Colorado counties represented by donors	61	61	0%
Most common donation size	$50	$100	100%
Average number of donations per donor	2.3	2.4	4.3%
Average donation	$201	$207	2.8%
Median donation	$50	$50	0%
Average amount raised per all participating nonprofits	$18,487	$20,044	8.4%
Median amount raised per all participating nonprofits	$6,472	$7,073	9.3%

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Single Donations Still Rein, Other Types Growing

The vast majority of donations through ColoradoGives.org are single, one-time donations and this held true in 2014. More than $26.5 million was raised through single donations. However, more than $1.5 million was donated through the recurring donation feature. On Colorado Gives Day more than $7.5 million was scheduled in advance.

The vast majority of recurring donations through the site are monthly. In 2014, recurring donations averaged more than $130,000 a month to 527 nonprofits on average.

Single donations are one-time, individual gifts.

Recurring donations allow an individual to donate to nonprofits in increments over a specific period of time. After setting up a donation schedule and payment method, an individual's donations occur automatically. Nonprofits appreciate regular, reliable donations of this type.

Scheduled donations are offered each November and December to allow donors to schedule Colorado Gives Day donations in advance.
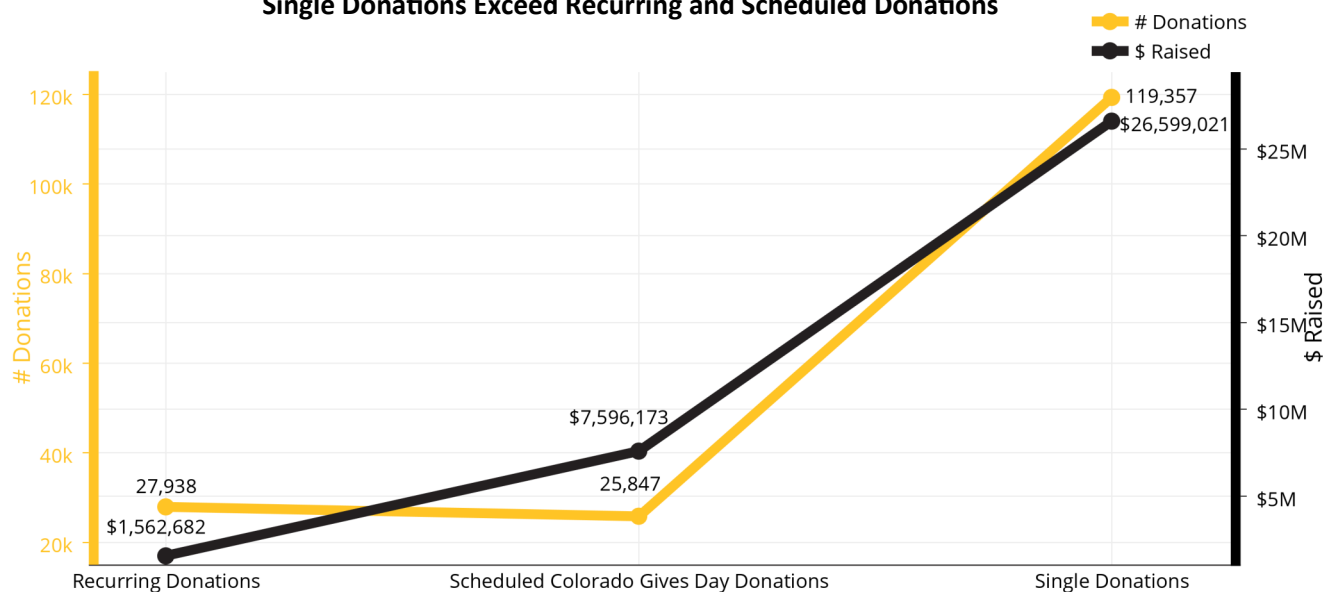
Percent of donations that are recurring

16%

Percent of total dollars donated through ColoradoGives.org that were the result of recurring donations

4%

The most common recurring donation timeframe

Monthly

Single Donations Exceed Recurring and Scheduled Donations

Legend:
- # Donations (yellow)
- $ Raised (black)

Recurring Donations: 27,938 ; $1,562,682
Scheduled Colorado Gives Day Donations: 25,847 ; $7,596,173
Single Donations: 119,357 ; $26,599,021

The following ColoradoGives.org features provide nonprofits with additional avenues to acquire new donors and donations.

