



# 2021 REPORT TO THE COMMUNITY



# THANK YOU!

Only with the help of community partners could the Sacramento Region Community Foundation facilitate this region-wide philanthropic effort and award \$100,000 in prizes that 688 nonprofits used to organize their campaigns, rally their donors, and stretch every dollar raised during Big Day of Giving!



SACRAMENTO REGION  
**COMMUNITY  
FOUNDATION**

INSPIRING PHILANTHROPY

## LEAD DOG PARTNER



Western Health Advantage

## POINT DOG PARTNER

Cannady-Ford  
Family Fund

## ENDURANCE DOG PARTNER



*The Keller Family  
Pathway Fund*

## SLED DOG PARTNERS



JAMES & SUSAN  
MCCLATCHY  
FUND



## TEAM DOG PARTNERS



## MEDIA PARTNERS

- ABC10
- Capital Public Radio
- CBS Sacramento
- Clear Channel Outdoor
- CrossingsTV
- Fox40
- iHeart Media
- Inside Publications
- KCRA 3
- KVIE
- Marquee Media
- OutWord
- RSE
- Sacramento Internet Marketing Agency
- Sacramento365
- Sactown Magazine
- Scribe Digital Creative Agency
- The Sacramento Bee

## OTHER GENEROUS PARTNERS

Earl Consulting Co., LLC • Linda Brandenburger • Bartig Family Fund

ON THE COVER: CCHAT CENTER; OCA ADVOCATES ; HOMEAID SACRAMENTO



PICTURED:

- YOLO COMMUNITY FOUNDATION & NUGGET MARKETS
- WOMEN'S WISDOM ART
- SACRAMENTO FOOD BANK & FAMILY SERVICES



**\$13.3 million**

**given by 36,500 donors,**

**who made 66,000 gifts**

**to 688 local nonprofits**

**during Big Day of Giving.**

**That's \$65 million**

**since 2013!**

And that's not all! Donors had the opportunity to pledge volunteer hours when making gifts to their favorite causes. In all, 1,500 donors pledged 69,443 hours. That's the equivalent of 33 years of full-time work!





During Big Day of Giving, generous people throughout the capital area gave from their hearts. After a year marked by uncertainty and loss, tens of thousands of our neighbors rallied behind the nonprofits that have risen to help so many through the past year's hardships — and gave more than ever.

Once again, our community supported the organizations that make the Sacramento region healthier, stronger, and more vibrant, sending a clear message that the work of nonprofits matters.

We hope this publication, our annual Report to the Community, illuminates the impact of the generosity that occurred on this incredible day and highlights the donors, community partners, and nonprofit staff and volunteers who made it possible. Thank you!

#### **FUNDS RAISED THROUGH BIG DAY OF GIVING SINCE 2013**



# DONORS

## GENEROSITY THRIVES HERE

Like other businesses, nonprofits have been hard-hit by cascading crises over the past year. In a recent survey conducted of local nonprofit leaders, most reported encountering significant disruptions to their programs and services and experiencing increased demand for help from their clients.

Even so, nonprofit staff and volunteers have responded to the pandemic with resilience. After all, their organizations are essential.

Area donors know this. They heard the call to give on Big Day of Giving, and they responded — big time.



Gifts to Human Services, Health, and Mental Health & Crisis Intervention organizations rose significantly over past averages. **See more on page 17.**

# 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.





# 28%

**OF DONATIONS WERE  
FIRST-TIME GIFTS**

■

Big Day of Giving continues to be a strong avenue for nonprofits to expand their reach and acquire new donors, an essential element of sustaining their missions and impact.

# 1.1K

**DONOR-BUILT  
FUNDRAISING PAGES**

■

The fundraising pages donors created raised an average of \$709 each; 43% of gifts to fundraising pages were from donors supporting that nonprofit for the first time.

**FROM HER FUNDRAISING PAGE**

"Hands4Hope - Youth Making a Difference is making a real impact and I wanted to be a part of it. I watched from the sidelines while my boys were in school. Seeing first-hand the youth participating in this club demonstrate confidence, leadership, and the courage to put plans into action— that is what made me get off of the sidelines. If you are able, please join me and make a gift."

