

— 2022 —

# GIVING CHALLENGE

Be The One

Presented by the  
Community Foundation of Sarasota County

COMMUNITY FOUNDATION OF  
SARASOTA COUNTY

# 2022 GIVING CHALLENGE NONPROFIT SURVEY REPORT



COMMUNITY  
FOUNDATION  
of Sarasota County

DECEMBER 2022

## Foundation Partners



## Media Partners



Herald-Tribune

LOCALiQ



Sarasota Magazine



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# Introduction

The 2022 Giving Challenge marked the 8th Giving Challenge over a decade of giving hosted by the Community Foundation of Sarasota County. With giving strengthened by The Patterson Foundation, which offered a 1:1 match on all contributions up to \$100 without a limit, the 24-hour giving day raised a total of \$16.2 million.

## Snapshot of Statistics

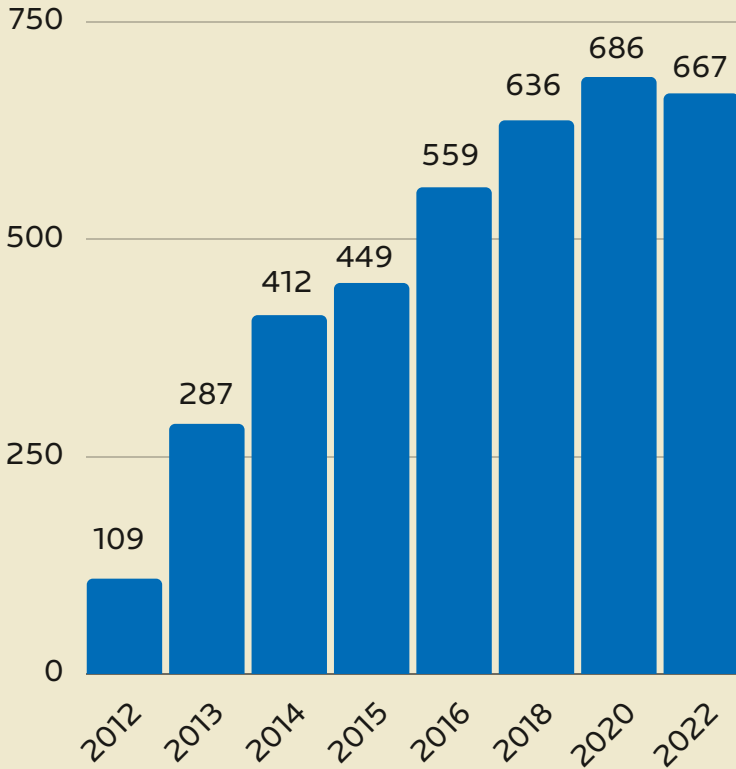
- 667 Charitable Organizations
- 46,371 Individual Donors
- 83,180 Online Gifts
- \$6,088,115 Match from The Patterson Foundation
- \$16,204,718 Total Raised

After the 2022 Giving Challenge, participating nonprofit organizations were asked to complete a 44-question survey, providing feedback on their experience fundraising during the community-wide event. We received 324 survey responses, representing 48.58% of participants. This report provides insights on their experiences of participating in the event. Additional data insights were collected through GiveGab, our platform and technology partner since the 2020 Giving Challenge.

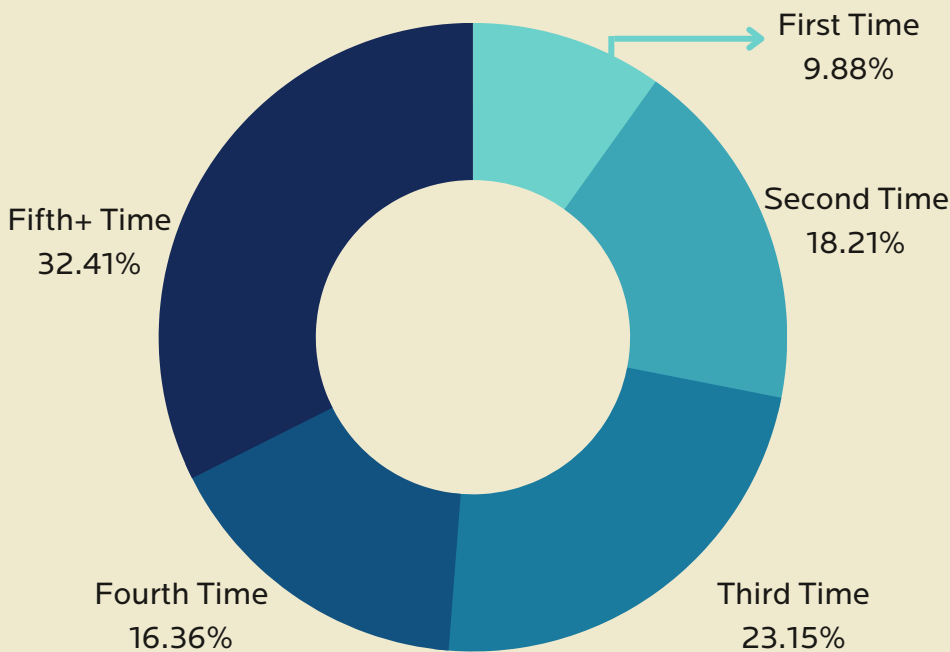


# Nonprofit Participation

Total Participants (Year Over Year)



Number of Times Survey Respondents Participated in the Giving Challenge



Since 2012, the total number of organizations participating in the Giving Challenge has steadily increased most years and grown substantially since the inaugural year.



A significant number of organizations choose to repeatedly participate in the Giving Challenge. More than 30% of survey respondents have participated for their fifth time or more.



Presented by the Community Foundation of Sarasota County

Presented by the Community Foundation of Sarasota County

# Nonprofit Participation



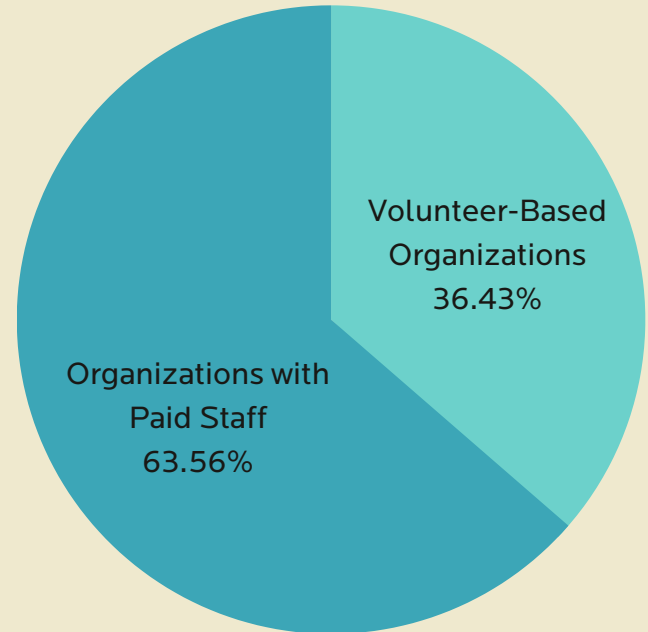
## VOLUNTEERS

2022 saw 243 volunteer-based organizations participate in the Giving Challenge.