Giving eCards Offer Paperless Gifts of Giving

Donors are discovering that Giving eCards are perfect for holidays, birthdays, weddings or any type of special event. The Giving eCard is a virtual card that is purchased and sent online to the recipient. The recipient can use the gift card amount to support any organizations featured on ColoradoGives.org.

Fundraising Pages Attract New Donors

ColoradoGives Fundraising Pages are a fun, easy and inexpensive way for donors to create a fundraising campaign to support nonprofits featured on the site. A fundraising page allows individuals to create a personalized web page with pictures, video and a personal appeal. A link to a fundraising page can be widely distributed to friends and family, thereby attracting potential new donors to a nonprofit's cause.

Average donation to ColoradoGives Fundraising Pages

$115

Number of Giving eCards sold in 2014

62 for $4,870

Number of Giving eCards redeemed in 2014

61 cards for 74 donations

Sample Fundraising Page

Nonprofits Reporting $100,000 — $499,999
In Annual Revenue Receive Most Donations

The chart below illustrates the number of donations, dollars raised and nonprofits according to annual revenue. Nonprofit revenues are based on their tax year 2012 financial documents. Nonprofits reporting $100,000—$499,999 in revenue are the largest group of nonprofits on the site and show the largest number of donations.

Number of nonprofits with annual revenue under $1 million*

1,187

Percent of nonprofits with annual revenue under $1 million*

67%

Dollars raised by nonprofits with annual revenue under $1 million*

$12,981,422

*Tax year 2012

Nonprofit Info By Revenue Range

Legend:
- # Nonprofits
- $ Raised
- # Donations

How much did the nonprofits raise on ColoradoGives.org in 2014?

One of the popular search functions for donors using ColoradoGives.org is *Search by Organization Type*. Human Services is the number one organization type to which individuals give, and these organizations receive an average of $30,000.

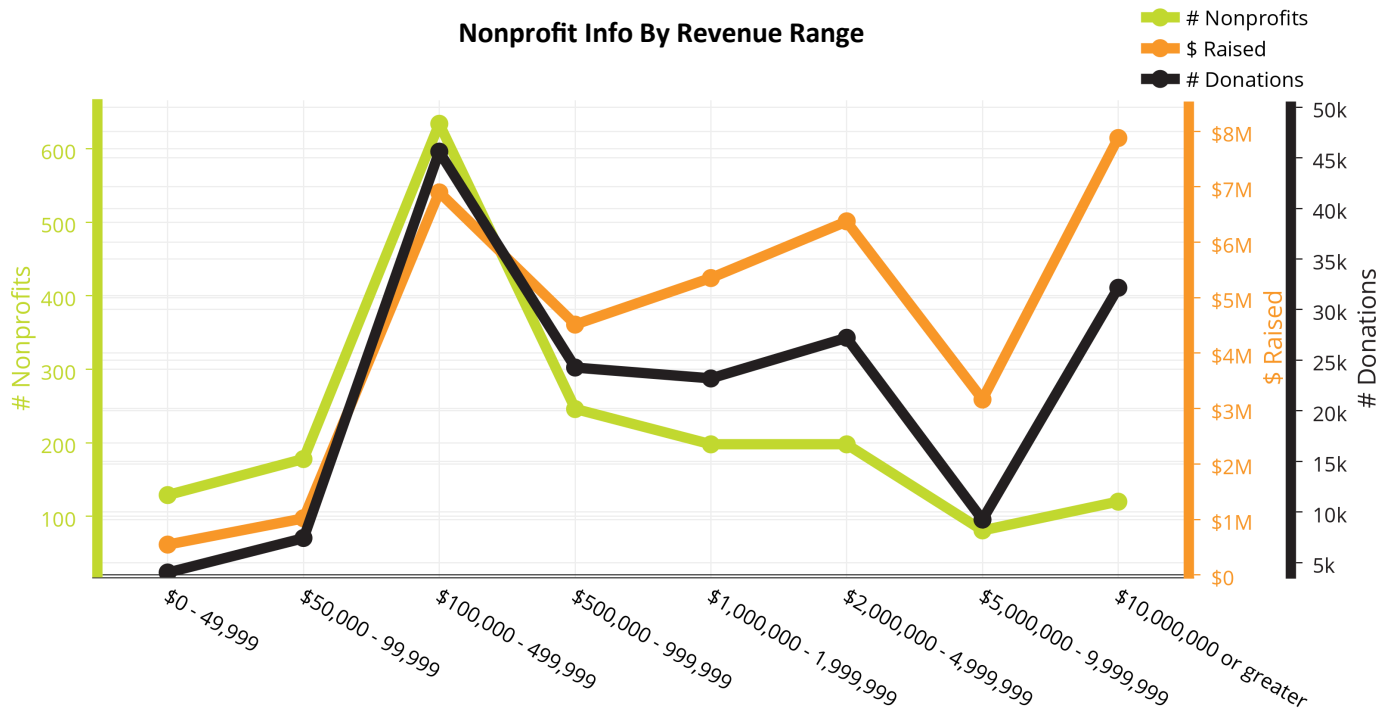As a greater variety of nonprofits join the site, donors' giving options are expanding.

