Big Day of Giving

2026 REPORT TO THE COMMUNITY

Celebrating a movement to inspire philanthropy in the Sacramento region, raising over $132 million since 2013!

SACRAMENTO REGION COMMUNITY FOUNDATION

INSPIRING PHILANTHROPY



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. It's also a year-round capacity-building program to connect and educate 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, and how it proves that our community members are willing to show up for one another. That's why we say that creating a more connected region the true legacy of Big Day of Giving!



ON THE OVER AND ON THIS PAGE: Big Day of Giving moments from the 2026 Partners Celebration; Spread Generosity winner Ohana Dance Group

$15,426,525

raised by 29,091 donors, who gave 62,017 gifts to 886 local nonprofits during Big Day of Giving. That's over

$132 million

raised since 2013!

SACRAMENTO REGION COMMUNITY FOUNDATION
INSPIRING PHILANTHROPY

SPONSORS

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 2026!



LEAD SPONSOR

Western Health Advantage

GOLD SPONSORS

Athletics

CapRadio
VISIONARY MEDIA PARTNER

10 YEARS
Nugget MARKET

SILVER SPONSORS

Golden 1 Credit Union

James and Susan McClatchy Fund

The Keller Family Pathway Fund

PBS KVIE

BRONZE SPONSORS

- Bay Alarm
- Better Business Bureau Serving Northeastern California
- Boutin Jones
- Comcast
- The Nonprofit Podcast Network
- Sacramento Venture Philanthropy
- SMUD

MEDIA PARTNERS

Big Day of Giving is a success due in part to our media partners, who help us connect to donors across our four-county region and beyond.



capradio

VISIONARY MEDIA PARTNER

Our Visionary Media Partner, CapRadio, provided hundreds of on-air PSA spots to local nonprofits for Big Day of Giving!

- BeLocal Sacramento
- Clear Channel Outdoor
- iHeart Media Sacramento
- Inside Publications
- KCRA
- KOVR
- Lamar Advertising
- Outword Magazine
- PBS KVIE
- Sacramento365
- Sacramento Kings
- Sacramento Republic FC



FROM LEFT TO RIGHT: CapRadio's Chris Bruno. our Senior Director of Communications Vasey Coman, and CapRadio's Emmy Gilbert; A Big Day of Giving 2026 countdown billboard courtesy of Lamar Advertising

$132 MILLION RAISED SINCE 2013

Since its inception in 2013, Big Day of Giving has served as a game-changer for philanthropy in the capital region. It's helped over 900 local organizations and over 85,000 donors make a difference in our community. This year, the region-wide effort surpassed $132 million raised for local nonprofits since the program's beginnings 14 years ago!