**ESTEE HORN'S  
FUNDRAISING PAGE**

**\$5,000 goal**  
**\$5,666 raised**  
**21 donors**



— Estee Horn, in her personal fundraising page for Hands4Hope - Youth Making A Difference. Her fundraising campaign won a \$1,000 prize for having raised the most funds in its size category.



PICTURED THIS PAGE:

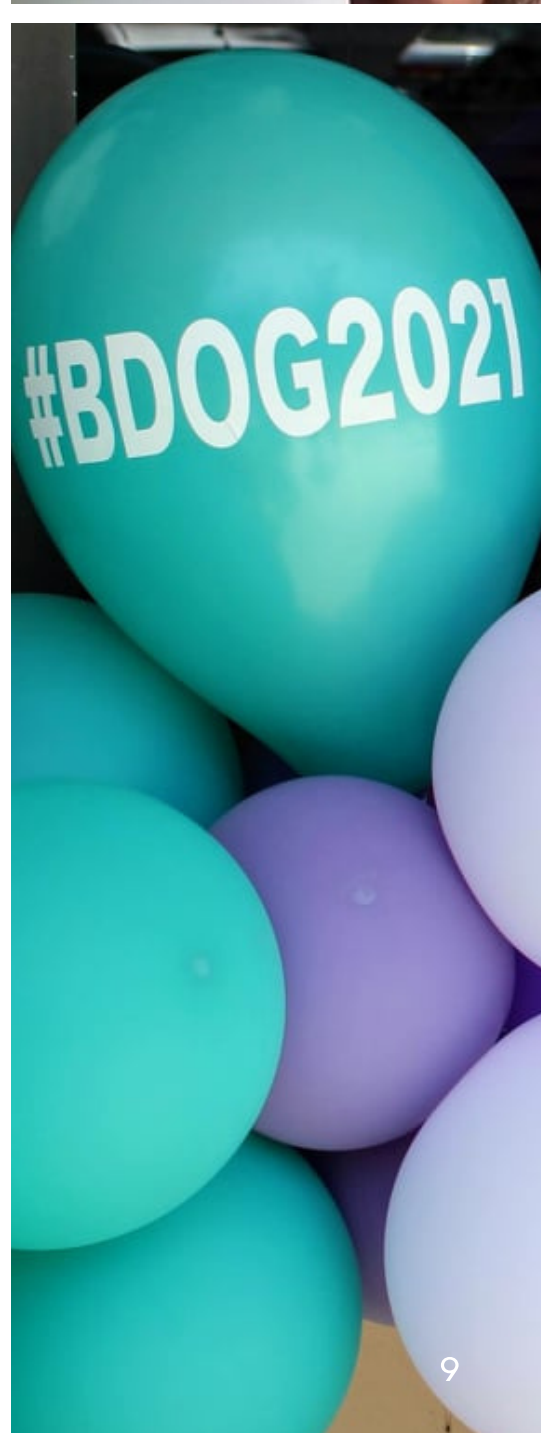
- YOLO FOOD BANK
- SHEPHEROES
- GIRLS ROCK SACRAMENTO

PICTURED OPPOSITE PAGE:

- FAIRYTALE TOWN
- BREATHE CALIFORNIA SACRAMENTO REGION
- CHILDREN'S LAW CENTER OF CALIFORNIA
- NUGGET MARKETS









# NONPROFITS

## TAKING THE LONG VIEW

**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—the very capacities that nonprofits have used to adjust their outreach strategies throughout the hardships of the past year. Nearly 1,100 people participated in our 33 virtual events.

**Stronger nonprofits are better able to achieve meaningful change in our community. In the end, that's the real measure of Big Day of Giving's success.**

**VIRTUAL TRAININGS COVERED A RANGE OF TOPICS RELEVANT TO NONPROFIT SUCCESS ON BIG DAY OF GIVING—AND BEYOND**

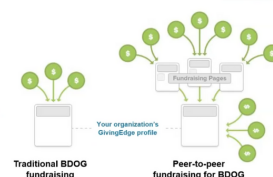
# 52%

**MORE FUNDS RAISED BY ORGANIZATIONS THAT ATTENDED BDOG2021 TRAININGS, ON AVERAGE**

Over 90% 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!