Average amount raised per organization

$20,044

Median amount raised per organization

$6,643

Average number of donations per organization

97

Dollars Raised and Donations by Organization Type

Organization Type	# Non-profits	Dollars Raised	Avg. Dollars Raised	# Dona-tions	Avg. # Dona-tions	Organization Type	# Non-profits	Dollars Raised	Avg. Dollars Raised	# Dona-tions	Avg. # Dona-tions
Human Service	293	$8,680,994	$29,628	37,736	129	Crime & Legal-Related	22	$732,373	$33,290	1,169	53
Education	283	$6,702,259	$23,683	21,523	76	Recreation & Sports	36	$725,222	$20,145	3,492	97
Arts, Culture & Humanities	263	$3,493,147	$13,282	18,577	71	Civil Rights, Social Action & Advocacy	57	$710,557	$12,466	6,023	106
Youth Development	104	$2,160,585	$20,775	8,059	77	Philanthropy, Voluntarism & Grant-making Foundations	34	$601,956	$17,705	2,178	64
Animal-Related	97	$2,084,557	$21,490	19,325	199	International, Foreign Affairs & National Security	26	$451,072	$17,349	2,217	85
Health Care	117	$2,045,341	$17,482	9,915	85	Public & Social Benefit	34	$339,337	$9,980	2,283	67
Environment	103	$1,337,521	$12,986	8,998	87	Religion-Related	20	$275,722	$13,786	1,248	62
Food, Agriculture & Nutrition	43	$1,266,069	$29,443	7,639	178	Public Safety, Disaster Prepared-ness & Relief	12	$211,800	$17,650	1,362	114
Housing & Shelter	68	$1,205,858	$17,733	6,373	94	Employment	7	$179,540	$25,649	977	140
Diseases, Disorders & Medical Disciplines	46	$841,015	$18,283	4,963	108	Medical Research	8	$108,196	$13,524	876	110
Community Improvement & Capacity Building	49	$791,267	$16,148	3,679	75	Science & Technology	5	$35,950	$7,190	84	17
Mental Health & Crisis Intervention	57	$777,540	$13,641	4,446	78						

What were the results by county?

ColoradoGives.org features nonprofits from 46 of the 64 Colorado counties.
The data below illustrates online giving results by nonprofit county in 2014.

