



2022 REPORT TO THE COMMUNITY

Celebrating a day — and a decade — of inspiring philanthropy in the Sacramento region!





ShepHeroes highlighted BDOG sponsors in its photos

THANK YOU!

Only with the help of community partners could the Sacramento Region Community Foundation facilitate this region-wide philanthropic effort and award over \$100,000 in prizes that 718 nonprofits used to organize their campaigns, rally their donors, and stretch every dollar raised during Big Day of Giving!

ON THE COVER AND THIS PAGE: BIG DAY OF GIVING MOMENTS FROM THE BDOG2022 PARTNERS CELEBRATION, SACRAMENTO CHILDREN'S MUSEUM, YOLO FOOD BANK, AND SHEPHEROES



Cannady-Ford
Family Fund



JAMES & SUSAN
MCCLATCHY
FUND

- MEDIA PARTNERS**
- Capital Public Radio
 - Clear Channel Outdoor
 - CrossingsTV
 - iHeart Media
 - Inside Publications
 - KVIE
 - Marquee Media
 - OutWord
 - RSE
 - Sacramento Internet Marketing Agency
 - Sacramento365
 - Sactown Magazine
 - Scribe Digital Creative Agency
 - The Sacramento Bee

\$13.4 million

given by 30,700 donors,

who made 54,000 gifts

to 718 local nonprofits

during Big Day of Giving.

That's \$78 million

raised since 2013!



