



# 2023 REPORT TO THE COMMUNITY

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



SACRAMENTO REGION  
**COMMUNITY  
FOUNDATION**  
INSPIRING PHILANTHROPY



**\$13.8 million**

**given by 31,000 donors,**

**who made 55,000 gifts**

**to 762 local nonprofits**

**during Big Day of Giving.**

**That's \$91.5 million**

**raised since 2013!**

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 2023, generous people gave from their hearts. 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!

ON THE COVER AND ON THIS PAGE: BIG DAY OF GIVING  
MOMENTS FROM OUR BDOG 2023 PARTNERS CELEBRATION

**Big Day of Giving**  
MAY 4





## THANK YOU!

Community partnerships empower the Sacramento Region Community Foundation to facilitate this region-wide philanthropic effort. Sponsor generosity also provides \$100,000 in prizes for 762 nonprofits to stretch every dollar raised during Big Day of Giving!



Cannady-Ford  
Family Fund



James and Susan  
McClatchy Fund

### MEDIA PARTNERS

- Access Sacramento
- Capital Public Radio
- CBS Sacramento
- Clear Channel Outdoor
- CrossingsTV
- Entravision
- Estrella TV
- iHeart Media
- Inside Publications
- KCRA
- PBS KVIE
- Marquee Media
- Outword
- RSE
- Sacramento Internet Marketing Agency
- Sacramento365
- Sactown Magazine
- The Sacramento Observer
- Univision

BIG DAY OF GIVING MOMENTS FROM THE SACRAMENTO REGION COMMUNITY FOUNDATION'S BDOG COMMAND CENTER, OUR BDOG 2023 PARTNERS CELEBRATION, AND SMUD MOSAC



## 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 few years — including the bite of inflation.

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

"The agencies I donated to desperately need the support. I don't have much to give, but what I have donated is fully from my heart, knowing what these agencies do and what they mean to me.."

— 2023 BDOG donor

BIG DAY OF GIVING MOMENTS FROM PROJECT OPTIMISM  
AND GREATER CALIFORNIA GERMAN SHEPHERD RESCUE

# 71%

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

In addition, 25% 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.



# 52%

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.

# 762

DONOR-BUILT  
FUNDRAISING PAGES

The fundraising pages donors created raised almost \$600K combined, with an average gift size of \$779 and median of \$358.



## 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.

**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 OUR PARTNERS CELEBRATION; BLUE LINE ARTS BDOG EVENT; THE FOUNDATION'S CHIEF EXECUTIVE OFFICER AT THE YMCA OF SUPERIOR CALIFORNIA BDOG EVENT; AND WELLSPRING WOMEN'S CENTER'S BDOG EVENT



# 59%

MORE FUNDS RAISED  
BY ORGANIZATIONS  
THAT ATTENDED  
BDOG2023 TRAININGS,  
ON AVERAGE

More than 98% 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!



We are so grateful for the Big Day of Giving gifts we received, which help further our mission of creating safe, inclusive spaces for all to be their full, authentic selves!



From teaching advocacy to immigrant moms, to hosting a day teaching elementary students on ways to stand up to bullying, to standing up for trans rights and holding the City of Davis's pride festival, we are able to highlight the importance of raising the diversity of voices in our community.

**Davis Phoenix Coalition**

**\$15,995 raised**

**\$15,000 goal**

**114 donors**

— Gloria Partida, Chair and Founder of Davis Phoenix Coalition, which engages the community to eliminate intolerance for the purpose of preventing hate-motivated violence and cultivating a civic culture that embraces and promotes all aspects of Davis's diverse community.





**VINTAGE PUG**  
SENIOR SANCTUARY



The generous donations we received — along with touching stories and memories of the amazing dogs memorialized with a contribution — allowed us to exceed our lofty goal for Big Day of Giving.

Thanks to the support of our community, in Sacramento and beyond, Vintage Pug can say 'yes!' Yes to hospice, yes to foster, yes to complex medical cases, yes to giving pups in need a new beginning and compassionate care.



### **Vintage Pugs Senior Sanctuary**

**\$11,341 raised**

**\$10,000 goal**

**152 donors**

— Melissa McCartney, President and Co-Leader of Vintage Pugs Senior Sanctuary, a nonprofit dedicated to giving even the most neglected or forgotten of pugs a place to be cared for and spoiled, able to live out their days as a member of a family.





