

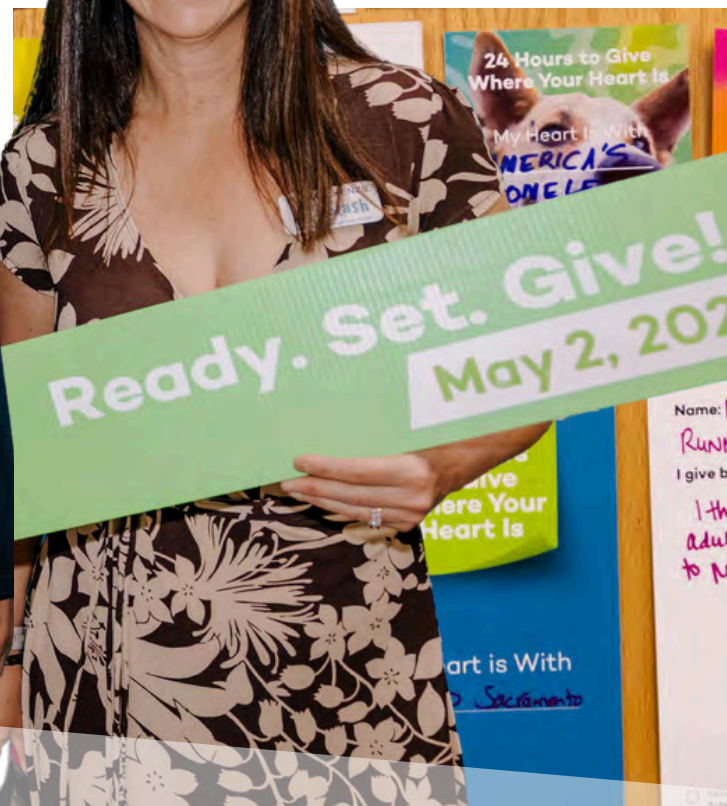


# 2024 REPORT TO THE COMMUNITY

Celebrating a movement to inspire philanthropy in the Sacramento region, raising \$100 million since 2013!



SACRAMENTO REGION  
**COMMUNITY  
FOUNDATION**  
INSPIRING PHILANTHROPY





# THANK YOU!

Community partnerships empower the Sacramento Region Community Foundation to facilitate this region-wide philanthropic effort. Sponsor generosity also provides prizes for nonprofits to stretch every dollar raised during Big Day of Giving 2024!



James and Susan  
McClatchy Fund



## MEDIA PARTNERS

- ABC10
- Capital Public Radio
- CBS Sacramento
- Clear Channel Outdoor
- CrossingsTV
- Entravision Radio
- Estrella
- Fox40
- iHeart Radio
- Inside Publications
- KCRA
- Lotus Radio
- Outword
- PBS KVIE
- Sacramento365
- The Sacramento Observer
- Univision





# \$100 MILLION RAISED SINCE 2013

Since its inception in 2013, Big Day of Giving has served as a game-changer for philanthropy in the Sacramento region. It's helped over 800 local organizations and over 70,000 donors make a difference in our community. This year, the region-wide effort surpassed the milestone of raising \$100 million for local nonprofits since the program's beginnings 12 years ago!