**Big
Day of
Giving**

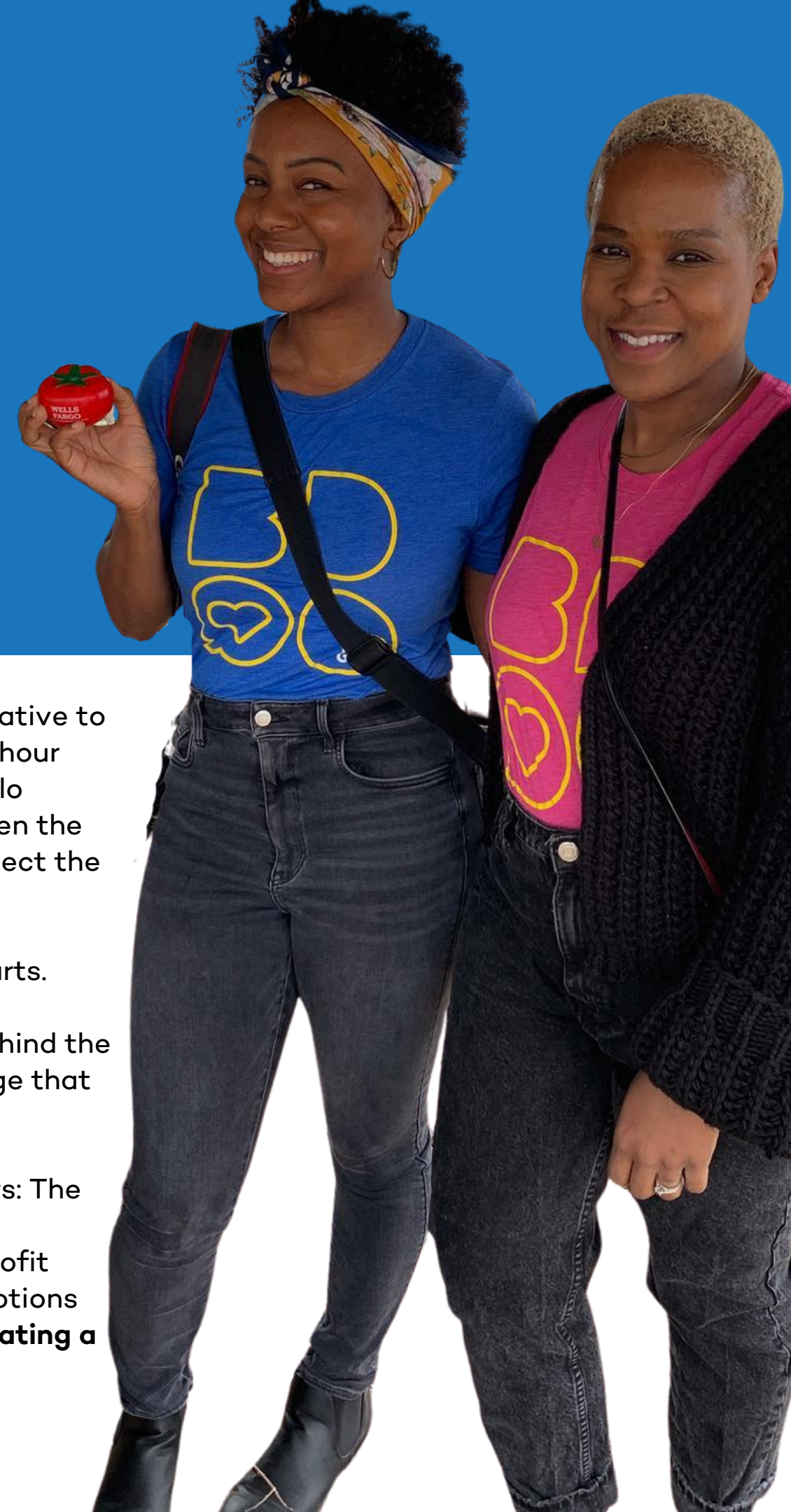
MAY 5



A program of the Sacramento Region Community Foundation's initiative to grow local philanthropy, Big Day of Giving (BDOG) is an annual, 24-hour giving movement that unites El Dorado, Placer, Sacramento, and Yolo counties to raise unrestricted funds for organizations that strengthen the capital area — and a year-round capacity building program to connect the nonprofit sector.

During Big Day of Giving 2022, generous people gave from their hearts. After two years marked by hardship and in the midst of continued economic uncertainty, tens of thousands of our neighbors rallied behind the nonprofits that help make our community strong and sent a message that the work of nonprofits matters!

Big Day of Giving's success is more than headline-grabbing numbers: The real magic is how it fosters ties between people and place, between neighbors. Research has shown that communities with robust nonprofit sectors exhibit greater well-being, more expressions of positive emotions and more supportive relationships among community members. **Creating a more connected region is Big Day of Giving's true legacy!**



BIG DAY OF GIVING MOMENTS FROM THE SACRAMENTO REGION
COMMUNITY FOUNDATION TEAM

BIG DAY OF GIVING MOMENTS FROM
HABITAT FOR HUMANITY OF GREATER
SACRAMENTO; BLACK WOMEN UNITED;
THE FOUNDATION'S COMMAND CENTER;
2022 PARTNERS CELEBRATION



DONORS

GENEROSITY THRIVES
IN OUR REGION

Local nonprofits do so much to foster a healthy, vibrant, and equitable Sacramento region, but they've been hard-hit by cascading crises over the past two years — including the bite of inflation in 2022. Area donors know this. They heard the call to give on Big Day of Giving, and they responded — big time.

"I love giving to the handful of charities that are in our hearts, and I appreciate the ability to give through one portal."

— 2022 BDOG donor

BIG DAY OF GIVING MOMENTS FROM SINGLE MOM STRONG AND SACRAMENTO ROLLER DERBY

75%

OF DONORS REPORT THEY'LL GIVE AGAIN TO THE CAUSES THEY SUPPORTED

In addition, 31% of donors report they gave to a nonprofit for the first time. Big Day of Giving continues to be a strong avenue for nonprofits to engage current supporters and acquire new donors, an essential element of sustaining their missions and impact.



51%

OF DONATIONS WERE \$50 OR LESS

Big Day of Giving invites everyone in our community to give to causes they care about. Even the smallest gifts, when pooled together, make a big impact for local nonprofits.