### What is peer-to-peer fundraising?

- Your nonprofit's supporters create personal fundraising pages for and share them to encourage donations to your cause
- Similar to Facebook Fundraisers, GoFundMe, walks/runs
- For Big Day of Giving, peer-to-peer campaigns are called "fundraising pages." They can be created right on the BDOG site.



(Modified image from Clancy.com)



**FROM BOOMERS TO ZOOMERS**  
Generational trends and learnings from this year



### Partner Matrix

ORGANIZATION NAME	ACTIVITY MAILING LIST
FRIENDLY, INC. (LEAD ORGANIZATION)	Curate list of 50 donors Combine all lists into one mailing list Clean data Mock-up design options
SHARE NETWORK	Curate list of 75 donors Provide input on design



# SACRAMENTO COMEDY SPOT



"Thank you for giving us the tools to be successful. We've learned so much — lessons that pay off year-round. I don't know if Sacramento Comedy Spot would still be around if it wasn't for last year's Big Day of Giving, and this year's gives us the resources to crush 2021 and beyond. We look forward to participating next year and learning even more."

**Sacramento Comedy Spot**  
\$25,000 goal  
\$25,187 raised  
197 donors



— Brian Crall, Founder & General Manager of Sacramento Comedy Spot, which aims to make Sacramento laugh, to educate, and to inspire everyone to challenge themselves to make a statement and tell their story through all forms of comedy.



# SISTERS OF NIA, INC.



"I am truly in awe and quite emotional over our Big Day of Giving accomplishments this year. We surpassed our goal and raised \$21,666 — three times as much as we raised last year! We also surpassed our donor goal of 200, ending with 248 donors, and we gained well over 100 new donors. This has been an amazing Big Day of Giving. I am so humbled and honored for all of the support we've received!"

## **Sisters of Nia, Inc.**

**\$20,000 goal**  
**\$21,666 raised**  
**248 donors**



— Synthia Smith, Executive Director of Sisters of Nia, Inc., which empowers adolescent girls from disadvantaged communities by providing cultural and educational programs designed to instill strong social skills, leadership development, and academic excellence.



# PLACER FOOD BANK



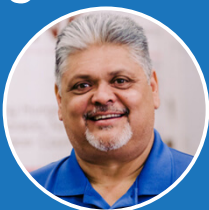
"I am blown away by how our community showed up for Placer Food Bank on this year's Big Day of Giving. Their generosity helped us exceed our goal by 40%, helping us to make critical improvements to our volunteer space, warehouse, and our drive-thru food distributions which provides food assistance for the growing number of those in need. Thank you!"

## Placer Food Bank

\$50,00 goal

\$70,117 raised

390 donors



— Dave Martinez, Executive Director of Placer Food Bank, which aims to end hunger in its community. It serves as the primary collection and distribution center for hunger-relief efforts in El Dorado, Nevada and Placer counties.

# 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.**

# 334

**HOURS GIVEN BY  
BDOG2021 MENTORS**



The insights of BDOG Mentors strengthened the skills of other nonprofit staff and volunteers in advance of Big Day of Giving.

- **Leslie Addiego**, Sacramento Area Regional Theatre Alliance (SARTA)
- **Kaitlyn Bathke**, Habitat for Humanity of Greater Sacramento
- **Amanda Bloom**, Health Education Council
- **Allison Cagley**, Friends of Sacramento Arts
- **Marisa DeSalles**
- **Kimberly Diaz**, American Red Cross
- **Tonya Goins**, First Tee of Greater Sacramento
- **Rene Hamlin**
- **Sarah Haney**, Sacramento SPCA
- **Nick Houser**, Sacramento Children's Home
- **Licia King**, CCHAT
- **Maryrose McCoy**, Girls on the Run of Greater Sacramento
- **Rachel Minnick**, Youth and Family Collective
- **Linda Revilla**, Meals on Wheels by ACC
- **Susan Reynolds**, Friends for Survival, Inc.
- **Colette Rice**, Yolo Hospice
- **Julie Rhoten**, Stanford Settlement
- **Meghan Toland**, Sacramento Children's Museum
- **Kara Walker**, Placer Land Trust
- **Mackenzie Wieser**, Sacramento Splash