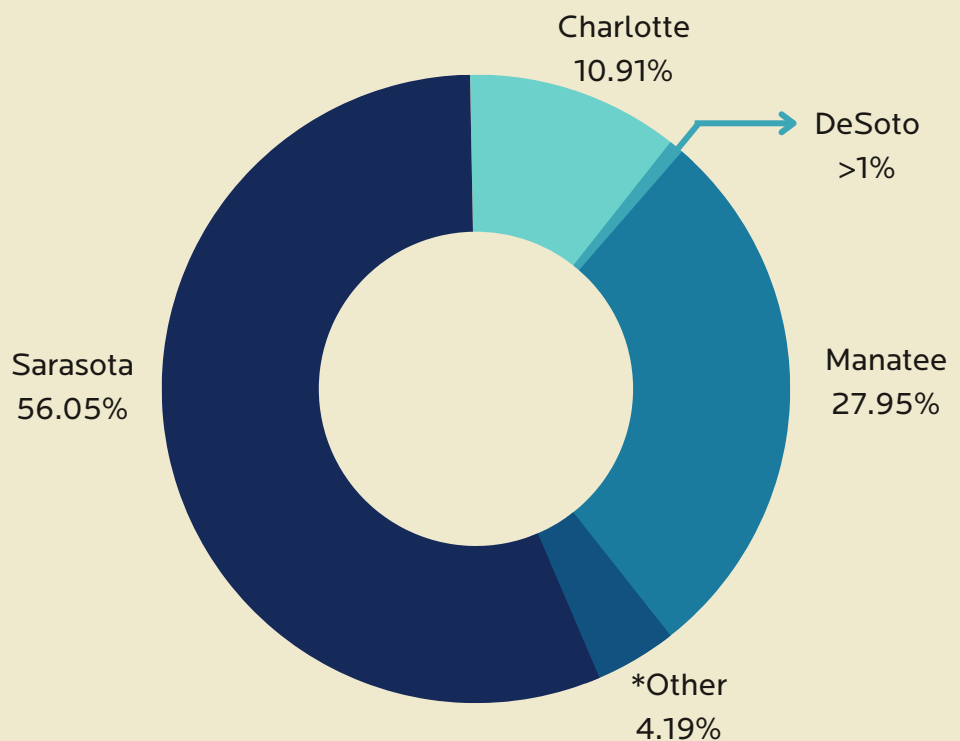


Organizations based in Sarasota County had the highest number of participants. Organizations located in counties classified as "other" refer to those with programmatic impact in our four-county area, but their main offices are located outside of those counties.

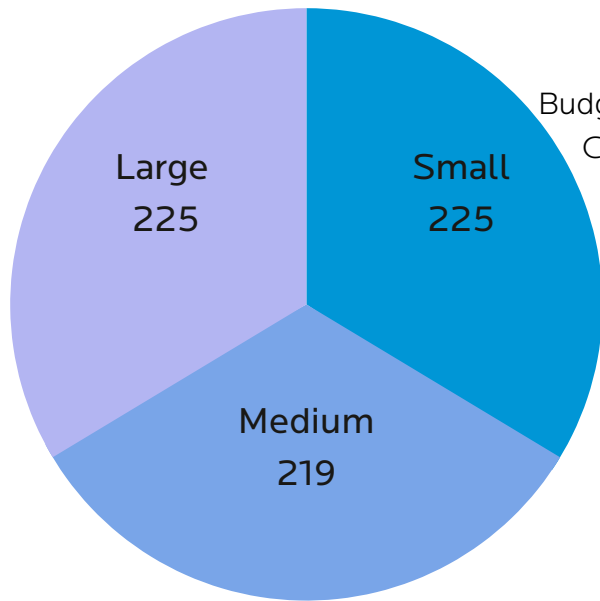
## Organization Type



## Distribution of Participating Organizations By County



# Organizational Budget



Budget Sizes of 2022 Giving Challenge Participants  
SOURCE: GiveGab

## Budget Size Classification:

- Small (Expenses < \$65K)
- Medium (Expenses \$65K - \$600K)
- Large (Expenses > \$600K)

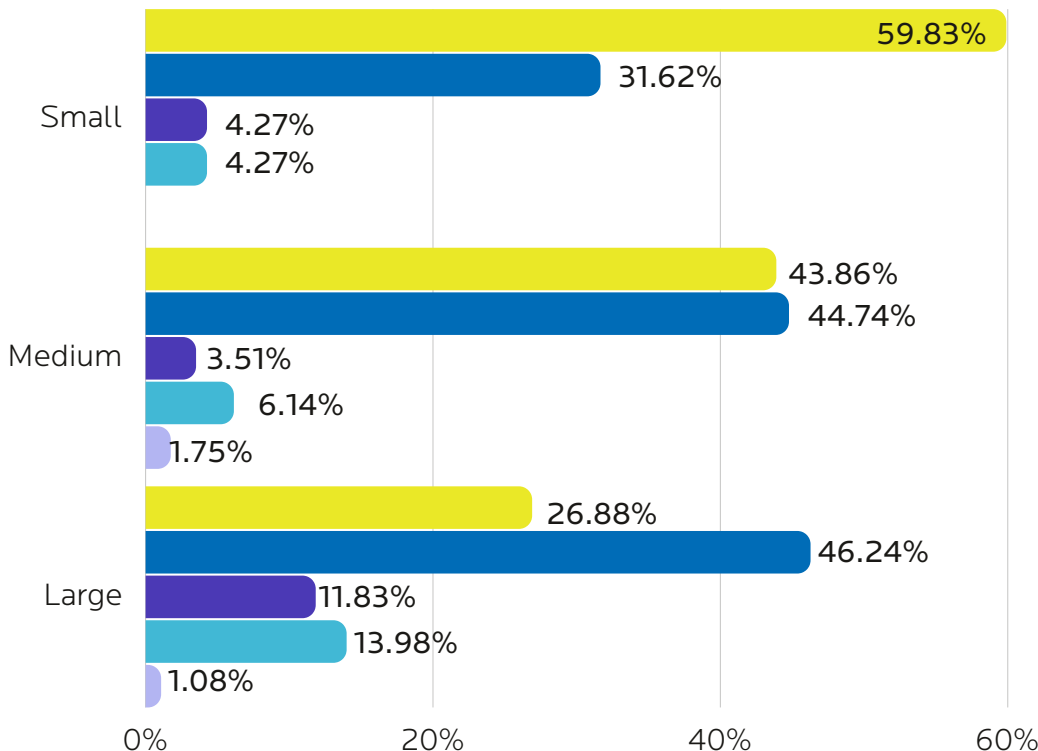
## \*Budget Sizes of Survey Respondents:

- Small - 36.1%
- Medium - 35.1%
- Large - 28.7%

\*Not all 2022 Giving Challenge participants completed the survey. Therefore, the budget size distribution on the pie chart varies from the survey respondents.

## How critical to your organization's annual budget are the funds raised via the Giving Challenge?

- Very Important
- Important
- Neutral
- Somewhat Important
- Not Important At All



Overall, the majority of survey respondents reported that the funds raised through the Giving Challenge were very important or important to their annual budgets.