769

DONOR-BUILT FUNDRAISING PAGES

The fundraising pages donors created raised over \$1 million combined, with an average of \$1,305 and median of \$526.

NONPROFITS

STRONG SECTOR, STRONG REGION

Big Day of Giving's impact is greater than a single day.

In addition to helping nonprofits raise much-needed unrestricted funds, BDOG also provides year-round opportunities for organizations to strengthen their work through trainings focused on donor engagement, board development, and storytelling — capacities that support their abilities to advance their work in our region year-round. Over 1,000 people participated in our 24 trainings and events in 2022.

Stronger nonprofits are better able to achieve meaningful change in our community. That's the real measure of Big Day of Giving's success.

BIG DAY OF GIVING MOMENTS FROM WIDE OPEN WALLS; PROJECT OPTIMISM; ROBERTS FAMILY DEVELOPMENT CENTER; CHILD ADVOCATES OF PLACER COUNTY



32%

**MORE FUNDS RAISED
BY ORGANIZATIONS
THAT ATTENDED
BDOG2022 TRAININGS,
ON AVERAGE**

More than 85% of attendees said they felt better prepared for Big Day of Giving after attending the trainings. Bottom line: Trainings make a difference for local nonprofits!



There is truly something 'bigger' that occurs during Big Day of Giving, especially for the young people in our programs. As one Lifelong youth put it while watching our donor count rise on May 5, 'you see, they have our back!' Yes, 'they' most certainly do.

Big Day of Giving creates a powerful feeling of confidence and connection for our youth. They understand there is a community that cares for them, and they understand they are most certainly part of the community. Never have we felt so much momentum as an organization. It takes a village...and we have one!



Project Lifelong
\$53,483 raised
\$50,000 goal
501 donors

— Sean LaTour-Jarquin, Co-Founder and Executive Director of Project Lifelong, which provides experiential programs that embrace community and celebrate self-expression for area youth. He and Lifelong alumnus David are pictured above.





Our participation in Big Day of Giving resulted in media coverage that helped bring attention to the increasing number of injured, orphaned, and sick wildlife in our region. This brought not only new donors, but most importantly, awareness of our free rehabilitation services.



Gold Country Wildlife Rescue

\$92,437 raised

\$60,000 goal

531 donors

— Sallysue Stein, Founder and Acting Executive Director of Gold Country Wildlife Rescue, which cares for injured, orphaned, and sick wildlife rescued throughout all of Northern California.



THANK YOU, MENTORS!

Big Day of Giving Mentors are seasoned nonprofit professionals who help other participants fortify essential skills needed for a successful giving day.

290

HOURS GIVEN BY BDOG2022 MENTORS

The insights of Mentors strengthened the skills of others in our region's social sector in advance of Big Day of Giving.

BIG DAY OF GIVING MOMENTS FROM THE 2022 PARTNERS CELEBRATION AND BDOG LIVE EVENTS WITH MENTORS

- Mayra Aguilar, CASA El Dorado County
- Kaitlyn Bathke, Leukemia & Lymphoma Society
- Amanda Bloom, Health Education Council
- Julie Bornhoeft, WEAVE
- Larisa Bryski, Girls Rock Sacramento
- Allison Cagley, Friends of Sacramento Arts
- Marisa DeSalles
- Kimberly Diaz, American Red Cross
- Tonya Goins, First Tee of Greater Sacramento
- Nick Houser
- Melissa Kelley
- Licia King, CCHAT
- Maryrose McCoy
- Rachel Minnick, PRO Youth and Families
- Linda Revilla, Meals on Wheels by ACC
- Susan Reynolds, Friends for Survival, Inc.
- Julie Rhoten, Stanford Settlement Neighborhood Center
- Colette Rice
- Allison Stelly
- Meghan Toland, Sacramento Children's Museum
- Kara Walker, Placer Land Trust
- Mackenzie Wieser, Sacramento Splash



DATA

JUST THE FACTS

During Big Day of Giving 2022, 718 nonprofits raised \$13.4 million from 30,700 donors who gave 54,000 gifts.

