

**Give Local**

*Celebrate Community Giving*

2020

**Community  
Report**

COMMUNITY  
FOUNDATION  
SOUTH PUGET SOUND

**DAWKINS**  
CHARITABLE TRUST

**OlyFed.**

**WSECU**

The Credit Union  
for Washington

SINCE 1957



**UnionBank**



PUGET  
SOUND  
ENERGY



**lucky eagle**  
CASINO & HOTEL



# Thank you Give Local sponsors!

Our sincerest THANK YOU to our wonderful 2020 partners! Your support helped cover credit card and platform fees, ensuring every dollar donated goes directly to local nonprofit participants.

# Celebrate Community Giving

Despite the challenges of 2020, our communities remain resilient and compassionate.

These funds went directly to 79 local nonprofits that make life better for people in our communities through meals, winter clothes, medicine, therapy, shelter, solar panels, forests, farmland, healthy rivers, music, art, and more.

Together, we raised  
a total of

**\$523,691**

through Give Local 2020—  
the most raised to date!

*"I believe in the mission and work. I believe we are all better when we work together."*

*"...to help with homeless and struggling residents, especially during the pandemic."*

*"Give Local helps me find out what is going on locally. Also I can help many non-profits at once..."*

**We asked donors,  
"Why do you give local?"**

*"I'm an investor. I'm investing in our community."*

# Give Local 2020 by the Numbers



**3,272**

Donations



**\$133**

Average Gift

## 2020 Donation Amounts



**2,336**

\$200 or less



**260**

\$200 - \$500



**105**

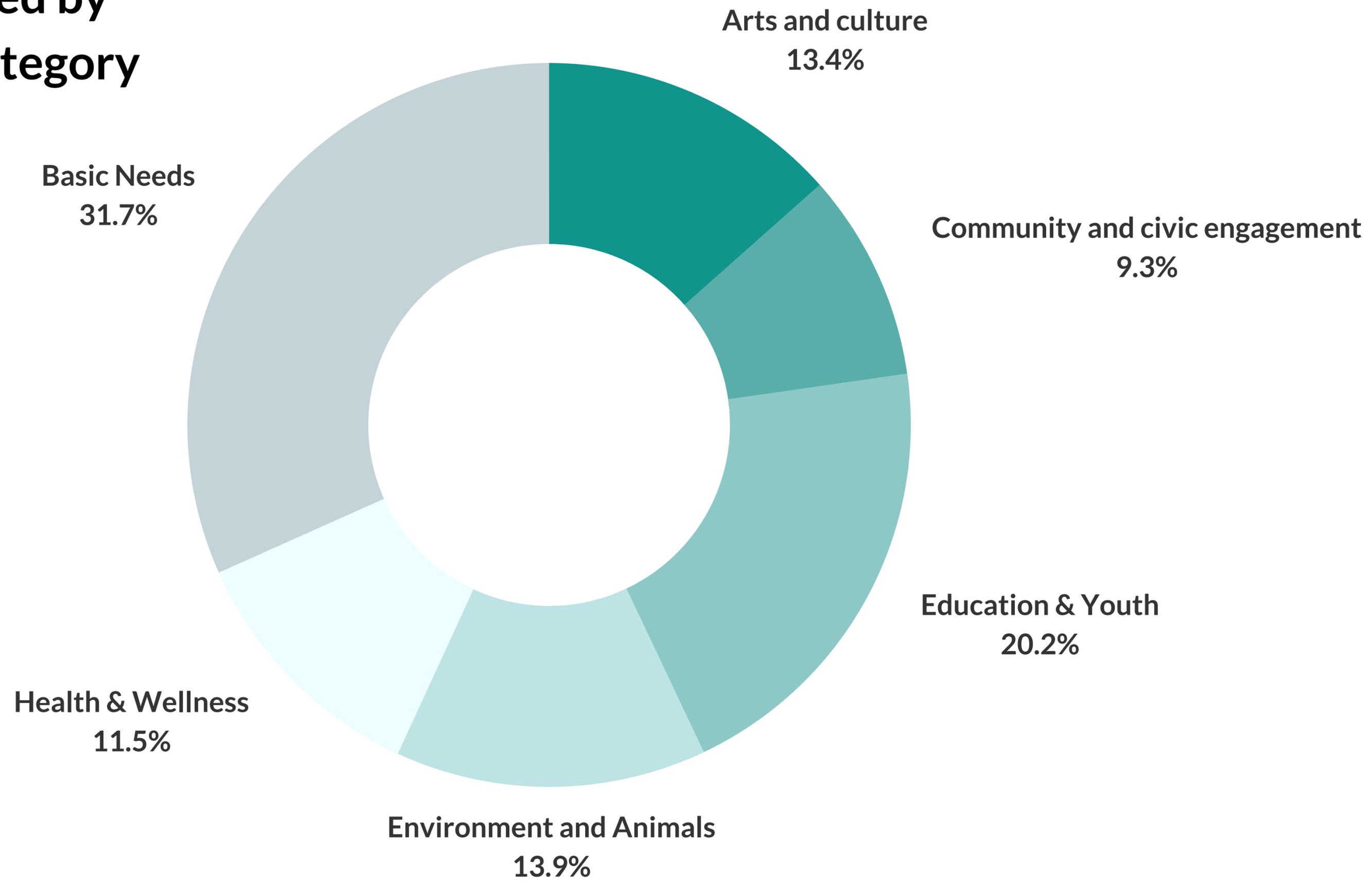
\$501 - \$2500



**10**

\$2501+

# Amount Raised by Nonprofit Category



*"I would like to see more opportunities to get to know the other nonprofit organizations that participate. That felt like an avenue that would be really cool to explore more."*

*"Trainings and Community Foundation staff were so helpful in this process, as was networking with other nonprofit staff who have done this before."*

*"I LOVED having training via Zoom because I could participate. I would really like the same ilk of trainings for next year because I'd like refreshers on the ones I attended this year..."*

## Feedback from nonprofits...

**86% of nonprofits reported seeing new donors from Give Local**

# What We Provided to Give Local Nonprofits:

- **Toolkits** - including info on utilizing social media, inspiring board members, and more
- **Trainings** - such as social media, platform management, and storytelling
- **Platform & Fee Coverage** - through generous sponsors, all funds raised go to nonprofits
- **Region-Wide Marketing** - including radio ads, news articles, and social media

# COMMUNITY FOUNDATION SOUTH PUGET SOUND

## WHO WE ARE

Community Foundation of South Puget Sound serves as a catalyst for charitable giving in Thurston, Mason, and Lewis counties. Through our donors' generosity, we support a wide variety of arts, education, health and human services, and environmental projects.

