



Boundless

**GIVE
MORE 24!**

COMMUNITY FOUNDATION SOUTHWEST WASHINGTON

2021 Community Report



Donations Raised
\$1,892,241

Matching Funds Fulfilled
\$1,439,540

Nonprofit Prizes Awarded
\$26,000

Total Funds Raised
\$3,357,781



The Takeaway

Following a historic, record-setting year, it was hard to say what Give More 24! could accomplish in 2021. The relentless grip of COVID-19 put strains on nonprofit capacity and funding. As a result, fewer nonprofits were able to participate in the event. Yet, those that showed up were deeply committed and set even higher expectations. On average, these incredible nonprofits managed to engage more donors per organization. Speaking of donors, those who contributed were more generous than ever.

Together, these extra efforts pushed Give More 24! over its fundraising goal for the fifth straight year. It took until the eleventh hour, but again this community proved what is possible when we all give more at the same time. To date, Give More 24! has now helped nonprofits raise more than \$12 million and inspired more than 50,000 gifts to local causes. Every last gift and every single dollar has added to the Boundless impact our local nonprofits create in Southwest Washington.

6,609

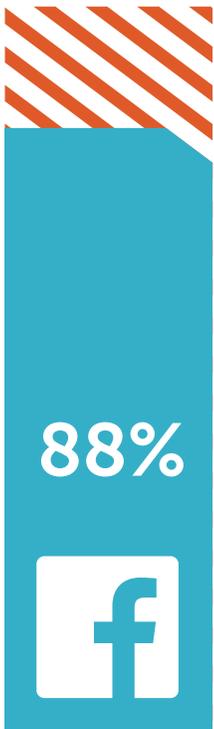
Donors

- 11 fewer donors than 2020
- 409 matching donors
- 347 peer-to-peer fundraising champions
- 1,647 peer-to-peer campaign donors

11,234

Gifts

- Average online gift was \$166 (online donations/# of online gifts)
- Average total donation was \$292 (online donations/# of online donors)
- 15% increase from 2020
- 75 fewer gifts than 2020
- Sizes ranging from \$5 to \$20,000



Social media accounted for 25% of traffic to the website during the campaign with Facebook referring an amazing 88% of that traffic.

Time-Based Performance*

- \$115.663 average raised per hour
- \$1,927 average raised per minute
- Averaged one gift every 7 seconds

Hour	Dollars	(Cumulative)	Gifts	(Cumulative)
12am - 1am	\$14,755	\$14,755	73	73
1am - 2am	\$1,230	\$15,985	9	82
2am - 3am	\$1,960	\$17,945	10	92
3am - 4am	\$1,225	\$19,170	7	99
4am - 5am	\$1,375	\$20,545	20	119
5am - 6am	\$16,711	\$37,256	43	162
6am - 7am	\$24,142	\$61,398	164	326
7am - 8am	\$79,275	\$140,673	293	619
8am - 9am	\$148,780	\$289,453	628	1,247
9am - 10am	\$90,950	\$380,403	627	1,874
10am - 11am	\$106,912	\$487,316	646	2,520
11am - 12pm	\$90,160	\$577,476	567	3,087
12pm - 1pm	\$88,623	\$666,099	548	3,635
1pm - 2pm	\$96,683	\$762,782	579	4,214
2pm - 3pm	\$120,267	\$883,049	667	4,881
3pm - 4pm	\$61,222	\$944,271	480	5,361
4pm - 5pm	\$115,474	\$1,059,745	728	6,089
5pm - 6pm	\$162,636	\$1,222,381	686	6,775
6pm - 7pm	\$103,414	\$1,325,795	459	7,234
7pm - 8pm	\$82,366	\$1,408,161	591	7,825
8pm - 9pm	\$104,671	\$1,512,832	581	8,406
9pm - 10pm	\$75,839	\$1,588,671	462	8,868
10pm - 11pm	\$57,720	\$1,646,391	329	9,197
11pm - 12am	\$42,647	\$1,689,039	216	9,413

* Data represents the 24-hour giving day, which excludes dollars and gifts provided during early giving, as well as matching funds.

Geographic Data

Overall Reach

- National
48 States + D.C. & Puerto Rico
- Global
Australia, Canada, China, U.S.A., Wales
- Furthest Gift
Menai, New S. Wales Australia (7,683mi)

Gifts by City

- Vancouver (54.87%)
- Longview (7.92%)
- Camas (5.48%)
- Ridgefield (5.21%)
- Battle Ground (4.00%)
- Other SW WA Cities .. (9.78%)
- Remainder* (12.75%)

*Other cities across the Portland-metro region contributed 5.24% of overall gifts.