- Very Important: 44.75%
- Important: 40.43%
- Neutral: 6.17%
- Somewhat Important: 7.72%
- Not Important at All: 0.93%

The chart illustrates responses of significance of Giving Challenge dollars based on organizational budget size.

# Giving Insights

Participating in a community-wide giving day generates excitement among givers and draws attention to the importance of the nonprofit sector in enhancing and supporting our community.

46,371 Total Donors

98% Donated Online

83,180 Total Donations

95.5% Were Completed Online



## Average Donations Per Donor

1.75 Average Online	3.98 Average Offline	1.79 Average Combined
------------------------	-------------------------	--------------------------

## Average Individual Donation Amount

*Given by a Donor to an Individual Nonprofit*

\$96.47 Average Online	\$653.34 Average Offline	\$121.75 Average Combined
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## Average Total Donation Amount

*Given by a Donor During the Duration of the Giving Challenge*

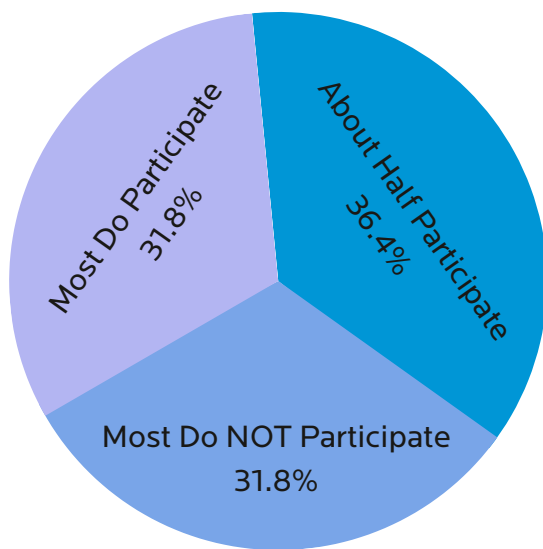
\$168.63 Average Online	\$2,603.02 Average Offline	\$218.40 Average Combined
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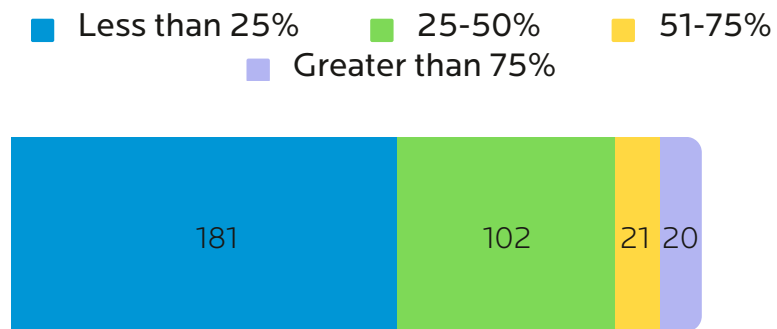
# Giving Insights

The following survey questions were asked of participating nonprofit organizations about their donors in relation to the 2022 Giving Challenge.

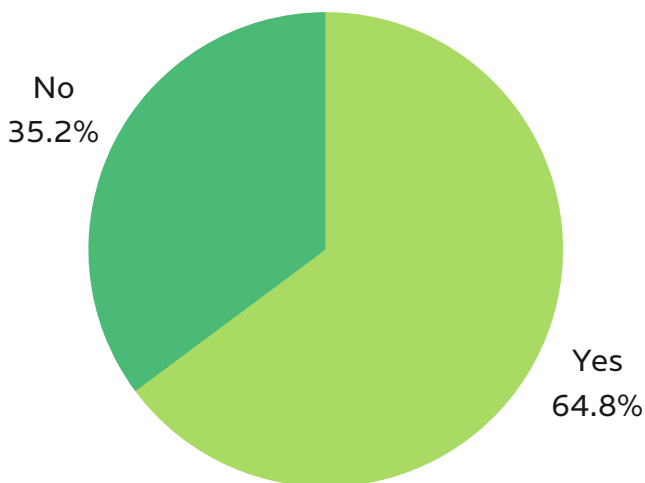
Based on feedback from your donors, select the statement that is true for the majority of your donors:



Provide an estimate of the percentage of 2022 Giving Challenge donors that were new/first time donors:



Does your organization have a donor stewardship plan for these new donors?



Top 5 Donor Stewardship Plans Among Nonprofits

1. Personalized Thank You Notes
2. Emails
3. Newsletters
4. Phone Calls
5. Tour/Event Invitations





# Organizational Performance

**\$14,365.03**

Average Amount Raised per Organization

**118**

Average Number of Donations per Organization

Organizations that had Peer-to-Peer fundraisers rallying for support raised about 60% more dollars than those without. Organizations with additional matches or challenges outside of The Patterson Foundation match raised about 78% more dollars than those that did not have additional matches.

Average Raised with Peer-to-Peer Fundraisers	Average Raised without Peer-to-Peer Fundraisers
\$26,729.80	\$10,822.56
Average Raised with Additional Matches/Challenges	Average Raised without Additional Matches/Challenges
\$50,080.24	\$11,103.11

# Small Organizations

## *Performance Analysis*

Number of Small Organizations: 225 | Classification: Expenses < \$65K

**\$1,298,036.18**

Total Raised by  
Small Organizations

**13,396**

Total Number of Donations  
Received by Small Organizations

**\$39,473.00**

Greatest Amount Raised  
by a Small Organization

**290**

Greatest Number of Donations  
Received by a Small Organization

**\$5,769.05**

Average Amount Raised  
per Small Organization

**60**

Average Number of Donations  
Received per Small Organization

**Note: These dollar amounts do not include The Patterson Foundation match received by participating Giving Challenge organizations.**

# Medium Organizations

## *Performance Analysis*

Number of Medium Organizations: 219 | Classification: Expenses \$65K - \$600K

**\$2,493,687.09**

Total Raised by  
Medium Organizations

**23,108**

Total Number of Donations  
Received by Medium Organizations

**\$78,140.00**

Greatest Amount Raised  
by a Medium Organization

**484**

Greatest Number of Donations  
Received by a Medium Organization

**\$11,386.70**

Average Amount Raised  
per Medium Organization

**106**

Average Number of Donations  
Received per Medium Organization

**Note: These dollar amounts do not include The Patterson Foundation match received by participating Giving Challenge organizations.**

# Large Organizations *Performance Analysis*

Number of Large Organizations: 225 | Classification: Expenses > \$600K

**\$6,335,624.42**

Total Raised by  
Large Organizations

**43,390**

Total Number of Donations  
Received by Large Organizations

**\$335,403.00**

Greatest Amount Raised  
by a Large Organization

**1,793**

Greatest Number of Donations  
Received by a Large Organization

**\$28,158.33**

Average Amount Raised  
per Large Organization

**193**

Average Number of Donations  
Received per Large Organization

**Note: These dollar amounts do not include The Patterson Foundation match received by participating Giving Challenge organizations.**