# 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.

# 225

HOURS GIVEN BY BDOG2023 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 2023 PARTNERS CELEBRATION AND MENTOR GATHERINGS

- **Amanda Bloom**, Health Education Council
- **Julie Bornhoeft**, WEAVE
- **Erica Brown**, American Foundation for Suicide Prevention
- **Larisa Bryski**, Girls Rock Sacramento
- **Allison Cagley**, Friends of Sacramento Arts
- **Brian Crall**, Sacramento Comedy Spot
- **Marisa DeSalles**
- **Kimberly Diaz**, American Red Cross, California Gold Country Region
- **Tonya Goins**, First Tee - Greater Sacramento
- **Nick Houser**
- **Licia Green**, CCHAT Center
- **Megan Laurie**, UCP of Sacramento and Northern California
- **Betsy Raymond**, Acme Theatre Company
- **Linda Revilla**, Meals on Wheels by ACC
- **Susan Reynolds**, Friends for Survival, Inc.
- **Julie Rhoten**, Stanford Settlement Neighborhood Center
- **Allison Stelly**
- **Meghan Toland**, Sacramento Children's Museum
- **Kara Walker**, Placer Land Trust
- **Mackenzie Wieser**, Sacramento Splash



## CULTIVATE

Data from past Big Days of Giving confirms locally what we know is true across the nation: nonprofits with leaders who are Black, Indigenous, and People of Color (BIPOC) typically receive less funding, despite high-quality outcomes. That's why we launched Cultivate, a cohort-based program for BIPOC nonprofit leaders who seek to become even more effective in their work — during Big Day of Giving and year-round.

In all, our first Cultivate cohort, which consisted of leaders from 27 nonprofits, raised \$423,258 during Big Day of Giving and initial analysis shows the gap between amounts raised by BIPOC- and white-led organizations participating in Big Day of Giving decreased. We'll continue to explore this area of giving data to improve future offerings and continue strengthening our region's nonprofit sector!



BIG DAY OF GIVING MOMENTS FROM THE 2023 PARTNERS CELEBRATION AND AN ONLINE CULTIVATE SESSION



- **Liz Baidoo**, Celebration Arts
- **Myesha Britt**, Gateway Community Charter School
- **Johánna Crystal**, Sunny Side Theatre Co
- **Roula England**, 350 Sacramento
- **Carlos Fuentes**, Sacramento Community Concert Association
- **Sandra M. Gallardo**, Friends of the Sacramento Library
- **Dr. Kristee Haggins**, Safe Black Space
- **Danielle Hamilton**, Center for Fathers and Families
- **Ashley Hammock**, World of Powerful Youth
- **Qiana Hill-Ross**, The GreenHouse
- **Paula Kelley**, Kiwanis Family House
- **Christina Laygo**, Dress for Success Sacramento
- **Maria Madril Hernandez**, Tower of Youth
- **Faith J. McKinnie**, Black Artist Foundry

- **Gloria Partida**, Davis Phoenix Coalition
- **Diana Patterson**, Sacramento Area Congregations Together
- **Josilyn Porras**, Franklin Boulevard Business District
- **Dr. Shacunda Rodgers**, Holding Space
- **Synthia Smith**, Sisters of Nia, Inc.
- **Maria Tebbutt**, The Bike Campaign
- **Mykim Tran**, Wake-Up Foundation
- **Sawan Vaden**, Community Against Sexual Harm
- **Josephine Watts**, Building Empowerment Skills Today
- **Renee West**, Sojourner Truth African Heritage Museum
- **Nedra Williams**, The Living Heritage Foundation
- **Wanda Williams**, Center for Fathers and Families
- **Bobbie Wooten**, Feed Sacramento Homeless
- **Leader: Marisa DeSalles**, Good Tilth Consulting

# DATA

## JUST THE FACTS

During Big Day of Giving 2023, 762 nonprofits raised \$13.8 million from over 31,000 donors who gave 55,000 gifts.

DOLLARS GENERATED DURING BDOG2023*	AMOUNT (\$)
<b>ONLINE DONATIONS</b> Donations made at <a href="http://www.bigdayofgiving.org">www.bigdayofgiving.org</a>	7,105,468
<b>NONPROFIT MATCHES</b> Matching funds raised by nonprofit participants	1,609,074
<b>OFFLINE DONATIONS</b> Donations made directly to nonprofits, not via <a href="http://www.bigdayofgiving.org">www.bigdayofgiving.org</a>	3,194,442
<b>DONOR ADVISED FUND DONATIONS</b> Gifts from charitable funds at the Sacramento Region Community Foundation and the Yolo Community Foundation	1,609,625
<b>SPONSORS</b> Funds that make up the prize pool and support the event's programming	165,000
<b>GOLDEN 1 CREDIT UNION MATCH</b> Funds from Golden 1 Credit Union to proportionately match the gifts its members made with Golden 1 Credit Union debit or credit cards	100,000
<b>TOTAL</b>	<b>13,783,609</b>