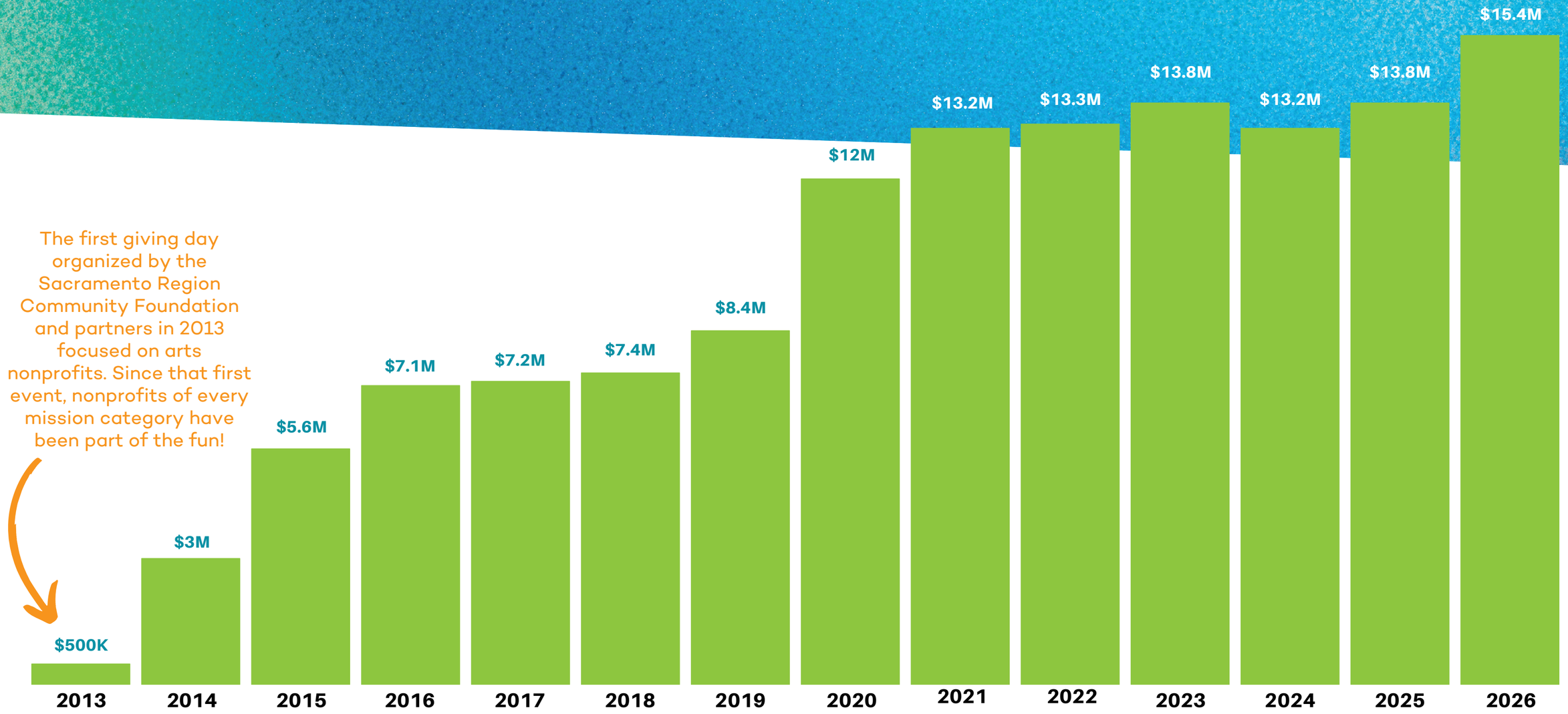








GIVING OVER THE YEARS



BIG DAY OF GIVING MOMENTS
(LEFT TO RIGHT): BDOG Partners Celebration; xHOPE Local; Save the Snakes; Mission Meow Cat Rescue



DONORS

GENEROSITY THRIVES HERE

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

"I love BDOG! It's a great way to learn about different organizations and all the incredible work that's being done in our community. Each year I add new organizations to support, along with those from previous years. Thank you for all you do!"

— Big Day of Giving donor

Data shared on this page is pulled from 1,626 responses to the 2026 Donor Survey.

PHOTO: Single Mom Strong kids thanking their donors

74%

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

In addition, 20% of donors report they gave to a nonprofit for the first time. Big Day of Giving remains a strong avenue for nonprofits to engage current supporters and acquire new donors, an essential element of sustaining their mission.

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.

757

DONOR-BUILT FUNDRAISING PAGES

The fundraising pages that donors created raised over $686,000 combined, averaging seven gifts each — reinforcing that peer-to-peer fundraising is an effective way for supporters to introduce new people to local causes.

$637,992

RAISED BY GOLDEN 1 CREDIT UNION MEMBERS, WHOSE DONATIONS WERE PROPORTIONATELY MATCHED BY $100,000



NONPROFITS

STRONG SECTOR, STRONG REGION

Nonprofits participating in Big Day of Giving put a lot of time and energy into their BDOG campaigns, on top of their day-to-day tasks and operations. Some nonprofits start their planning months in advance, asking loyal donors to sponsor match funds and peer-to-peer fundraising pages. Other nonprofits work on robust marketing campaigns months ahead of May.

Skills built and connections made through Big Day of Giving strengthen nonprofit capacity in the long run, and stronger nonprofits are better able to achieve meaningful change in our community. That's the real measure of Big Day of Giving's success.

123

NONPROFITS PARTICIPATED IN BIG DAY OF GIVING FOR THE FIRST TIME.

💛

Additionally, 672 organizations have participated for five years or more. Most nonprofits return and continue to participate in Big Day of Giving, demonstrating its importance in our region's philanthropic landscape and its value for organizations involved.