# Volunteer-Based Organizations

## *Performance Analysis*

Number of Volunteer-Based Organizations: 243

**\$1,661,636.65**

Total Raised by  
Volunteer-Based  
Organizations

**17,092**

Total Number of Donations  
Received by Volunteer-Based  
Organizations

**\$63,462.00**

Greatest Amount Raised  
by a Volunteer-Based  
Organization

**458**

Greatest Number of Donations  
Received by a Volunteer-Based  
Organization

**\$6,838.01**

Average Amount Raised  
per Volunteer-Based  
Organizations

**70.34**

Average Number of Donations  
Received per Volunteer-Based  
Organizations

**Note: These dollar amounts do not include The Patterson Foundation match received by participating Giving Challenge organizations.**

# Sectors

## Performance Analysis

### Sectors A - E

Sectors	Total Raised	Average Raised per Organization	Total Donors	Average # of Donors per Organization
Animals	\$1,289,115.31	\$44,452.25	11,988	428.14
Arts & Culture	\$2,249,460.12	\$45,907.35	17,096	348.90
Community Advocacy	\$1,527,922.69	\$19,340.79	12,602	159.52
Disability Services	\$639,630.68	\$18,275.16	4,853	36.00
Disaster Relief	\$188,896.00	\$23,612.00	1,757	219.63
Education	\$5,603,524.45	\$34,377.45	42,503	260.75
Emergency Response	\$387,786.00	\$17,626.64	3,667	166.68
Entrepreneurship	\$39,919.83	\$6,653.31	473	78.83
Environment	\$1,336,185.00	\$29,047.50	9,308	202.35

**Note: These dollar amounts do not include The Patterson Foundation match received by participating Giving Challenge organizations.**

# Sectors

## Performance Analysis

### Sectors F - S

Sectors	Total Raised	Average Raised per Organization	Total Donors	Average # of Donors per Organization
Family Violence Shelters	\$16,505.00	\$5,501.67	187	62.33
Health & Wellness	\$1,289,115.31	\$44,452.25	11,988	428.14
Homelessness & Housing	\$952,095.21	\$18,668.53	7,679	150.57
LGBTQ+	\$124,938.88	\$24,987.78	817	163.40
Poverty & Hunger	\$1,192,285.96	\$23,845.72	9,202	184.04
Religion	\$1,026,394.39	\$38,014.61	7,089	262.56
Racial Equity	\$51,185.00	\$8,530.83	459	76.50
Seniors	\$729,647.00	\$26,058.82	4,450	158.93
Social Justice	\$527,297.00	\$13,520.44	4,649	11.21
Substance Abuse	\$308,690.25	\$16,246.86	2,866	150.84

**Note: These dollar amounts do not include The Patterson Foundation match received by participating Giving Challenge organizations.**



# Sectors

## Performance Analysis

### Sectors V - Y

Sectors	Total Raised	Average Raised per Organization	Total Donors	Average # of Donors per Organization
Veterans	\$602,063.43	\$18,814.48	4,927	153.97
Women's Issues	\$498,757.33	\$19,950.29	3,887	155.48
Youth	\$3,245,563.23	\$29,505.12	25,985	236.23

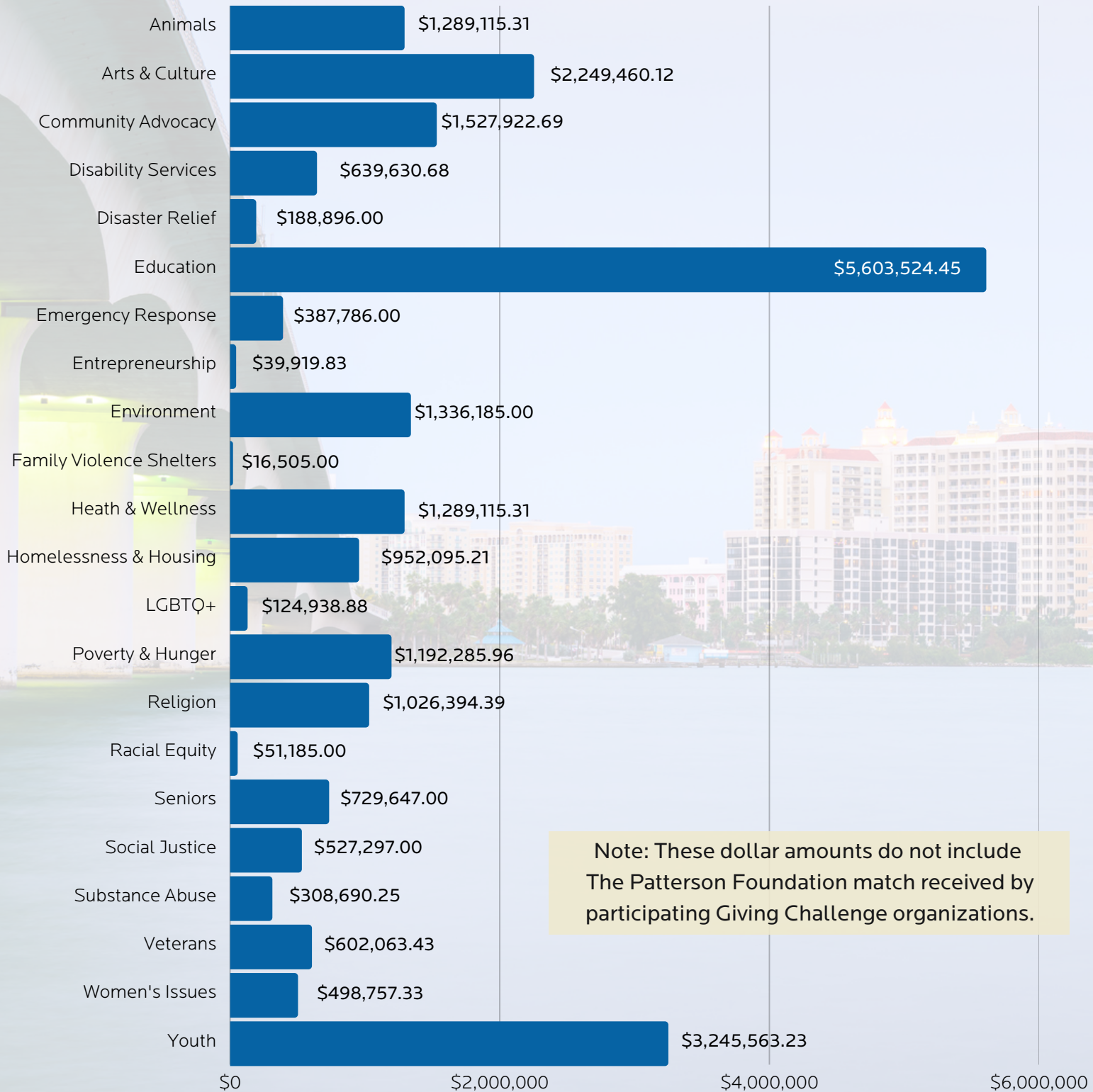


**Note: These dollar amounts do not include The Patterson Foundation match received by participating Giving Challenge organizations.**