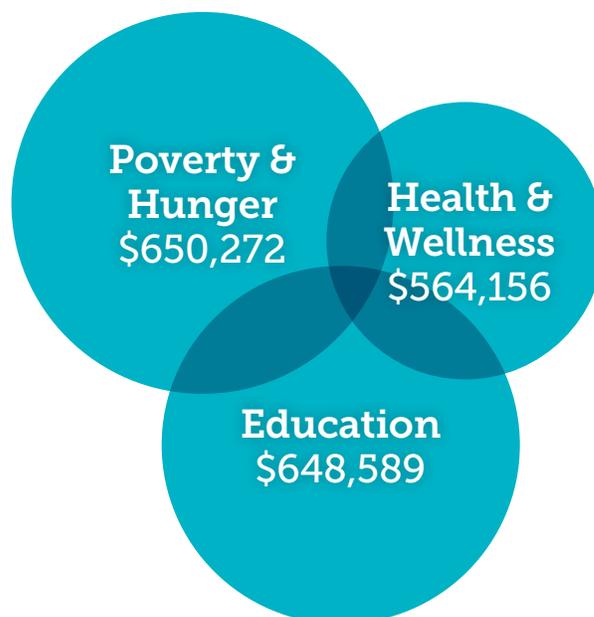
87%

of gifts were received from Clark, Cowlitz & Skamania counties

Leading Causes

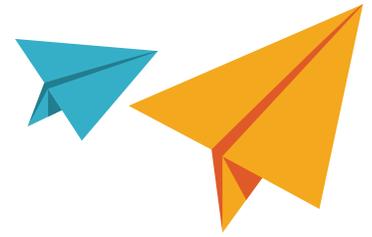


Total Donors



Funds Raised

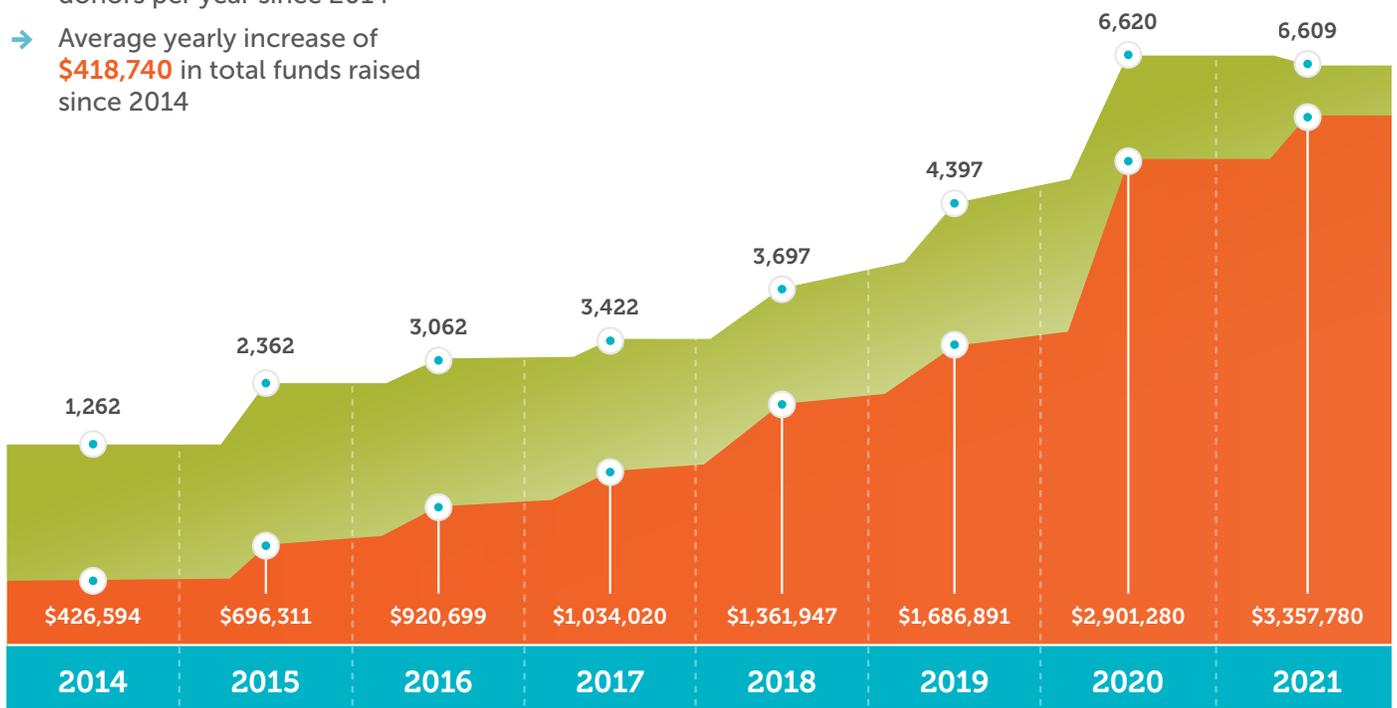
Nonprofit Performance



- 207 nonprofits supported
- 10% of nonprofits were new participants
- 409 matching gifts procured by 128 nonprofits
- Average raised per nonprofit was \$16,221
- 25% increase from 2020
- Average raised by nonprofits with peer-to-peer fundraiser campaigns was \$25,643
- Average raised by nonprofits with a match was \$23,976
- Hosted 20 virtual and socially distanced events during a pandemic

Give More 24! Over the Years

- Average yearly increase of 763 donors per year since 2014
- Average yearly increase of \$418,740 in total funds raised since 2014



● Total Funds Raised
 ● Total Donors

2021 Leaderboards

Overall

Most Raised

Share	\$109,426
Clark County Food Bank	\$97,128
Our Lady of Lourdes Catholic School	\$91,060
FISH of Vancouver	\$78,474
iUrban Teen	\$76,310
Free Clinic of Southwest Washington	\$74,732
Boys & Girls Clubs of Southwest Washington	\$73,124
Seton Catholic College Prep	\$70,185
Open House Ministries	\$69,385
Council for the Homeless	\$69,255

Most Donors

Agape Christian Academy	333
Share	251
Lower Columbia School Gardens	233
Clark County Food Bank	214
Our Lady of Lourdes Catholic School	211
Planned Parenthood Columbia Willamette	209
iUrban Teen	196
Humane Society for Southwest Washington	178
Family Promise of Clark County	165
Clark County REALTORS® Foundation	159

Large Category

Most Raised

Share	\$109,426
Clark County Food Bank	\$97,128
Our Lady of Lourdes Catholic School	\$91,060
Boys & Girls Club of Southwest Washington	\$73,124
Seton Catholic College Prep	\$70,185
Open House Ministries	\$69,385
Council for the Homeless	\$69,255
Planned Parenthood Columbia Willamette	\$60,987
Northwest Association for Blind Athletes	\$60,198
Children's Center	\$60,037

Most Donors

Share	251