FROM LEFT TO RIGHT: ShepHeroes doggy in a Big Day of Giving bandana; Atrium 916's activity at the 2026 Zero Waste Symposium days before BDOG; Cynthia Espinoza of Teach for American at our BDOG Prep Day; SMUD Museum of Science and Curiosity





We are incredibly grateful for the opportunity to participate in Big Day of Giving each year, as the collective giving of our community continues to elevate CCHAT's impact on the hearing health of our region.

These funds allow us to sustain the specialized services that support the listening, spoken language and literacy growth in children who are deaf and hard of hearing. It is a privilege to support other nonprofit leaders in my role as a BDOG Mentor. We truly are stronger together!

Children's Choice for Hearing & Talking (CCHAT) Center

$76,170 raised
$60,000 goal
187 donors

— Licia Green, Development Director at CCHAT Center, which teaches children who are deaf and hard of hearing to develop the necessary listening and spoken language skills required for lifelong success.





Participating in Cultivate and Big Day of Giving was an incredible experience for Iu Mien Community Services (IMCS). With the support of our mentor, Marisa, and the passion of IMCS staff and community, we secured matching grants, exceeded our fundraising goal, and strengthened our ability to continue serving our community.

This experience not only expanded our knowledge and partnerships but also reinforced the power of collaboration and community support.

Iu-Mien Community Services

Member of Cultivate's 2026 Cohort
$16,765 raised
$15,000 goal
115 donors

— Susan Saechao, Executive Director at Iu-Mien Community Services, which strives to build resilient communities through resources, education, and programs to underserved communities.





Big Day of Giving was more than fundraising for Mercy Holistic Ministry; it was a reminder that our community believes in restoring dignity, hope, and human connection for people experiencing homelessness.

We are deeply grateful for every donor, volunteer, and partner who stood with us this year.

Mercy Holistic Ministry

Member of Cultivate's 2026 Cohort
$3,640 raised
39 donors

— Berhanu Didanu, Executive Director at Mercy Holistic Ministry, which brings holistic services to our region's homeless community by offering showers, haircuts, clothing, hygiene kits, meals, and more.





Big Day of Giving was a way for the community to show love and appreciation for causes near and dear to their hearts. Every person that donated to our center has a personal relationship with it. We see it as an investment for the future—future programming, future materials, future community events offered.

My participation in Cultivate is also an investment. The coaching we receive and the opportunities to connect with other nonprofit leaders of color open ways to share in the work we do. All of it is an investment that says we care!

Washington Neighborhood Center

Member of Cultivate's 2026 Cohort
$1,050 raised
19 donors

— Florentina Favela, Program Director at Washington Neighborhood Center, which offers programs in arts, education, recreational activities, health and wellness, with an emphasis on the development of youth through connection to culture.

CULTIVATE

ADVANCING EQUITY IN LOCAL PHILANTHROPY

Nourishing connection and collaboration among local nonprofit leaders of color and closing pervasive fundraising gaps that affect them and the communities they serve is necessary for a thriving region. That's why, in 2023, the Sacramento Region Community Foundation launched Cultivate, a capacity building program to support local nonprofit leaders of color.

This year's Cultivators participated in a coaching program through which they received personalized mentoring sessions and met in small groups to advance their work.

Cultivate is supported in part by the Foundation's Impact Fund. **Learn more here.**

FROM TOP TO BOTTOM: Cultivate facilitators Amy E. Brown and Marisa DeSalles; the 2026 Cultivate Cohort at their February meeting; Cultivate Community at BDOG Prep Day; 2026 Cultivate Cohort member Morgan Brown and her co-founder Rahmu Brown in their nonprofit highlight video produced by Better Business Bureau Serving Northeast California



- Morgan Brown, Color the Block
- Denise Carter, Bright Braille
- Stevante Clark, I Am S.A.C. Foundation
- Berhanu Didanu, Mercy Holistic Ministry
- Ashley Faison, Diamond Collective
- Florentina Favela, Washington Neighborhood Center
- Alona Jennings, Code 4 Hood Edu
- Amira Kotb, ALEFE, Inc.
- Susan Saechao, Iu-Mien Community Services
- Clarmundo Sullivan, Golden Rule Services
- Facilitator: Marisa DeSalles, Good Tilth Consulting





$28,625

RAISED BY THIS YEAR'S CULTIVATE COHORT

During Big Day of Giving, 261 donors gave to this year's Cultivate cohort.