# Sectors

## Performance Analysis

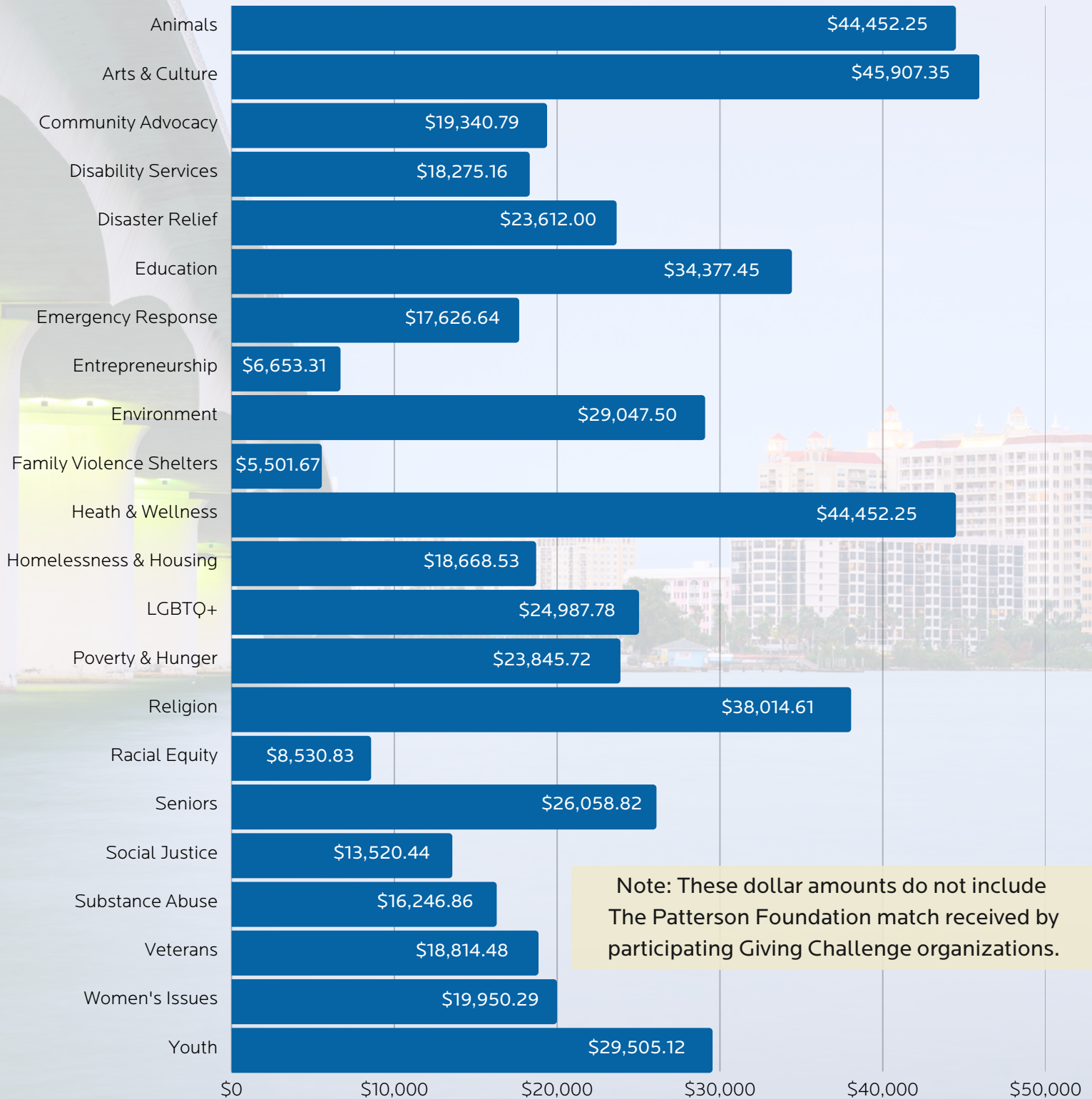
### Total Raised by Each Sector



# Sectors

## Performance Analysis

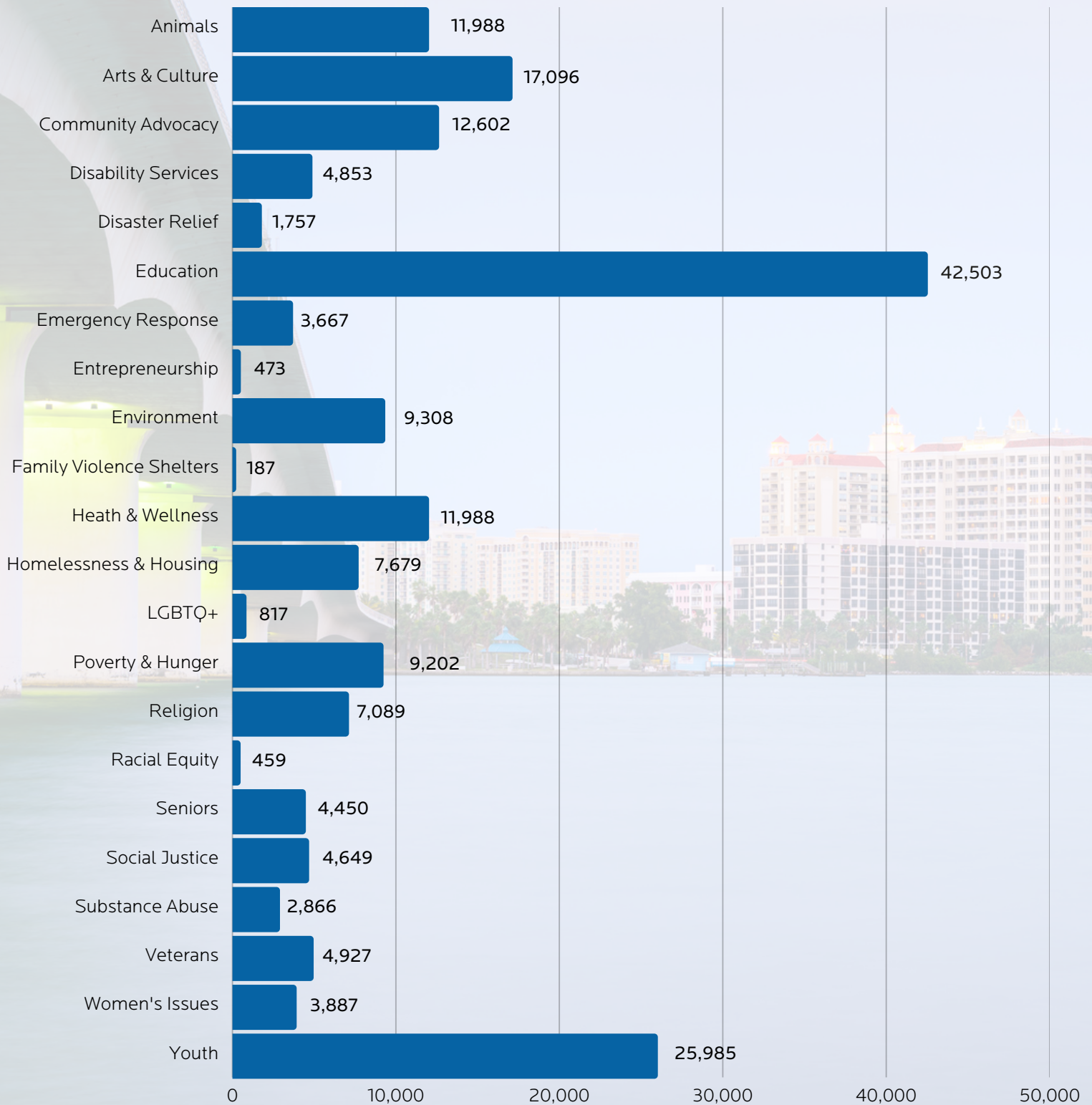
### Average Raised per Organization by Each Sector