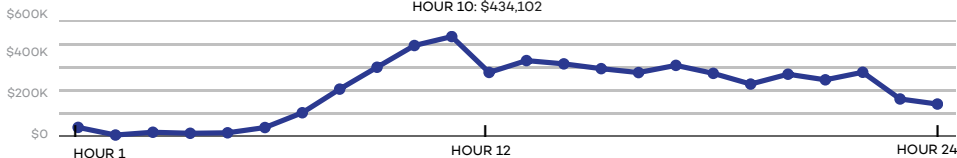
\*Preliminary. Subject to credit card reconciliation and match allocations.

In the days following May 4, donors gave an additional \$250,000 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	\$129
MEDIAN GIFT	\$50
AVERAGE NUMBER OF DONATIONS PER NONPROFIT	75
MEDIAN NUMBER OF DONATIONS PER NONPROFIT	38
AVERAGE RAISED PER ORGANIZATION	\$17,325
MEDIAN RAISED PER ORGANIZATION	\$5,740

### ONLINE GIVING PER HOUR



### RESULTS BY NONPROFIT MISSION CATEGORY

CATEGORY (# OF ORGS IN 2023)	TOTAL AMOUNT RAISED		ORGANIZATION AVERAGE	
	2023(\$)	AGAINST 2014-2022 AVERAGE	2023(\$)	AGAINST 2014-2022 AVERAGE
Human Services (114)	3,373,916	▲ 102%	29,595	▲ 73%
Arts & Culture (137)	2,559,478	▲ 70%	18,682	▲ 52%
Animal (59)	1,442,102	▲ 91%	24,442	▲ 26%
Education (93)	1,133,602	▲ 88%	12,189	▲ 61%
Youth Development (74)	958,071	▲ 52%	12,946	▲ 23%
Environment (34)	719,816	▲ 47%	21,171	▲ 20%
Food, Agriculture & Nutrition (23)	672,873	▲ 33%	29,255	▲ 26%
Health (44)	540,446	▲ 37%	12,282	▲ 37%
Housing/Shelter (25)	429,484	▲ 27%	17,179	▲ 16%
Civil Rights, Social Action & Advocacy (31)	388,997	▲ 115%	12,548	▲ 48%
Community Improvement (48)	334,258	▲ 45%	6,963	▲ 9%
Mental Health & Crisis Intervention (26)	270,639	▲ 105%	10,409	▲ 40%
Philanthropy (15)	156,162	▲ 75%	10,410	▲ 29%
Recreation (20)	110,736	▲ 65%	5,536	▼ -19%
Public Safety & Disaster Preparedness (8)	64,678	▲ 43%	8,084	▲ 37%
Economic Development (11)	46,667	▲ 9%	4,242	▼ -55%

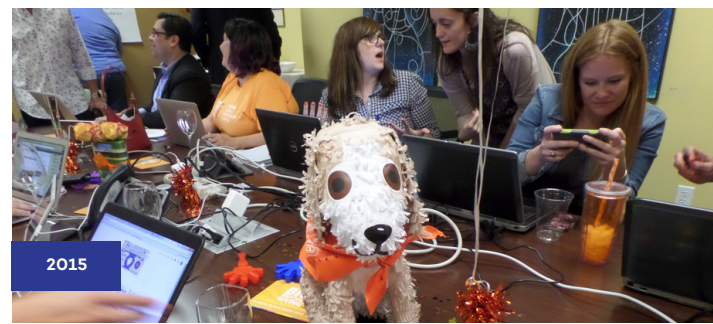


Yolo Community Foundation, an affiliate of the Sacramento Region Community Foundation, hosted the Yolo Philanthropy Breakfast to launch Big Day of Giving in Yolo County and supported efforts to engage local donors. In all, 121 nonprofits in Yolo County raised \$1.2 million during this year's Big Day of Giving!