Nonprofit County	# of Nonprofits	Total $ Donated	Avg. $ Donated	Total # Donations	Avg. # Donations
Adams	77	$876,473	$11,383	5,141	66.77
Alamosa	5	$22,236	$4,447	74	14.8
Arapahoe	140	$3,594,062	$25,672	16,710	119.36
Archuleta	4	$10,470	$2,618	67	16.75
Boulder	218	$3,849,031	$17,656	21,410	98.21
Broomfield	18	$583,144	$32,397	1,616	89.78
Chaffee	10	$18,800	$1,880	131	13.1
Delta	3	$34,801	$11,600	199	66.33
Denver	598	$17,157,304	$28,691	79,504	132.95
Douglas	41	$530,900	$12,949	2,405	58.66
Eagle	37	$904,367	$24,442	2,866	77.46
El Paso	83	$801,480	$9,656	3,460	41.69
Elbert	2	$3,550	$1,775	40	20
Garfield	18	$115,385	$6,410	367	20.39
Grand	12	$355,709	$29,642	509	42.42
Gunnison	2	$4,100	$2,050	17	8.5
Jefferson	176	$3,735,943	$21,227	21,795	123.84
La Plata	7	$29,913	$4,273	168	24
Lake	3	$24,870	$8,290	100	33.33
Larimer	126	$1,381,155	$10,962	7,242	57.48
Logan	3	$2,070	$690	18	6
Mesa	34	$211,524	$6,221	1,238	36.41
Moffat	5	$14,740	$2,948	89	17.8
Montezuma	3	$4,551	$1,517	44	14.67
Montrose	8	$15,575	$1,947	114	14.25
Morgan	3	$2,145	$715	22	7.33
Park	7	$28,330	$4,047	196	28
Pitkin	9	$46,882	$5,209	229	25.44
Pueblo	20	$45,828	$2,291	365	18.25
Routt	35	$401,471	$11,471	1,699	48.54
Summit	21	$288,634	$13,744	1,244	59.24
Teller	3	$790	$263	10	3.33
Weld	39	$439,420	$11,267	3,259	83.56
Yuma	2	$8,345	$4,173	45	22.5

Number of nonprofits that raised $5,000 or more
1,017

Percent of nonprofits that raised $5,000 or more
57%

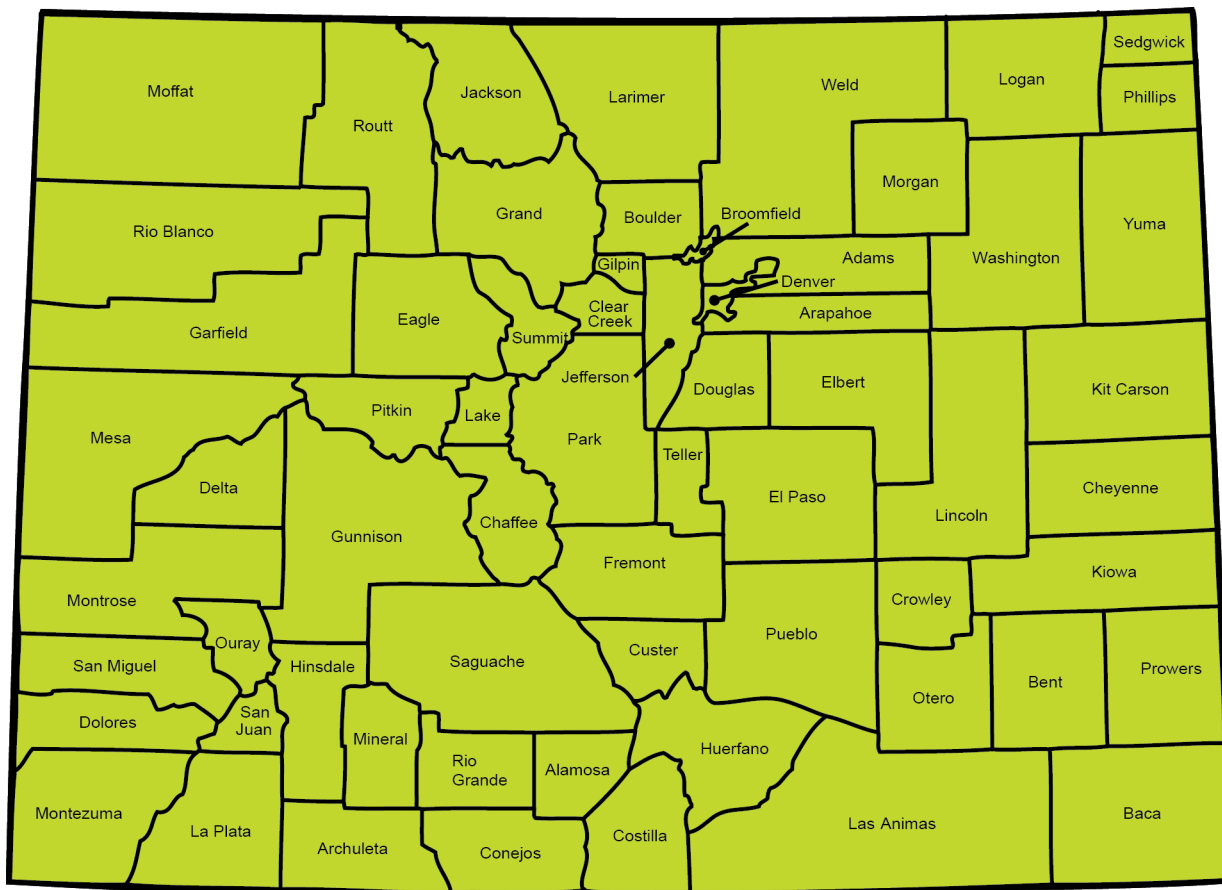## Results by nonprofit location continued