2024



2021



2019



2013



2016



# GIVING OVER THE YEARS

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



**\$500K**

**2013**

**\$3M**

**2014**

**\$5.6M**

**2015**

**\$7.1M**

**2016**

**\$7.2M**

**2017**

**\$7.4M**

**2018**

**\$8.4M**

**2019**

**\$12M**

**2020**

**\$13.2M**

**2021**

**\$13.3M**

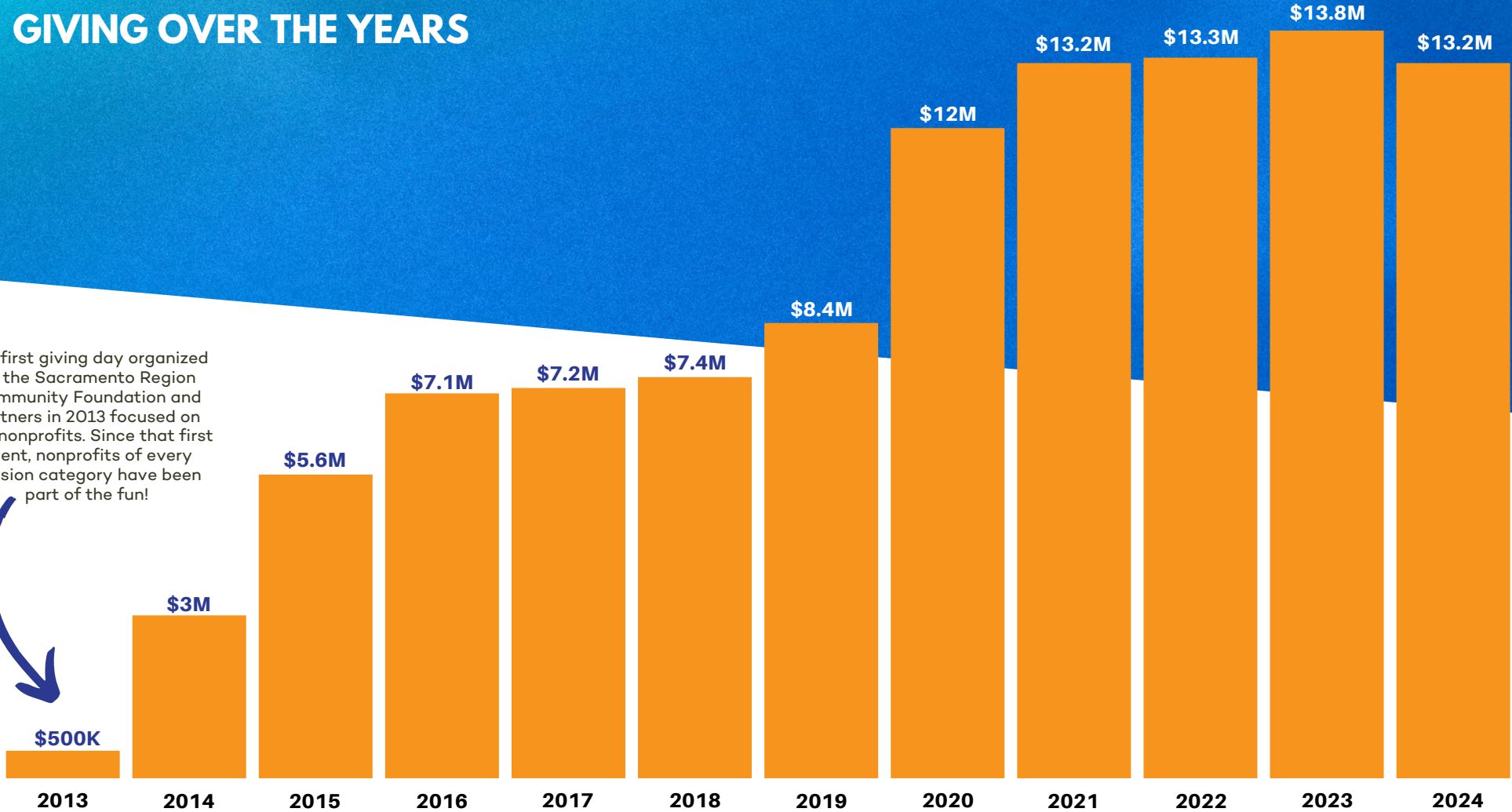
**2022**

**\$13.8M**

**2023**

**\$13.2M**

**2024**





# Big Day of Giving

MAY 2

**\$13.2 million**

**given by 28,000 donors,**

**who made 57,000 gifts**

**to 826 local nonprofits**

**during Big Day of Giving.**

**That's over \$104 million**

**raised since 2013!**

The Sacramento Region Community Foundation's program 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 nonprofits that strengthen the capital area — and a year-round capacity-building program to connect the social sector. Its success is more than headline-grabbing numbers: The real magic is how Big Day of Giving fosters ties between people and place, between neighbors. That's why we say that creating a more connected region the true legacy of Big Day of Giving!