MENTORS

TRUE BDOG CHAMPIONS

Big Day of Giving Mentors are seasoned nonprofit professionals who help other BDOG 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.

In addition to facilitating conversations at BDOG Prep Days and weekly Office Hours, many Mentors also met one-on-one or in groups with their mentees. In all, Mentors reported connecting with 109 nonprofits during Big Day of Giving 2026.

- Julie Bornhoeft, WEAVE
- Larisa Bryski, Girls Rock Sacramento
- Micaela Cirimeli, Sacramento Children's Home
- Marisa DeSalles
- Kimberly Diaz
- Erika Fatula, River City Food Bank
- Licia Green, CCHAT Center
- Jacob Gutiérrez-Montoya, The Sofia, Home of the B Street Theatre
- Megan Laurie, UCP of Sacramento and Northern California
- Fatima Malik, Del Paso Heights Growers' Alliance
- Larisa Perryman, Runnin' for Rhett
- Julie Rhoten, Stanford Settlement Neighborhood Center
- Shacunda Rogers, Holding Space
- Kristin Stuhr, Eskaton Foundation
- Kara Walker, Placer Land Trust
- Mackenzie Wieser, Sacramento Splash
- Laura Williams, Nation's Finest Sacramento





FROM TOP TO BOTTOM: BDOG Mentors with nonprofit partners at BDOG Prep Day; Mentor happy hour; Mentors at the BDOG Partners Celebration

RESOURCES

BEYOND THE DAY

Big Day of Giving's impact reaches well beyond a single day. In 2026, nonprofit partners took advantage of a growing library of resources from the Sacramento Region Community Foundation, available before, during, and after BDOG.

Participating organizations tapped into online resources, a global marketing campaign, and two new opportunities this year, including:

- BDOG Prep Days, where nonprofit leaders connected with Mentors, exchanged ideas with peers, and expanded their networks.
- Weekly Office Hours, held both in-person and virtually, where staff and Mentors answered questions and offered guidance.

FROM TOP TO BOTTOM: BDOG Prep Days; Chief Philanthropy Officer Kelly Siefkin on Your California Life to talk about Big Day of Giving



88

HOURS OF DIRECT ASSISTANCE PROVIDED BY THE FOUNDATION THROUGH OFFICE HOURS AND PREP DAYS

💛

In addition, our team fielded thousands of emails from nonprofit partners from the day registration opened on January 1 all the way through the day after BDOG on May 8!





DATA

JUST THE FACTS

During Big Day of Giving 2026, 886 nonprofits raised $15.4 million from over 29,000 donors who gave 62,000 gifts.

DOLLARS GENERATED DURING BDOG 2026 *

ONLINE DONATIONS Donations made at www.bigdayofgiving.org	**$6,917,910**
NONPROFIT MATCHES Matching funds raised by nonprofit participants	**$2,888,038**
OFFLINE DONATIONS Donations made directly to nonprofits, not via www.bigdayofgiving.org	**$3,877,325**
DONOR ADVISED FUND DONATIONS Gifts from charitable funds at the Sacramento Region Community Foundation and the Yolo Community Foundation	**$1,542,235**
PRIZES Funds that make up the prize pool, furnished by partners like lead sponsor Western Health Advantage	**$101,017**
GOLDEN 1 CREDIT UNION MATCH 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**
** Preliminary. Subject to reconciliation and match allocations.*	**TOTAL** **$15,426,525**

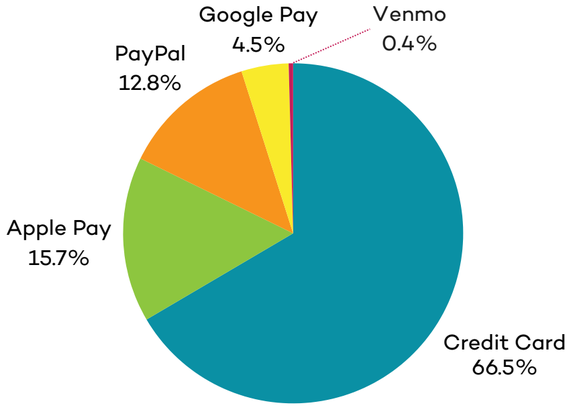
In the days following May 7, donors gave an additional $255,919 to nonprofits on the website. While these donations aren't added to leaderboard tallies, they illustrate the residual impact of nonprofits' Big Day of Giving outreach — and donors' enduring generosity!