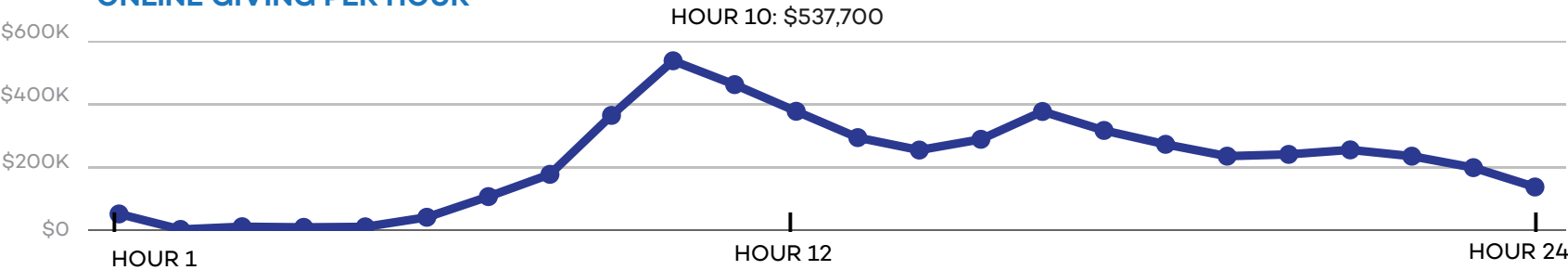
DOLLARS GENERATED DURING BDOG2022*	AMOUNT (\$)
ONLINE DONATIONS	7,128,542
Donations made at www.bigdayofgiving.org	
NONPROFIT MATCHES	2,176,515
Matching funds raised by nonprofit participants	
OFFLINE DONATIONS	2,773,773
Donations made directly to nonprofits, not via www.bigdayofgiving.org	
DONOR ADVISED FUND DONATIONS	1,077,588
Gifts from charitable funds at the Sacramento Region Community Foundation and the Yolo Community Foundation	
SPONSORS	102,540
Funds that make up the prize pool and support the event's programming	
COMPANY MATCHES	132,000
Funds from area employers to support employee and/or client giving, including the Golden 1 Credit Union match	
TOTAL	13,390,958

*Preliminary. Subject to credit card reconciliation and match allocations.

In the days following May 5, donors gave an additional \$200,000 to nonprofits on the website. While these donations aren't added to leaderboard tallies, they illustrate the residual impact of nonprofits' Big Day of Giving outreach — and donors' enduring generosity!

AVERAGES + MEDIANS (FOR ONLINE DONATIONS)	
AVERAGE GIFT	\$186
MEDIAN GIFT	\$50
AVERAGE NUMBER OF DONATIONS PER NONPROFIT	75
MEDIAN NUMBER OF DONATIONS PER NONPROFIT	39
AVERAGE RAISED PER ORGANIZATION	\$9,977
MEDIAN RAISED PER ORGANIZATION	\$4,863