PICTURED:

- LINDA REVILLA, MEALS ON WHEELS BY ACC
- NICK HOUSER, SACRAMENTO CHILDREN'S HOME
- LICA KING AND SCOTT LEVIN, CCHAT CENTER





# DATA

## JUST THE FACTS

During Big Day of Giving 2021 on May 6, 688 nonprofits raised \$13.3 million from more than 36,500 donors who gave over 66,000 gifts.

### DOLLARS GENERATED DURING BDOG2021\*

	AMOUNT (\$)
<b>ONLINE DONATIONS</b>	<b>7,671,850</b>
Donations made at <a href="http://www.bigdayofgiving.org">www.bigdayofgiving.org</a>	
<b>NONPROFIT MATCHES</b>	<b>1,403,091</b>
Matching funds raised by nonprofit participants	
<b>OFFLINE DONATIONS</b>	<b>2,702,006</b>
Donations made directly to nonprofits, not via <a href="http://www.bigdayofgiving.org">www.bigdayofgiving.org</a>	
<b>DONOR ADVISED FUND DONATIONS</b>	<b>1,302,685</b>
Gifts from charitable funds at the Sacramento Region Community Foundation and the Yolo Community Foundation	
<b>SPONSORS</b>	<b>100,000</b>
Funds that make up the prize pool and support the event's programming	
<b>COMPANY MATCHES</b>	<b>85,706</b>
Funds from area employers to support employee and/or client giving, including the Golden 1 Credit Union match	
<b>TOTAL</b>	<b>13,265,338</b>

\*Figures listed are preliminary. Subject to credit card reconciliation and match allocations.

### AVERAGES + MEDIANS (AND CHANGE FROM BDOG2020, IF ANY)

<b>AVERAGE GIFT</b>	<b>\$188 (▲\$10)</b>
<b>MEDIAN GIFT</b>	<b>\$50</b>
<b>AVERAGE NUMBER OF DONATIONS PER NONPROFIT</b>	<b>91 (▼5)</b>
<b>MEDIAN NUMBER OF DONATIONS PER NONPROFIT</b>	<b>52 (▲1)</b>
<b>AVERAGE RAISED PER ORGANIZATION</b>	<b>\$18,470 (▲\$90.97)</b>
<b>MEDIAN RAISED PER ORGANIZATION</b>	<b>\$8,259 (▲\$730.08)</b>

# 90

**NONPROFITS  
PARTICIPATING FOR  
THE FIRST TIME**

More organizations than ever participated in Big Day of Giving 2021, just one indication of the pandemic's impact on local nonprofits, which have navigated diminished fundraising opportunities amid increased community need. In recognition of that fact, we broadened Big Day of Giving's eligibility requirements to ensure smaller nonprofits, which are often minority-led, could benefit from participation more easily.