# Sectors

## Performance Analysis

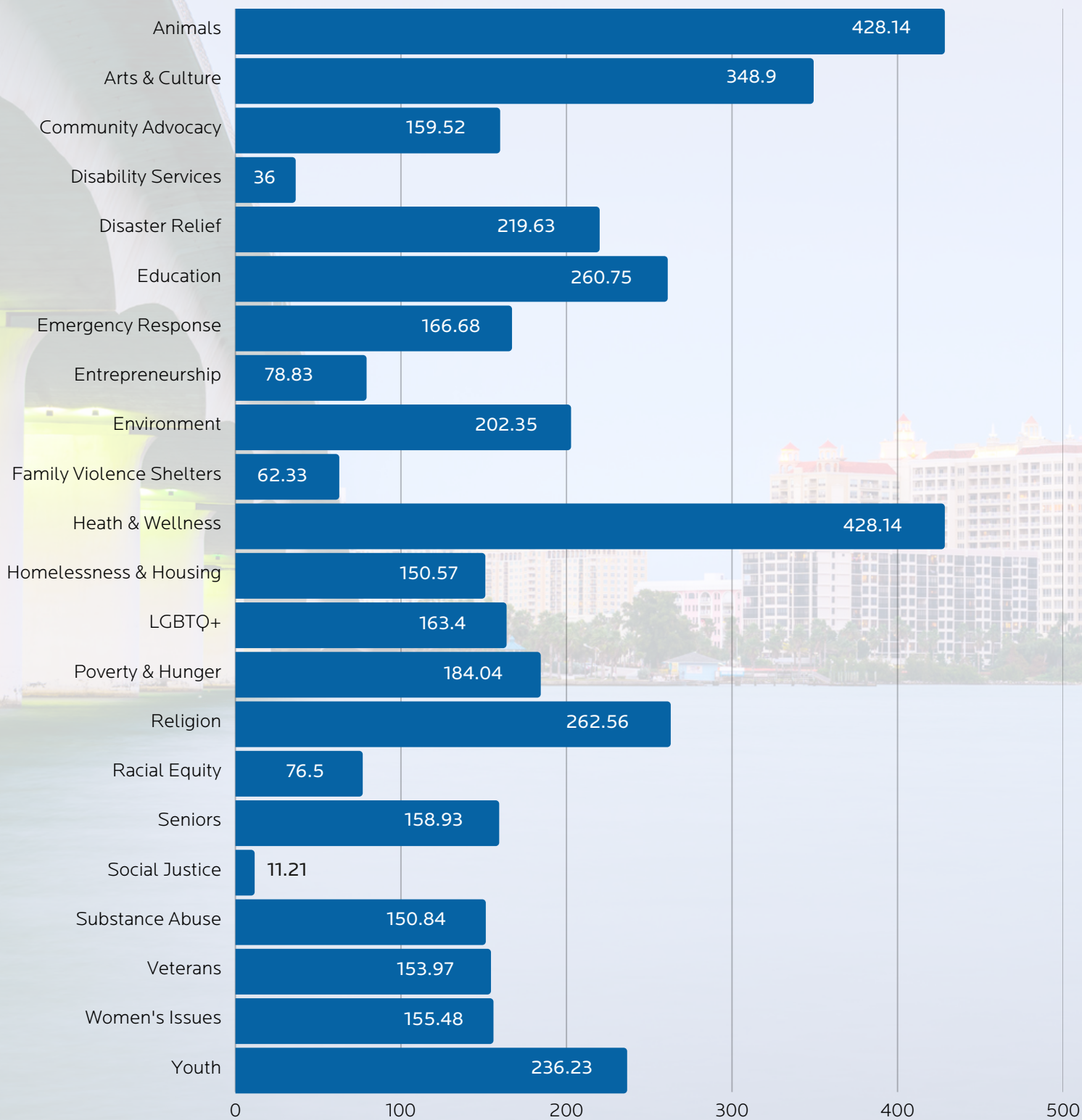
Total Donors by Each Sector



# Sectors

## Performance Analysis

Average # of Donors per Organization by Each Sector



# Fundraising

**74.07%**

Of organizations set fundraising goals

## Of Those that Set Fundraising Goals:

**14.17%** Exceeded goal expectations

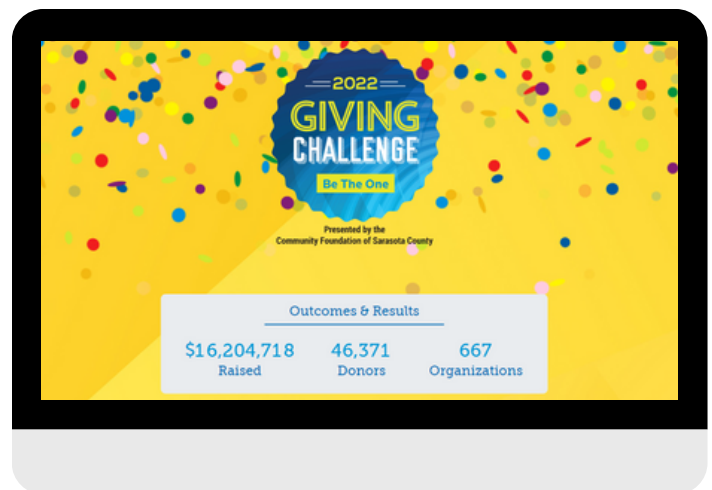
**39.17%** Met goal expectations

**46.67%** Did not meet goal expectations

Matches: **30%** Reported that their fundraising goal included matches



66.07% included only The Patterson Foundation match in their goals, 4.17% included a match and/or challenge specific to their organization, and 29.76% included both of these in their goal setting.



**22  
PRIZE  
CATEGORIES**

**\$225,000  
AWARDED**



**267**

Prize Recipients

**40%**

Award Rate for  
Participating Giving  
Challenge Nonprofits

**15**

Application-Based  
Prize Categories

**251**

Application-Based  
Prize Applicants

**94**

Application-Based  
Prize Recipients

**37.45%**

Award Rate for  
Application-Based  
Prize Applicants



# 28.09%

## of survey respondents applied to 2022 Giving Challenge Application-Based Prizes

### Frequency of Number of Prizes Applied For:

One Prize: 36

Two Prizes: 20

Three Prizes: 26

Four Prizes: 3

Five Prizes: 4

Six Prizes: 1

### Most Popular Prizes :

Best Video Commercial

Best Use of Social Media

Best Overall Campaign

Best 2020 Story

Best Board Member Engagement

### Least Popular Prizes:

Best Peer-to-Peer Fundraising

Best Nonprofit Partnership

Best Turnaround

Best Online Event





# Partnerships

The 2022 Giving Challenge saw an increase in partnerships for organizations. In 2022, 18.21% of nonprofits partnered with another nonprofit organization during the Giving Challenge, an increase from 12% in 2020. In 2022, 10% of organizations partnered with a business, an increase from 6% in 2020.