Information for the following counties with only one nonprofit per county participating has been combined.

Counties	# of Nonprofits	Total $ Raised	Total # of Donations
Baca, Clear Creek, Custer, Fremont, Gilpin, Hinsdale, Mineral, Ouray, Rio Grande, Saguache, San Juan, San Miguel	12	$213,880	749

Map of Colorado Counties

Regional Champions Help Accelerate Growth

Community First Foundation enlisted five groups to help expand the growth of online giving beyond the metro Denver area. These Regional Champions use the ColoradoGives program to customize giving in their communities and truly make the program their own.
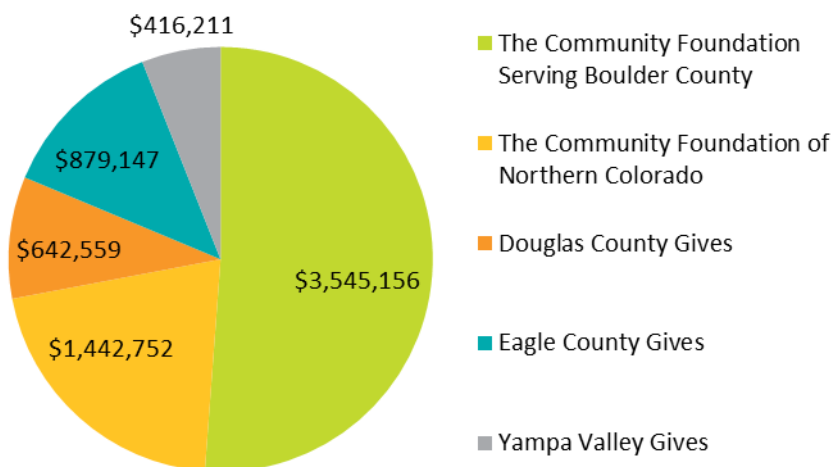
The following Regional Champions participated in 2014 and the charts below illustrate some of their results.

1. The Community Foundation Serving Boulder County
2. The Community Foundation of Northern Colorado
3. Douglas County Gives
4. Eagle County Gives
5. Yampa Valley Gives

"In the first year of Yampa Valley Gives—the ColoradoGives Regional Champion for Northwest Colorado, Routt and Moffat Counties—we were able to achieve an unprecedented $400,000+ in donations in addition to incentives and bonuses for 40 regional nonprofits. Last year 12 nonprofits from our area collectively raised $14,550 on Colorado Gives Day. Thank you for helping us achieve the unimaginable in our first year."

Tarsha Ebbern
Communications and Donor Relations, Yampa Valley Community Foundation

Dollars Raised by Regional Champions

$416,211

$879,147

$642,559

$1,442,752

$3,545,156

- The Community Foundation Serving Boulder County
- The Community Foundation of Northern Colorado
- Douglas County Gives
- Eagle County Gives
- Yampa Valley Gives