Clark County Food Bank	214
Our Lady of Lourdes Catholic School	211
Planned Parenthood Columbia Willamette	209
Humane Society for Southwest Washington	178
Council for the Homeless	158
Meals on Wheels People	145
Open House Ministries	139
Boys & Girls Clubs of Southwest Washington	135
Lutheran Community Services Northwest	131

Medium Category

Most Raised

FISH of Vancouver	\$78,474
iUrban Teen	\$76,310
Free Clinic of Southwest Washington	\$74,732
Options360° Women's Clinic.....	\$62,306
Family Promise of Clark County.....	\$61,900
Lighthouse Financial Foundation	\$60,780
St. Vincent de Paul Society Vancouver Conference	\$55,885
Agape Christian Academy	\$55,120
Columbia River Mental Health Services.....	\$54,199
Evergreen Habitat for Humanity.....	\$53,856

Most Donors

Agape Christian Academy	333
Lower Columbia School Gardens	233
iUrban Teen	196
Family Promise of Clark County	165
Evergreen Habitat for Humanity.....	142
Ke Kukui Foundation	135
Lutheran Community Services Northwest.....	131
Free Clinic of Southwest Washington	125
FISH of Vancouver	119
Family Promise of Cowlitz County	112

Small Category

Most Raised

North County Community Food Bank	\$63,443
Clark County REALTORS® Foundation	\$35,945
FISH of Cowlitz County	\$35,665
Southwest Washington Symphony.....	\$34,540
St. Vincent de Paul Society at St. John the Evangelist	\$20,625
Greater Clark County Rotary Foundation	\$20,160
Bike Clark County	\$18,855
Community Roots Collaborative.....	\$18,239
Longview Outdoor Gallery	\$14,468
Battle Ground Adventist Community Services	\$14,028

Most Donors

Clark County REALTORS® Foundation	159
Southwest Washington Symphony.....	109
Community Roots Collaborative.....	82
Longview Outdoor Gallery	81
Lelooska Foundation.....	79
Deaf Education Advocates Foundation	70
Bike Clark County	64
St. Vincent de Paul Society at St. John the Evangelist	60
North County Community Food Bank.....	59
Columbia Play Project.....	59

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