## 18.21%

Partnered with one or more other nonprofit organizations.

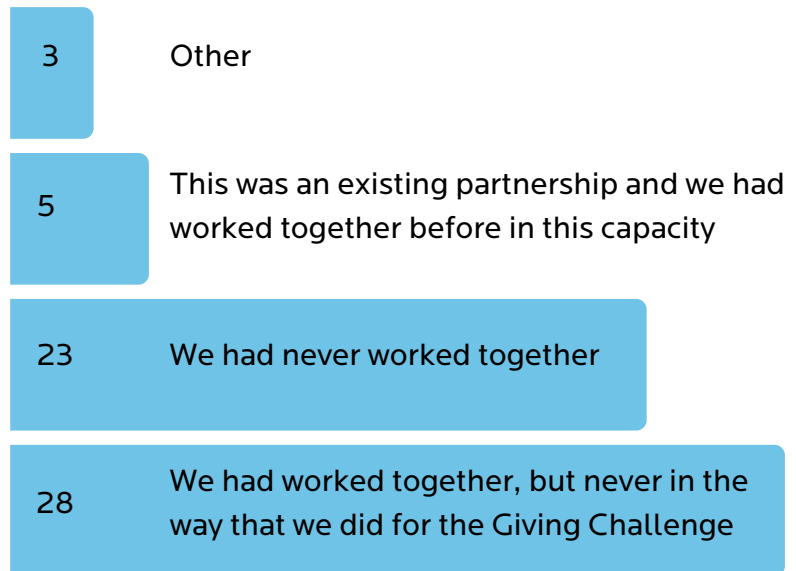


## 10%

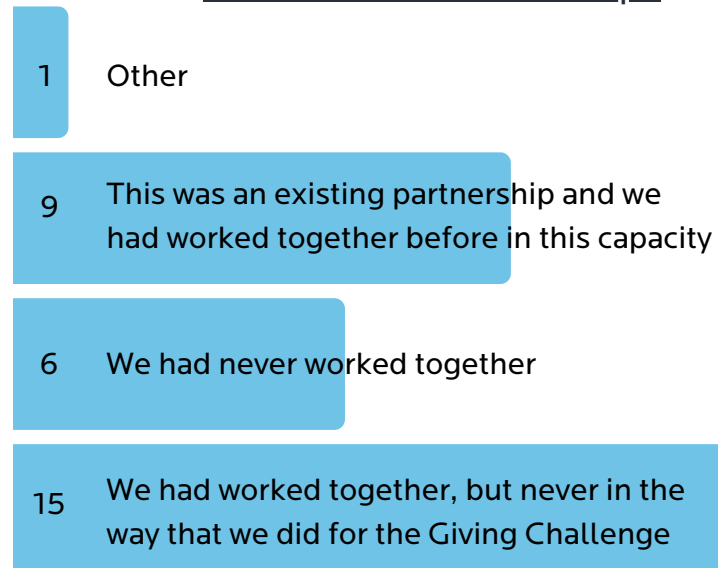
Partnered with one or more businesses.



Had you partnered with that organization in the past, or was this a new relationship?



Had you partnered with that business in the past, or was this a new relationship?



# Responses to Why the Nonprofit Partnership Was Beneficial:



# Capacity Building

More than 77% of survey respondents felt that participating in the 2022 Giving Challenge helped or will help their organization build capacity. When asked how the Giving Challenge has helped them, these were some of the responses given:

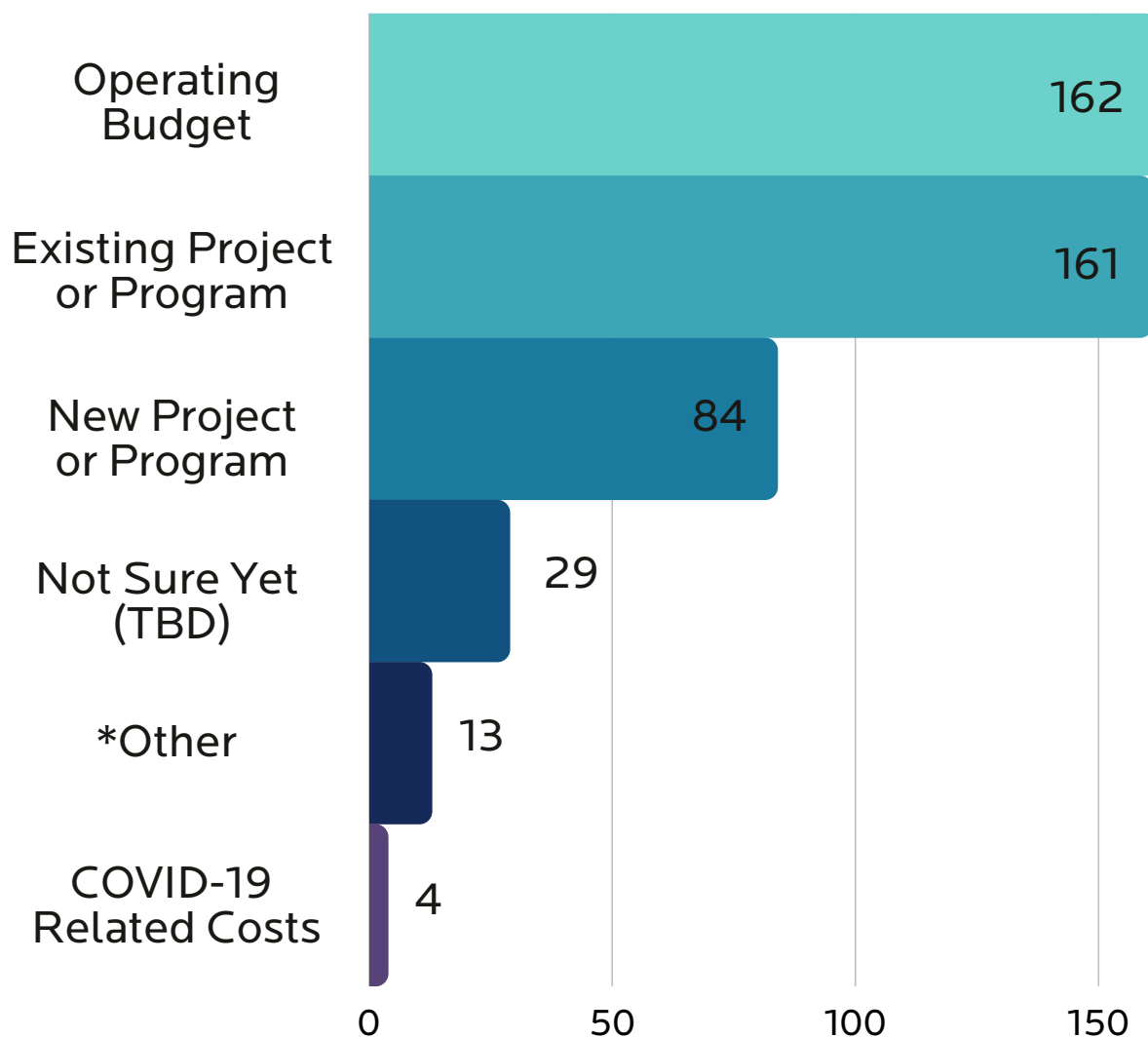
- "It allowed us to reach new donors and hopefully retain those donors to keep growing."
- **"We extended our reach in the community."**
- "We were able to support a local project with the funds raised."
- "By allowing us to partner with new organizations and reach new supporters as well as provide funding for our lifesaving mission."
- "Forming deeper partnerships with the faith community and organizations."
- **"Unrestricted support is critical to our financial stability."**
- "The funds are used for scholarships for local students. This has been imperative for new and continued growth."
- **"Obtain new donors."**
- "We lacked email addresses and it provided access to significant email contacts so we can shift our communication to primarily digital."
- "We gain over 89 donors and gain new social media followers with the campaign."
- "We have a new location which this is helping us sustain as we gain new donors in the area of the new location."
- **"Will be able to assist more people."**
- "Funds were used for our operating budget and to continue our main program."
- **"The 2022 Giving Challenge helped us engage with a whole new demographic outside of our patron base."**
- "By engaging the board in fundraising efforts."
- "Reminded us the importance of teamwork, cooperation and communication."
- **"Participating earns us some credibility and visibility."**