ON THE COVER AND THIS PAGE: BIG DAY OF GIVING MOMENTS FROM THE 2024 PARTNERS CELEBRATION



**BIG DAY OF GIVING MOMENTS FROM CAPITAL  
DANCE PROJECT, WILTOWN RIDERS, AND  
WESTERN HEALTH ADVANTAGE'S  
MEGA BOOST WINNER ANNOUNCEMENT**





## DONORS

# GENEROSITY THRIVES IN OUR REGION

Local nonprofits do so much to foster a healthy, vibrant, and equitable Sacramento region. Local people know this. They heard the call to give on Big Day of Giving, and they responded, big time!

**"I am honored to give during this time. I believe in helping where I can."**

— Big Day of Giving donor

PHOTOS FROM AROUND THE COMMUNITY  
DURING BIG DAY OF GIVING

# 70%

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.



# 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.

# 732

DONOR-BUILT  
FUNDRAISING PAGES

The fundraising pages donors created raised almost \$600K combined, with an average amount raised of \$814 and median of \$368.





## 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.**

PHOTOS FROM TRAININGS AND GATHERINGS FOR NONPROFIT PARTNERS, AS WELL AS ACTIVITIES HELD DURING BIG DAY OF GIVING

# 88%

MORE FUNDS RAISED  
BY ORGANIZATIONS  
THAT ATTENDED BDOG  
2024 TRAININGS, ON  
AVERAGE

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!







## JAPANTOWN

A MONUMENT DEDICATED TO THE PRE-WAR JAPANESE COMMUNITY OF WINTERS



Japanese immigrants first came to Winters in 1888 to provide a better life for their families. The first generation, the Issei, came as farmers, laborers, and horticulturists.

Many Japanese families lived on farms outside of Winters. Within the city limits of Winters, however, they were allowed to live or have businesses only in Block 4 (which is depicted in the funeral picture). Japantown was located northeast of the railroad bridge. By the 1930s there were approximately 300 Japanese residents in the Winters area which included the Issei and the U.S.-born Nisei generation.

After Pearl Harbor and the issuance of Executive Order 9066, the federal government sent all persons of Japanese ancestry on the West Coast to incarceration camps. There were ten camps across the United States but those from the Winters area went to Gila River, Arizona and Amache, Colorado. The buildings in Japantown were destroyed in a suspicious fire on V-J Day 1945. Due to local hostility, less than 15 percent of the pre-war Japanese returned to Winters.

Under the Civil Liberties Act of 1988, the federal government apologized and granted reparations to Japanese Americans who were unjustly incarcerated. The citizens of Winters continue to honor the Japanese community who lived here and contributed to the vibrant history of agriculture and business.

Funded by the Historical Society of Winters, descendants of the Japanese families, the Winters community, and the Rotary Club of Winters - 2021

From its beginning, the Winters Museum has used Big Day of Giving as our primary avenue for fundraising. The funds we've raised have allowed us to share and preserve the history of our small town and the outpouring of support from the community for each exhibit we've hosted has been gratifying.

When we opened an exhibit in 2021 that explores the history of Winters' Japantown before, during, and after World War II, it was very well received and started a movement for us to permanently commemorate the Lost Japanese Community. The culmination of this campaign was the recent dedication of a memorial to Japantown, funded entirely by community donations, and many of the gifts came from the descendants of the community we honor. We are so grateful that Big Day of Giving was a platform we could use to make this memorial a reality.



### Winters Museum

**\$34,465 raised**

**\$35,000 goal**

**68 donors**

— Vicki Jacobs, Board Member of the Historical Society of Winters, which runs the Winters Museum and is dedicated to preserving and sharing the rich history of Winters and the Winters area through educational events, research, oral histories, and photo and artifact exhibits.



## BRAVO, MENTORS!

Mentors are seasoned nonprofit professionals who help other Big Day of Giving participants fortify essential skills needed for a successful giving day. They kindly share their knowledge and expertise to strengthen the entire Sacramento region — and support our work to improve Big Day of Giving each year. They're true BDOG heroes!