**In all, nonprofits participating for the first time raised \$465,942 through Big Day of Giving.**



## RESULTS BY NONPROFIT MISSION CATEGORY

CATEGORY (# OF ORGS IN 2021)	TOTAL AMOUNT RAISED		ORGANIZATION AVERAGE	
	2021(\$)	AGAINST 2014-2020 AVERAGE	2021(\$)	AGAINST 2014-2020 AVERAGE
Human Services (114)	3,172,045	▲150%	27,825	▲97%
Arts & Culture (120)	2,274,045	▲67%	18,950	▲67%
Animal (51)	1,285,107	▲115%	25,198	▲40%
Youth Development (67)	1,106,872	▲114%	16,520	▲77%
Education (85)	923,118	▲73%	10,860	▲56%
Environment (29)	785,145	▲81%	29,074	▲71%
Health (44)	671,551	▲101%	15,263	▲103%
Food, Agriculture & Nutrition	646,752	▲45%	30,798	▲54%
Housing/Shelter (23)	476,645	▲110%	20,734	▲93%
Community Improvement (43)	405,946	▲105%	9,440	▲57%
Civil Rights, Social Action & Advocacy (32)	337,598	▲130%	10,520	▲29%
Mental Health & Crisis Intervention (23)	292,155	▲218%	12,702	▲104%
Philanthropy (11)	117,668	▲49%	10,697	▲37%
Economic Development (5)	77,936	▲106%	15,587	▲62%
Recreation (12)	37,802	▲14%	6,286	▼-14%
Public Safety & Disaster Preparedness (8)	59,732	▲41%	7,467	▲30%



### Davis Phoenix Coalition

**\$5,000 goal**  
**\$11,152 raised**  
**113 donors**

When Davis Phoenix Coalition — which works to cultivate a civic culture that embraces and promotes all aspects of Davis' diverse community — exceeded its BDOG goal, they celebrated by "glitter bombing" some of Davis' elected officials, who had volunteered to support the cause!

# ABOUT US



A program of the Sacramento Region Community Foundation's initiative to grow local philanthropy, Big Day of Giving is an annual, 24-hour giving movement that unites El Dorado, Placer, Sacramento, and Yolo counties to raise unrestricted funds for the organizations that strengthen the capital area.

Since 2013, Big Day of Giving has generated \$65 million for over 700 local nonprofits!



SACRAMENTO REGION  
**COMMUNITY  
FOUNDATION**  
INSPIRING PHILANTHROPY



Big Day of Giving and the online database of local nonprofits that powers it — GivingEdge — are part of our 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 through — now or through their estate plans — please visit [www.sacregcf.org/donors](http://www.sacregcf.org/donors).**

Big Day of Giving was made possible thanks to the support of so many in the capital area. We are especially grateful to Western Health Advantage for its continued lead sponsorship of this community-wide event!



**MEMBERS OF THE SACRAMENTO REGION COMMUNITY FOUNDATION'S BOARD OF DIRECTORS AND STAFF, BDOG MENTORS, AND COMMUNITY PARTNERS CELEBRATED THE GIVING DAY VIRTUALLY.**

#### **2021 BOARD OF DIRECTORS**

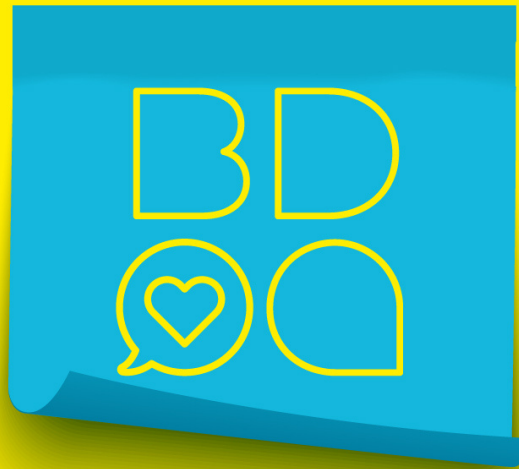
**SACRAMENTO REGION COMMUNITY  
FOUNDATION**

Kate Stille, Chair  
Kathy McKim, Vice-Chair  
Garry Maisel, Treasurer  
Cassandra Pye, Secretary

Elaine Abelaye-Mateo  
Margie Campbell  
Anker Christensen  
Jonathan Lederer  
Dr. Linda Merksamer  
Carlin Naify  
William Niemi

Meg Stallard  
Martin Steiner  
Gary Strong  
Scott Syphax  
Renée Nunes Taylor  
Steven Weiss  
Clarence Williams

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



**May 5, 2022**

**Sacramento Region Community Foundation**

955 University Avenue, Suite A

Sacramento, CA 95825

(916) 921-7723

[www.sacregcf.org](http://www.sacregcf.org)