DATA

JUST THE FACTS

ONLINE GIFT AVERAGES + MEDIANS

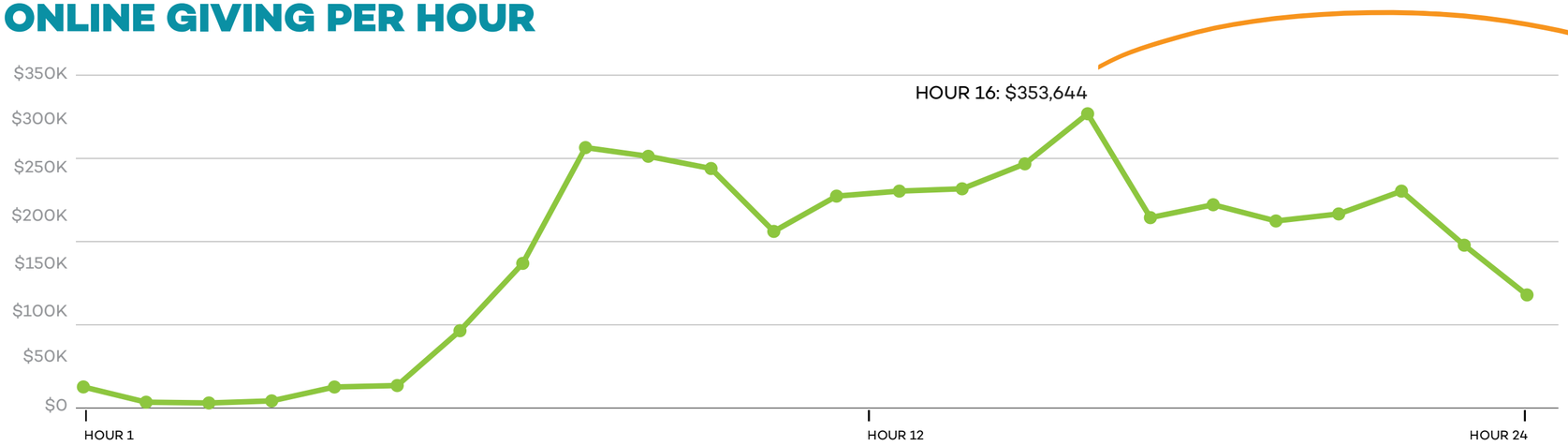
AVERAGE GIFT	$140
MEDIAN GIFT	$50
AVERAGE NUMBER OF DONATIONS PER NONPROFIT	70
MEDIAN NUMBER OF DONATIONS PER NONPROFIT	28
AVERAGE RAISED PER ORGANIZATION	$16,612
MEDIAN RAISED PER ORGANIZATION	$4,581



ONLINE PAYMENT METHODS

CREDIT CARD	$4,373,952
APPLE PAY	$1,033,040
PAYPAL	$843,841
GOOGLE PAY	$295,113
VENMO	$27,565

ONLINE GIVING PER HOUR



In past years, Big Day of Giving online giving activity usually peaked in the 9 a.m. hour. This year, BDOG donors became the most active during the 4 p.m. hour!