# 283

HOURS GIVEN BY BDOG MENTORS

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

MENTORS AT THE 2024 PARTNERS CELEBRATION

- Amanda Bloom, Health Education Council
- Julie Bornhoeft, WEAVE
- Erica Brown, American Foundation for Suicide Prevention
- Larisa Bryski, Girls Rock Sacramento
- Brian Crall, Sacramento Comedy Spot
- Marisa DeSalles
- Kimberly Diaz
- Tonya Goins, First Tee - Greater Sacramento
- Nick Houser
- Licia Green, CCHAT Center
- Megan Laurie, UCP of Sacramento and Northern California
- Kristin Marshall, DCA Partners
- Linda Revilla, Meals on Wheels by ACC
- Susan Reynolds, Friends for Survival, Inc.
- Julie Rhoten, Stanford Settlement Neighborhood Center
- Brad Squires, Social Venture Partners of Sacramento
- Synthia Smith, Sisters of Nia
- 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 demonstrate 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 in 2022, a cohort-based program to nourish connection and collaboration among BIPOC leaders at local nonprofits.

Cultivate provides ongoing learning and support for local fundraisers of color through two mutually supportive components: Cultivate Community, a quarterly convening for people of color who are working to raise funds for nonprofits in the region, and Cultivate Capacity, which supports those who have little fundraising expertise and who seek additional training running a Big Day of Giving campaign.

## MOMENTS FROM THE 2024 PARTNERS CELEBRATION AND IN-PERSON CULTIVATE CONVENINGS



- **Creo Abraham**, Leap Ahead
- **Twiana Armstrong**, seeMYchild
- **Shirley Arnold**, Sovereignty Abound African American Community
- **Liz Baidoo**, Celebration Arts
- **Keadrian Belcher**, C.L.A.S.S.Y. Inc (Captivating Ladies Acquiring Successful Standards Yearly)
- **Kevin Bichanga**, Women of Color on the Move
- **Janne Ault-Brown**, The Race and Gender Equity (RAGE) Project
- **Damaris Canton**, ION- Individual Opportunity Network
- **Ebony Chambers**, Black Womxn United
- **Victoria Deal**, Grandparents Gentle hugs/Seed to Skillet
- **Terrence Gladney**, Terrell Christopher Gladney Memorial Academy
- **Kara Green**, ABLED
- **Janina Guarino**, Better Decisions Counseling
- **Kristee Haggins**, Safe Black Space
- **Ashley Hammock**, World of Powerful Youth
- **Maria Madril Hernandez**, Central Valley Movement Building Organizing Institute

- **James Duran Jackson**, I Sound Music Performing Arts Community Development Inc
- **Clarissa Laguardia**, The California Center for Civic Participation
- **Lee Lo**, Asian American Liberation Network
- **Justin Margolis**, Family and Community Connections
- **Sydney Mathis**, Africa House Sacramento
- **Robin Moore**, Weforce of California Incorporated
- **NJ Mvondo**, Interactive Healing Arts Project
- **Vanessa Richardson**, California Groundbreakers
- **Christopher Robinson**, 4 Your Epiphany Foundation, Inc.
- **Shacunda Rodgers**, Holding Space
- **Qiana Hill-Ross**, The GreenHouse
- **Leah Savage**, Living Well Community Foundation
- **Antonio Smith**, AOYNOM FOUNDATION
- **Synthia Smith**, Sisters of Nia, Inc.
- **Josephine E. Watts**, BEST (Building Empowerment Skills Together)
- **Renee West**, Sojourner Truth African Heritage Museum
- **Astin Williams**, Love Liberated
- **Bobbie Wooten**, Feed Sacramento Homeless
- **Leader: Marisa DeSalles**, Good Tilth Consulting



# DATA

## JUST THE FACTS

During Big Day of Giving 2024, 826 nonprofits raised \$13.2 million from over 28,000 donors who gave 57,000 gifts.

DOLLARS GENERATED DURING BDOG2024*	AMOUNT (\$)
<b>ONLINE DONATIONS</b> Donations made at <a href="http://www.bigdayofgiving.org">www.bigdayofgiving.org</a>	<b>6,821,341</b>
<b>NONPROFIT MATCHES</b> Matching funds raised by nonprofit participants	<b>1,562,657</b>
<b>OFFLINE DONATIONS</b> Donations made directly to nonprofits, not via <a href="http://www.bigdayofgiving.org">www.bigdayofgiving.org</a>	<b>3,167,446</b>
<b>DONOR ADVISED FUND DONATIONS</b> Gifts from charitable funds at the Sacramento Region Community Foundation and the Yolo Community Foundation	<b>1,454,316</b>
<b>SPONSORS</b> Funds that make up the prize pool and support the event's programming	<b>125,000</b>
<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	<b>100,000</b>
<b>TOTAL</b>	<b>13,230,760</b>