# Capacity Building

Below is a chart showing the many ways 2022 Giving Challenge participants plan to use the funds raised for their organizational needs.

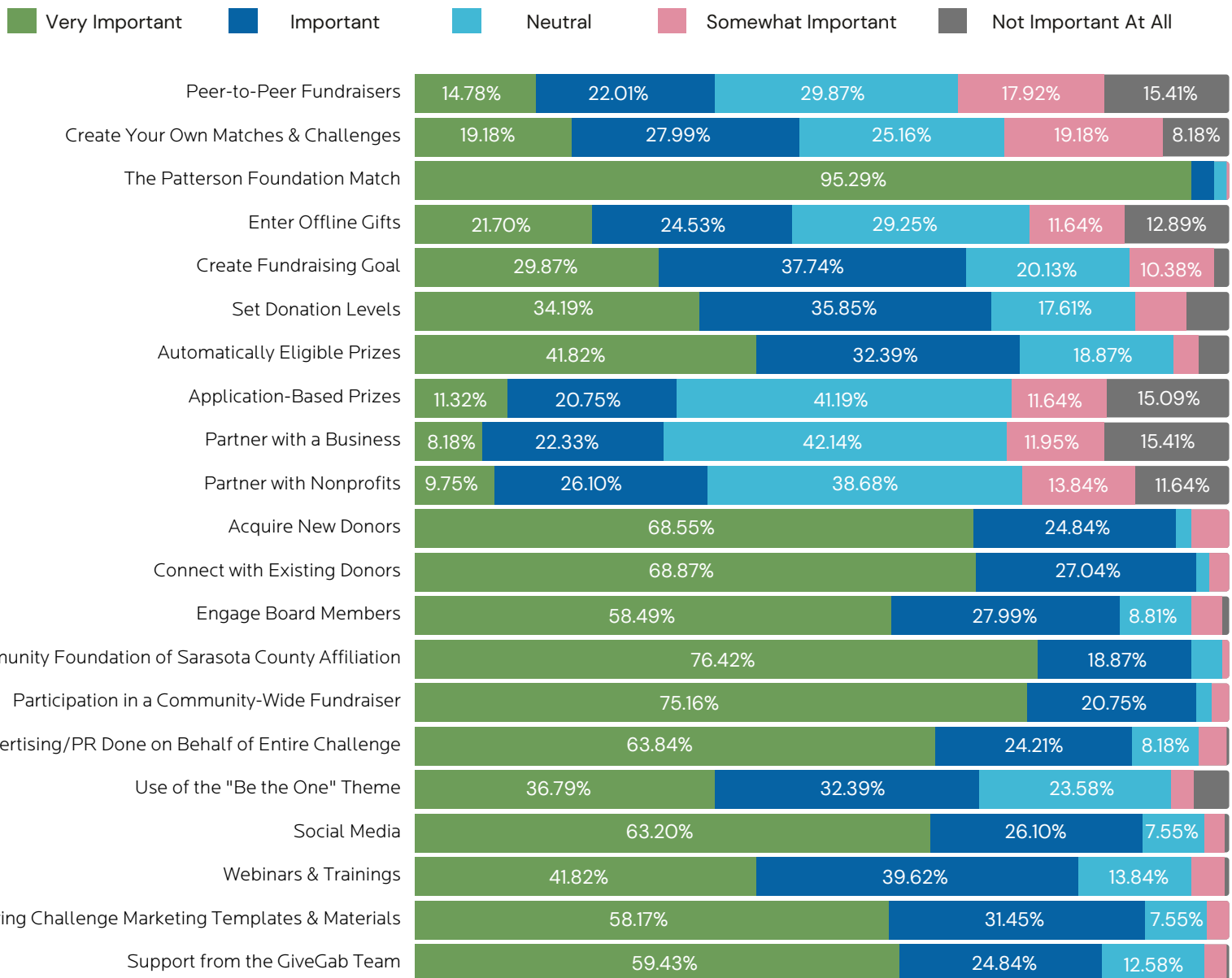
## Fund Allocation Plans for Giving Challenge Participants



\*Other examples included professional development for staff, technology upgrades, building improvements and capital campaigns, etc.

# Capabilities & Offerings

Organizations were asked to rate on a 5 point scale the importance of certain capabilities & offerings available to them during the Giving Challenge.



Capabilities and offerings such as The Patterson Foundation match, acquiring new donors, being affiliated with the Community Foundation of Sarasota County, and participating in a community-wide fundraising event were considered very important to the majority of survey respondents.

# Suggestions

In addition to rating capabilities and offerings available during the 2022 Giving Challenge, survey respondents were asked to provide open-ended feedback on suggestions to consider enhancing future challenges.

## Suggestions for Future Tools & Training Offerings:

Marketing Ideas

Using the GiveGab Platform

How to Partner with a Business

Best Online Fundraising Practices

Board Engagement Tips

How to Partner/Connect with Other Nonprofits

Peer-to-Peer Fundraising Tips

Social Media

Donor Stewardship

Other

## Suggestions for Enhancing the Impact of the Giving Challenge:

- Have more presence in counties outside of Sarasota (i.e. Charlotte)
- Partner with other organizations that provide matches
- Assist organizations in partnering together to increase impact
- Have mini sessions about the Giving Challenge
- Increase publicity on TV, radio etc.
- Reduce volume of prize categories & streamline varying deadlines
- Provide organizational-sized based trainings
- Publish stories of impact after the challenge
- Create a Giving Challenge nonprofit mentorship program



Thank you for a wonderful  
2022 Giving Challenge!



COMMUNITY  
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of Sarasota County