ONLINE GIVING PER HOUR



RESULTS BY NONPROFIT MISSION CATEGORY	TOTAL AMOUNT RAISED		ORGANIZATION AVERAGE	
	2022(\$)	AGAINST 2014-2021 AVERAGE	2022(\$)	AGAINST 2014-2021 AVERAGE
CATEGORY (# OF ORGS IN 2022)				
Human Services (109)	2,950,525	▲ 96%	27,069	▲ 71%
Arts & Culture (130)	1,755,179	▲ 19%	13,501	▲ 11%
Animal (57)	1,319,572	▲ 93%	23,150	▲ 23%
Housing/Shelter (26)	985,366	▲ 282%	37,898	▲ 219%
Food, Agriculture & Nutrition (21)	951,359	▲ 66%	37,200	▲ 74%
Youth Development (67)	781,218	▲ 61%	14,199	▲ 40%
Education (84)	756,215	▲ 30%	9,002	▲ 22%
Environment (29)	597,093	▲ 25%	20,589	▲ 19%
Health (44)	547,408	▲ 46%	12,441	▲ 46%
Community Improvement (44)	277,778	▲ 24%	6,313	▼ -1%
Civil Rights, Social Action & Advocacy (33)	257,640	▲ 51%	7,807	▼ -9%
Mental Health & Crisis Intervention (24)	251,163	▲ 115%	10,465	▲ 49%
Philanthropy (16)	133,706	▲ 60%	8,356	▲ 4%
Recreation (15)	64,360	▼ -4%	4,290	▼ -40%
Public Safety & Disaster Preparedness (9)	49,510	▲ 11%	5,501	▼ -8%
Economic Development (9)	42,883	0%	4,764	▼ -53%

Yolo Food Bank is humbled by the outpouring of support to charitable causes throughout the region from compassionate donors during this record-breaking Big Day of Giving. This outcome offers a tremendous opportunity to reframe the way we all view philanthropy. The pie just got larger for everyone.



Yolo Food Bank
\$371,809 raised
\$350,000 goal
687 donors

— Michael Bisch, Executive Director of Yolo Food Bank, which aims to increase food and nutrition security and create an equitable and sustainable local food system. This year, Yolo Food Bank topped the leaderboard!