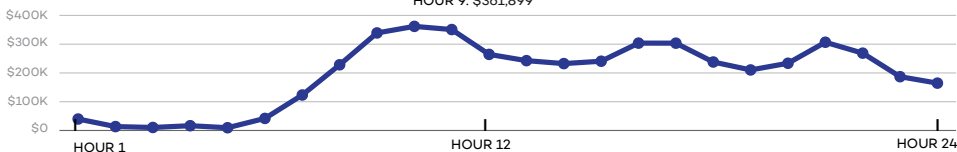
\*Preliminary. Subject to credit card reconciliation and match allocations.

In the days following May 2, donors gave an additional \$231,000 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)

<b>AVERAGE GIFT</b>	<b>\$132</b>
<b>MEDIAN GIFT</b>	<b>\$53</b>
<b>AVERAGE NUMBER OF DONATIONS PER NONPROFIT</b>	<b>65</b>
<b>MEDIAN NUMBER OF DONATIONS PER NONPROFIT</b>	<b>32</b>
<b>AVERAGE RAISED PER ORGANIZATION</b>	<b>\$13,364</b>
<b>MEDIAN RAISED PER ORGANIZATION</b>	<b>\$5,089</b>

### ONLINE GIVING PER HOUR



### RESULTS BY NONPROFIT MISSION CATEGORY

CATEGORY (# OF ORGS IN 2024)	TOTAL AMOUNT RAISED		ORGANIZATION AVERAGE	
	2024(\$)	AGAINST 2014-2023 AVERAGE	2024(\$)	AGAINST 2014-2023 AVERAGE
Human Services (128)	3,185,430	▲ 64%	24,886	▲ 29%
Arts & Culture (148)	2,289,095	▲ 48%	5,467	▲ 16%
Animal (71)	1,477,148	▲ 82%	20,805	▲ 6%
Youth Development (82)	1,056,091	▲ 54%	12,879	▲ 10%
Education (99)	967,162	▲ 48%	9,672	▲ 12%
Environment (34)	788,265	▲ 55%	23,184	▲ 28%
Food, Agriculture & Nutrition (26)	786,719	▲ 74%	30,258	▲ 41%
Health Care (47)	484,882	▲ 20%	10,317	▲ 13%
Housing/Shelter (29)	464,489	▲ 61%	16,017	▲ 24%
Community Improvement (52)	370,715	▲ 45%	6,865	▼ -1%
Mental Health & Crisis Intervention (26)	252,421	▲ 67%	9,349	▲ 23%
Civil Rights, Social Action & Advocacy (29)	186,128	▼ -9%	6,418	▼ -28%
Philanthropy (16)	167,898	▲ 99%	10,494	▲ 44%
Recreation (18)	100,191	▲ 49%	5,566	▼ -19%
Economic Development (10)	44,841	▲ 44%	4,077	▼ -45%
Public Safety & Disaster Preparedness (11)	36,348	▼ -6%	3,304	▼ -47%



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, nearly 130 nonprofits in Yolo County raised \$1.6 million during this year's Big Day of Giving!







**SACRAMENTO REGION  
COMMUNITY  
FOUNDATION**

INSPIRING PHILANTHROPY

SACRAMENTO REGION COMMUNITY FOUNDATION  
STAFF IN THE BDOG COMMAND CENTER

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).**

**2024 BOARD OF DIRECTORS**

SACRAMENTO REGION COMMUNITY FOUNDATION


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Garry Maisel, Vice-Chair  
Jonathan Lederer, Treasurer  
Cassandra Pye, Secretary  
Kate Stille, Immediate Past Chair


Kwame Anku  
Angela DePaoli  
Gordon Fowler  
Bret Hewitt  
Matthew Jacobs

Vince Sales  
Scott Syphax  
Renée Nunes Taylor  
Steven Weiss  
Kate Willcox



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

**Big  Day of  
Giving**  
**MAY 1**



The graphic features four yellow arrows: one pointing left towards the 'G' in 'Giving', one pointing up and right towards 'MAY 1', one pointing up and right towards 'MAY 1' from below, and one pointing up and left towards 'MAY 1' from the right, ending at a yellow star.