## WHY GIVE LOCAL?

The Community Foundation hosts Give Local to increase visibility and support for nonprofits and to inspire a culture of community generosity in the South Puget Sound.

# Key Learnings

- ▲ Unlike past years, donors were more likely to donate from a desktop (57%) than mobile (43%). This may be due to more people staying home in light of the pandemic.
- ▲ To help support all participating nonprofits, consider creating a donation option for donors to add to the Bonus Fund or a similar fund.
- ▲ Donors would like to see increased advertising for Give Local from nonprofits and Community Foundation prior to the start of Give Local.
- ▲ More effort needed by Community Foundation to circulate nonprofit toolkit to help increase consistent branding and ensure nonprofits have equal access to available resources.
- ▲ Nonprofits reported that the variety of workshops and access to recordings was helpful, with 81% having attended at least one workshop in 2020.

For more information about Give Local, contact:

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COMMUNITY  
FOUNDATION  
SOUTH PUGET SOUND

***Save the  
Date!***

**Give Local 2021 is  
November 8-19**



## **What to Expect in 2021:**

- New trainings and workshop opportunities for nonprofits
- Simplified and easily accessible toolkits
- Increased promotional efforts for community visibility

## Give Local: Celebrating our local communities through giving

Give Local is a part of the Community Foundation's efforts to grow local philanthropy. Our goals for Give Local are to inspire more local giving, while helping build awareness and support for nonprofits in South Puget Sound. Give Local is becoming an annual celebration of giving. It celebrates the extraordinary generosity of our residents and the vital nonprofits that support the fabric of our communities.

## One More Thank You

Give Local was made possible thanks to the support of so many in our region. The team at the Foundation are especially grateful to the Dawkins Charitable Trust, WSECU, OlyFed, L&E Bottling, and all of the sponsors of Give Local 2020.

## About the Community Foundation of South Puget Sound

Though Give Local is one of our most visible programs, the Community Foundation of South Puget Sound makes an impact in our region through a broad array of grantmaking programs and philanthropic services.

To learn more about how the Community Foundation enables those with philanthropic interests to easily and effectively support the issues they care about - immediately or through their will - please visit our website today.

[www.thecommunityfoundation.com](http://www.thecommunityfoundation.com)

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