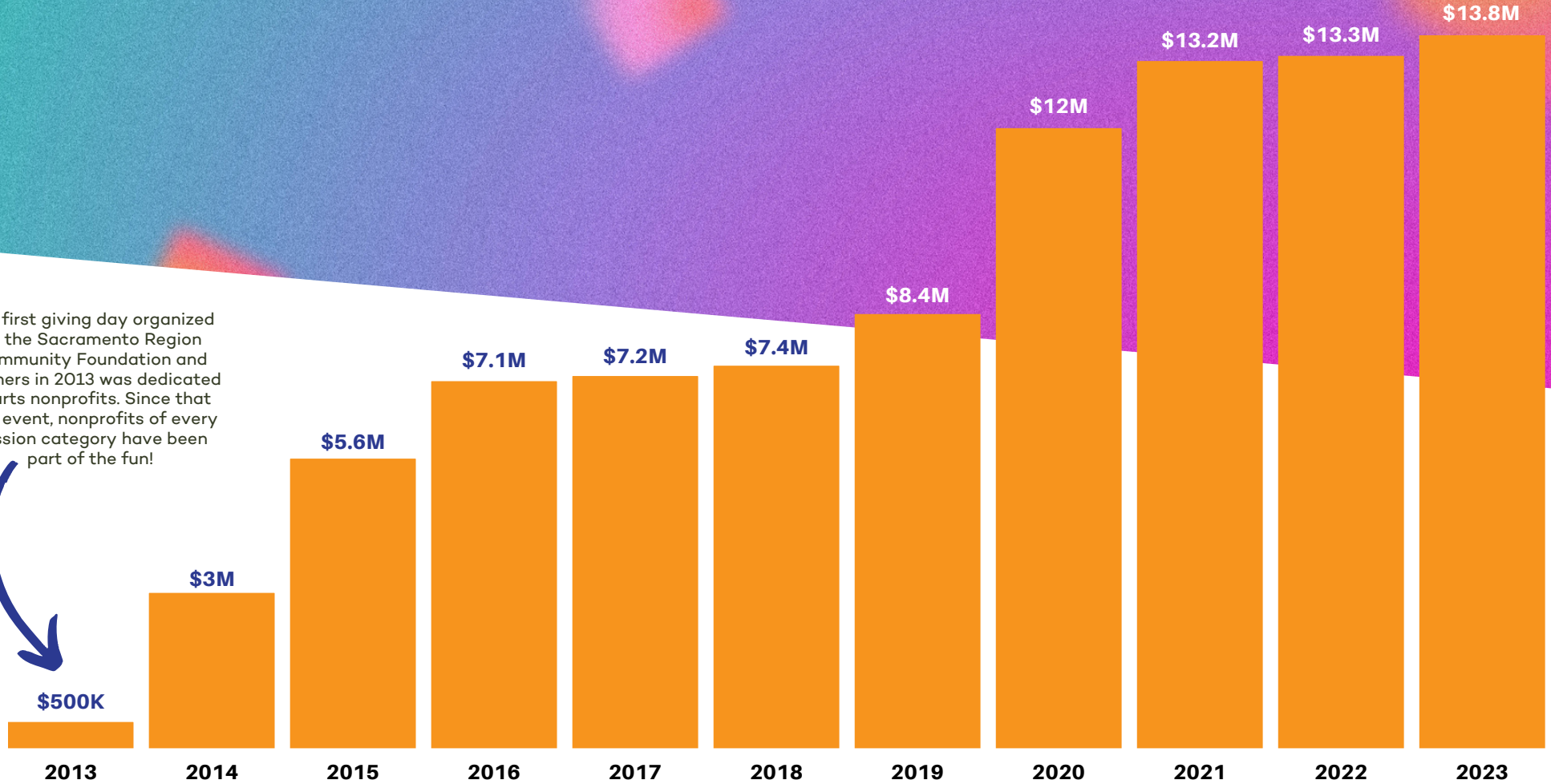
# GIVING OVER THE YEARS

Since its inception in 2013, Big Day of Giving serves as a game-changer for philanthropy in the Sacramento region. It's helped over 760 local organizations and over 80,000 donors make a difference in our community. In all, Big Day of Giving has inspired \$91.5 million in charitable gifts across a decade of giving days.



# GIVING OVER THE YEARS

The first giving day organized by the Sacramento Region Community Foundation and partners in 2013 was dedicated to arts nonprofits. Since that first event, nonprofits of every mission category have been part of the fun!





**SACRAMENTO REGION  
COMMUNITY  
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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](http://www.sacregcf.org/donors).**

**2023 BOARD OF DIRECTORS**

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MEMBERS OF THE FOUNDATION STAFF WITH VISITORS FROM  
ITSIE BITSIE RESCUE.

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

**Big  Day of  
Giving  
MAY 2**