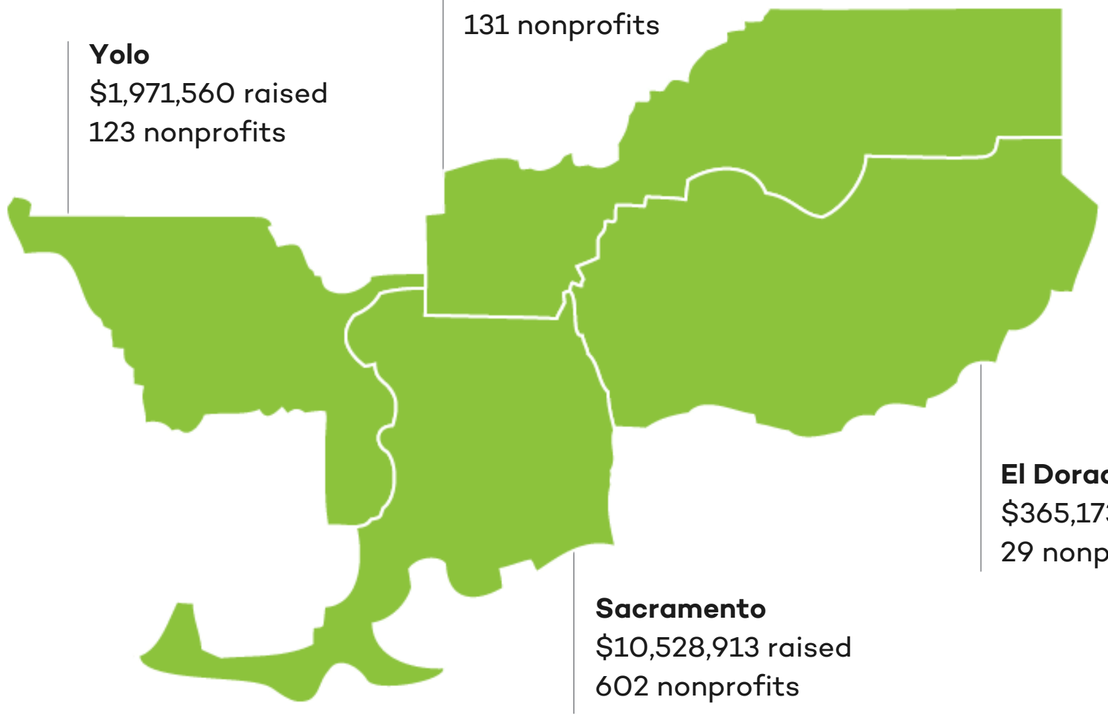
DATA

JUST THE FACTS

DONATIONS BY COUNTY

Placer
$1,815,105 raised
131 nonprofits

Yolo
$1,971,560 raised
123 nonprofits



El Dorado
$365,173 raised
29 nonprofits

Sacramento
$10,528,913 raised
602 nonprofits

These figures include gifts made on the Big Day of Giving website, direct donations reported by nonprofits, and fulfilled matches. Prizes, fees covered, and the Golden 1 Credit Union match are not included.

Yolo Community Foundation, administered by 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, 123 nonprofits in Yolo County raised $1.9 million during this year's Big Day of Giving!



DATA

JUST THE FACTS

RESULTS BY NONPROFIT MISSION CATEGORY

CATEGORY (# OF ORGS IN 2026)	TOTAL AMOUNT RAISED		ORGANIZATION AVERAGE	
	2026 ($)	AGAINST 2014-2026 AVERAGE	2026 ($)	AGAINST 2014-2026 AVERAGE
Animal (77)	1,730,505	▲ 74%	22,474	▲ 11%
Arts, Culture, & Humanities (154)	2,775,795	▲ 53%	18,025	▲ 31%
Civil Rights, Social Action, & Advocacy (27)	317,439	▲ 52%	11,757	▲ 33%
Community Improvement, Capacity Building (67)	373,622	▲ 39%	5,576	▼ 14%
Education (101)	1,298,611	▲ 70%	12,858	▲ 48%
Environment (40)	1,006,107	▲ 66%	25,153	▲ 29%
Food, Agriculture, & Nutrition (34)	1,604,250	▲ 133%	47,184	▲ 68%
Healthcare (56)	544,852	▲ 27%	9,730	▲ 4%
Housing, Shelter (35)	473,289	▲ 27%	13,523	▼ 9%
Human Services (133)	3,008,343	▲ 41%	22,619	▲ 15%
Mental Health & Crisis Intervention (32)	163,870	▲ 4%	5,121	▼ 34%
Philanthropy & Grantmaking Organizations (13)	124,204	▲ 15%	9,554	▲ 6%
Public Safety & Disaster Preparedness (5)	24,058	▼ 48%	4,812	▲ 12%
Recreation & Sports (21)	150,800	▲ 88%	7,181	▼ 17%
Youth Development (90)	1,085,007	▲ 44%	12,056	▲ 7%

From time to time, organizations update their categories to reflect evolving work, which can impact comparisons from previous years.



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.

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Sacramento Region Community Foundation staff in the BDOG Command Center

Mark Your Calendars For Big Day of Giving 2027

