

Prepared for: The Patterson Foundation

Prepared by: MagnifyGood

Subject: 2020 Giving Challenge: The Patterson Foundation Support FAQs

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Why does The Patterson Foundation continue to support The Giving Partner and the Giving Challenge?

The Giving Partner is an online resource connecting nonprofit organizations committed to transparency with donors and citizen philanthropists in our community, helping them make informed decisions about their giving. The Giving Challenge is a 24-hour opportunity to donate to nonprofit organizations in our local region listed on The Giving Partner. Additionally, the Giving Challenge encourages nonprofit organizations to think creatively and strategically about their fundraising strategy and build meaningful, enduring relationships with donors.

What is the Giving Challenge's total impact to date?

Since 2012, local nonprofit organizations raised more than \$40 million through the Giving Challenge.

What has The Patterson Foundation contributed to the Giving Challenge to date?

The Patterson Foundation has provided more than \$16 million for the Giving Challenge to date through matching donations and other donor incentives.

How is The Patterson Foundation supporting the 2020 Giving Challenge?

To strengthen giving during the 2020 Giving Challenge, The Patterson Foundation will provide a 1:1 match for all unique donations, up to \$100 per donor, per organization. There is no limit to the number of individual matches from unique donors a nonprofit organization can receive during the 2020 Giving Challenge.

How will The Patterson Foundation further incentivize nonprofit fundraising for the 2020 Giving Challenge?

The Patterson Foundation will award \$51,000 in prizes to nonprofit organizations that cultivate the highest number of unique donors during the 2020 Giving Challenge. Prizes will be awarded across three categories based on the size of each organization:

- Small: Nonprofit Organizations with expenses less than \$60,000
- Medium: Nonprofit organizations with expenses between \$60,000-\$500,000
- Large: Nonprofit organizations with expenses greater than \$500,000

The following tables outline prize levels and totals for each category:

Small Nonprofit Organizations (Expenses < \$60,000)	Medium Nonprofit Organizations (Expenses >\$60K & <\$500K)	Large Nonprofit Organizations (Expenses > \$500,000)	Breakdown/Details
\$3,000.00	\$3,000.00	\$3,000.00	1st place unique donors
\$2,500.00	\$2,500.00	\$2,500.00	2nd place unique donors
\$2,100.00	\$2,100.00	\$2,100.00	3rd place unique donors
\$1,800.00	\$1,800.00	\$1,800.00	4th place unique donors
\$1,600.00	\$1,600.00	\$1,600.00	5th place unique donors
\$1,400.00	\$1,400.00	\$1,400.00	6th place unique donors
\$1,300.00	\$1,300.00	\$1,300.00	7th place unique donors
\$1,200.00	\$1,200.00	\$1,200.00	8th place unique donors
\$1,100.00	\$1,100.00	\$1,100.00	9th place unique donors
\$1,000.00	\$1,000.00	\$1,000.00	10th place unique donors
Total = \$17,000.00	Total = \$17,000.00	Total = \$17,000.00	Overall Total = \$51,000.00

How will updates on the total amount of dollars from The Patterson Foundation’s match be displayed during the Giving Challenge?

Updates on the total amount of matching dollars earned by participating nonprofits will be updated on a leaderboard displayed on givingpartnerchallenge.org.

How can I make donors aware of The Patterson Foundation’s match and prize opportunities prior to the 2020 Giving Challenge, and how can I highlight The Patterson Foundation’s contribution to my nonprofit organization following the 2020 Giving Challenge?

Each nonprofit organization participating in the 2020 Giving Challenge will receive a special logo highlighting The Patterson Foundation’s contribution. Nonprofit organizations are encouraged to apply this logo in the following ways:

- Include in your pre-Giving Challenge outreach materials to help inform donors of the match and prize opportunities
- Include in your post-Giving Challenge outreach materials to highlight The Patterson Foundation’s total contribution to your nonprofit organization



Here are some examples of where you can apply this logo:

- Social media
- Press release
- Blog post
- Digital and print newsletters
- Annual report
- Mail appeals
- Email marketing
- Thank-you letter to The Patterson Foundation

How can nonprofit organizations use The Patterson Foundation’s match and prizes?

Nonprofit organizations must ensure that all funds from The Patterson Foundation’s match and prizes go toward efforts in Sarasota, Manatee, Charlotte and DeSoto counties.

What if I have additional questions?

For general inquiries about the 2020 Giving Challenge, contact the Community Foundation of Sarasota County at GivingChallenge@CFSarasota.org or 941-556-7171.