Number of Donors and Donations for Regional Champions

■ # Donors ■ # Donations

	# Donors	# Donations
The Community Foundation Serving Boulder County	10,622	20,736
The Community Foundation of Northern Colorado	4,369	7,428
Douglas County Gives	2,034	2,617
Eagle County Gives	1,572	2,763
Yampa Valley Gives	875	1,788
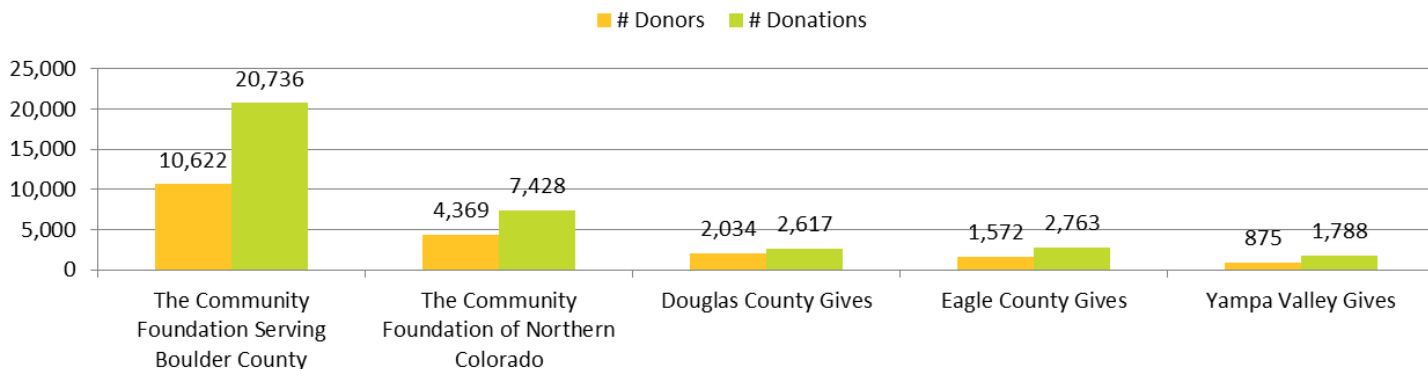
How many people donated through ColoradoGives.org?

71,762, including donors from every single state and the District of Columbia.

What were the average and median number of donations?

The average number of donations per donor was 2.4 and the median was 1.

Donor County	# of Donors	Total Dollars Donated	Avg. Dollars Donated	# of Donations
Adams	2170	$681,016	$314	5,197
Alamosa	49	$23,690	$483	92
Arapahoe	7,121	$4,002,711	$562	17,663
Archuleta	67	$13,060	$195	98
Bent	4	$340	$85	5
Boulder	7,627	$4,032,838	$529	22,919
Broomfield	1,037	$532,248	$513	2,521
Chaffee	106	$37,726	$356	215
Clear Creek	56	$8,018	$143	89
Conejos	2	$2,700	$1,350	6
Costilla	3	$175	$58	3
Crowley	2	$150	$75	2
Custer	11	$1,420	$129	38
Delta	95	$14,474	$152	154
Denver	14,591	$10,015,071	$686	41,275
Douglas	4,338	$2,344,187	$540	9,916
Eagle	883	$636,523	$721	2,469
El Paso	1,975	$655,847	$332	3,742
Elbert	83	$36,575	$441	187
Fremont	49	$35,443	$723	85
Garfield	310	$129,436	$418	517
Gilpin	40	$7,950	$199	89
Grand	167	$298,731	$1,789	389
Gunnison	27	$3,106	$115	57
Hinsdale	2	$500	$250	5
Huerfano	6	$510	$85	6

Most common donation

$100

Median donation

$50

Largest single donation

$300,000

Largest number of donations by a single donor

115 donations
totaling $3,265 to 24 nonprofits

Information for the following counties with only one donor participating per county has been combined:

Cheyenne
Jackson
Kiowa
3 donors, $300 total raised, and 3 donations

Results by Donor Location Continued

Donor County	# of Donors	Total Dollars Donated	Avg. Dollars Donated	# of Donations
Jefferson	10,325	$5,599,033	$542	28,981
Kit Carson	9	$1,990	$221	25
La Plata	183	$49,620	$271	292
Lake	35	$4,970	$142	68
Larimer	3,333	$1,491,434	$447	8,148
Las Animas	8	$2,420	$303	16
Lincoln	9	$3,275	$364	16
Logan	21	$7,845	$374	27
Mesa	607	$236,319	$389	1,487
Mineral	26	$26,500	$1,019	37
Moffat	23	$3,118	$136	77
Montezuma	44	$6,841	$155	56
Montrose	84	$20,888	$249	229
Morgan	36	$3,730	$104	44
Otero	12	$2,820	$235	32
Ouray	29	$4,780	$165	46
Park	122	$29,150	$239	370
Phillips	5	$2,070	$414	9
Pitkin	131	$39,546	$302	246
Prowers	6	$935	$156	18
Pueblo	206	$48,294	$234	421
Rio Blanco	4	$235	$59	4
Rio Grande	39	$12,890	$331	76
Routt	670	$456,699	$682	1,697
Saguache	17	$7,150	$421	26
San Miguel	21	$2,315	$110	27

Average donation
$207

85% of donations range between $10 — $249

Percent of donors from Colorado counties
95%

Number of nations with donors participating
27

Continued

Donor County	# of Donors	Total Dollars Donated	Avg. Dollars Donated	# of Donations
Sedgwick	2	$140	$70	4
Summit	504	$302,707	$601	1,346
Teller	75	$215,153	$2,869	125
Washington	8	$2,215	$277	35
Weld	1,449	$515,355	$356	3,357
Yuma	29	$6,000	$207	50
In USA, outside Colorado	12,593	$3,062,517	$243	17,617
Outside USA	269	$72,017	$268	343
Unknown	4	$2,160	$540	48

Extraordinary Day of Giving

Colorado Gives Day is a statewide movement to celebrate and increase philanthropy in Colorado through online giving. The fifth Colorado Gives Day was yet another record-breaking event that inspired Coloradans to support local charities. On December 9, 2014, more than $26 million was raised for 1,677 Colorado nonprofits in just 24 hours. A record number of 108,537 donations were recorded, a jump from last year's total of 88,571. Donations ranged from $10 to $300,000.

New $1 Million Incentive Fund

FirstBank and Community First Foundation each contributed $500,000 to create our biggest incentive fund—the $1 Million Incentive Fund. This fund proportionally increased the value of every dollar donated and was one of the largest giving-day incentive funds in the country. FirstBank contributed an additional $100,000 in cash prizes for participating nonprofits to build excitement and engagement.

New App Tracked Results On-the-Go

A fun app launched in 2014 to both count down the days/hours/seconds to the event, but also track in real-time the money and donations raised on Colorado Gives Day. This handy app kept people informed on-the-go.

Nonprofits connect with more people and share their mission and their work.

92%
OF NONPROFITS RECEIVED AT LEAST ONE NEW DONOR

We inspire giving in all sizes. The power of many combines to make a greater impact.

83%
OF DONATIONS WERE UNDER $250

AT A GLANCE

Total dollar amount donated
$26,279,451

Total number of nonprofits participating
1,690

Total number of donors
43,979

Total number of donations
108,537

Average donation
$242

Most common donation
$100

Average amount raised per nonprofit
$15,671

Largest single donation
$300,000

Largest number of donations by a single donor
101 donations
totaling $2,485 to 100 nonprofits

For more Colorado Gives Day details, visit ColoradoGives.org/data&reports

Corporate Challenge Inspires Corporate Philanthropy

In 2014 we launched a pilot program to encourage business participation in Colorado Gives Day. The challenge was designed for Colorado businesses and their employees to take an active, public role in supporting local nonprofits on December 9. An opportunity for businesses to align with other charitable companies, the Corporate Challenge also encourages a philanthropic spirit among employees.

Results: 600 employees donated a total of $356,901 to 580 nonprofits.

The following businesses participated:
Community First Foundation, CiviCore, Eide Bailly LLP, FirstBank, Innovest Portfolio Solutions, Lewis Roca Rothgerber LLP, Rally Software and ReadyTalk.

SPONSORS

Rally at the State Capitol with Governor John Hickenlooper

Colorado Center for the Blind with Gregg Moss, 9NEWS

GrowHaus Cooking Class

ColoradoGives.org is a year-round, online giving website featuring Colorado nonprofit organizations.

Colorado Gives Day is a statewide movement to celebrate and increase philanthropy in Colorado through online giving.

Programs of
Community First Foundation

To see all ColoradoGives Reports, visit ColoradoGives.org/data&reports