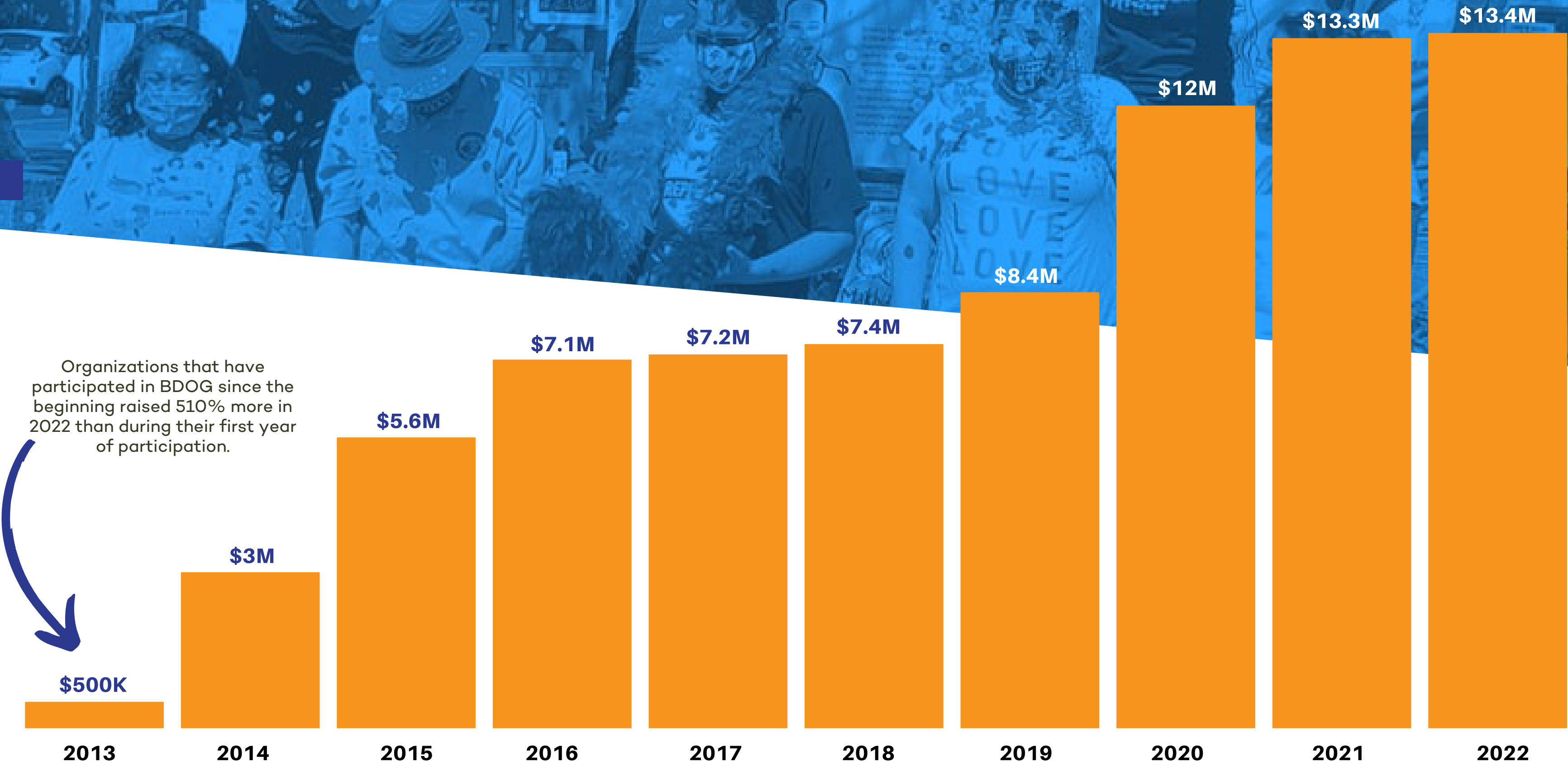
BIG DECADE OF GIVING

Over the past 10 years, Big Day of Giving has been a game-changer for philanthropy in the Sacramento region. It's helped over 700 local organizations and over 60,000 donors make a difference in our community. In all, Big Day of Giving has inspired \$78 million in charitable gifts across a decade of giving days.



BIG DECADE OF GIVING

2021





**SACRAMENTO REGION
COMMUNITY
FOUNDATION**
INSPIRING PHILANTHROPY

Big Day of Giving and the online database of local nonprofits that powers it — GivingEdge — are part of the Sacramento Region Community Foundation's initiative to inspire philanthropy in the capital area. In addition to our work in this and other community leadership initiatives, we work with hundreds of individuals, families, and businesses to empower their philanthropic giving.

If you'd like to learn how we enable generous people to easily and effectively support the issues important to them — now or through their estate plans — please visit www.sacregcf.org/donors.

2022 BOARD OF DIRECTORS

SACRAMENTO REGION COMMUNITY FOUNDATION

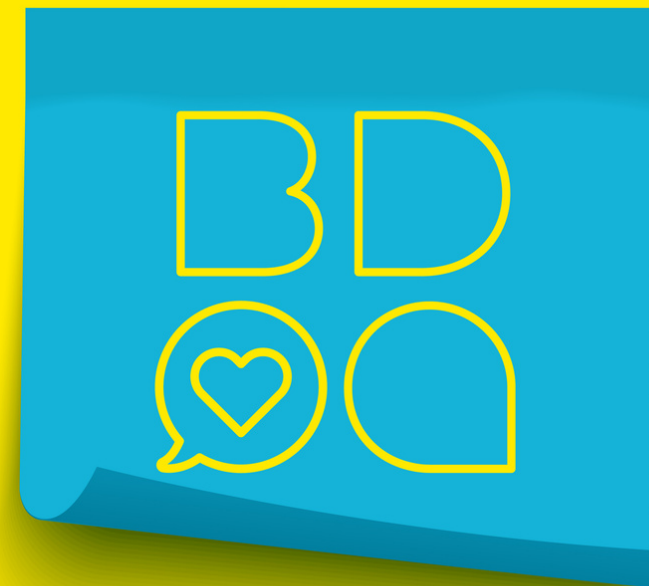
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**BIG DAY OF GIVING MOMENTS FROM THE 2022 PARTNERS
CELEBRATION**

Mark Your Calendars For Next Year's Big Day of Giving



May 4, 2023