GIVE FOR GOOD LOUISVILLE

See how our community united for good in September 2021

COMMUNITY
FOUNDATION
OF LOUISVILLE

See pictured: Louisville Girls Leadership | LGL Power Mixer

Uniting for Good in 2021

$8.9M Raised

22.4k Donors

40.8k Gifts

557 Organizations

Countless Lives Impacted

+15% from 2020, raised over
$42.5 million since 2014.

"Louisville has been my home my entire life and I think it is amazing the [Community Foundation of Louisville] has encouraged so many to step up and support our wonderful city! My support during Give for Good enables organizations to get even more 'bang for the buck' during this and it seems like a **no-brainer to give**!"

– Anonymous, 2021 Donor

On average, organizations received contributions from **41 donors**.

23% of organizations received gifts from first time donors

77% of organizations received gifts by a donor from previous giving days

93% of organizations received new online donors

Gifts From Our Community and Beyond, Exceeding 40,000

Hope is a powerful feeling that can inspire, motivate, and transform a community for the better. Give for Good Louisville instills that hope by uniting tens of thousands of people for one day every September.

22.4k donors

Donors spanned across 44 countries and 50 states

$218 avg. gift size

+28% from 2020

Giving Across Our Community

Each house equals 10 cities

Donors from 118 cities in Kentucky

Donors from 93 cities in Indiana

"[Give for Good Louisville] reinforces my commitment(s) to my charities, and encourages others to consider charitable organizations they may not otherwise have been made aware of. While individual donations may be modest, the collective whole is huge. **Give for Good Louisville truly makes a difference in our community.**"

– Anonymous 2021 Donor

See pictured: City Schoolhouse | A Day in the Dirt: Building City Schoolhouse's Community Garden
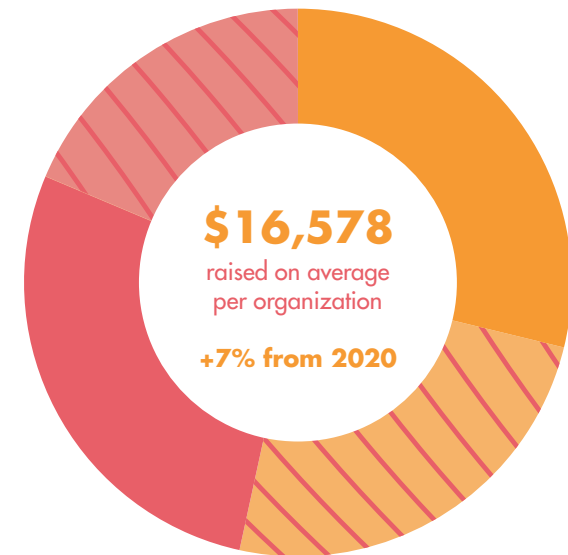
Creating Equity

No matter the size of the organization, Give for Good Louisville provides everyone the opportunity to succeed during the giving day.

94%

of organizations reported they reached or surpassed their fundraising goals

Participation of Organizations by Tier*

$16,578
raised on average
per organization

+7% from 2020

- 28% | Tier 1 = Under $49k
- 24% | Tier 2 = $50k – 250k
- 27% | Tier 3 = $251k –1.5M
- 21% | Tier 4 = Over $1.5M

*Organizations are categorized by size based on their total revenue from their IRS 990 form.

"Funds raised during **Give for Good** enable us to provide emergency assistance to more of our downtown neighbors, helping them stay safely in their homes during the pandemic and through all sorts of crises."

– Linette Lowe, Executive Director of Central Louisville Community Ministries

"Give for Good boldly demonstrates the depth and reach of our community's generosity and commitment to its diverse cultural and service organizations. **It is a privilege to be a tiny piece of such a mighty pie.**"

– Anonymous, 2021 Donor

See pictured: Russell: A Place of Promise | Harlem of the South Soire

Providing Resources for Success

Organizations who leverage our trainings, fundraising tools, and communication strategies provided by the Foundation **raise up to 4x more than their peers** and attract new donors.

Business Fundraisers

This fundraising feature gives our business community the opportunity to engage their staff and spark friendly competition to see who can raise the most.

1. Churchill Downs Incorporated
 & Derby City Gaming – **$19k**
2. LG&E and KU Energy – **$11.7k**
3. YUM! Brands – **$9k**
4. Republic Bank & Trust – **$6.5k**
5. Samtec – **$2.9k**

$46.9k total raised through Business Fundraisers

+121.7% from 2020

See pictured: Community Foundation of Louisville I Give for Good Live Streaming

Peer-to-Peer Fundraising

Peer-to-Peer fundraising gives organizations the opportunity to empower their most passionate supporters to rally behind their cause and fundraise on the organization's behalf.

On average, organizations raised **$11.6k more than their peers** who did not use the peer-to-peer feature.

Matches & Challenges

A **match** is a pool of funds donated from a person or company that is intended to be used to double the amount raised by an organization.

A **challenge** is a large gift that can be unlocked by an organization when they accomplish a goal such as total dollars given or total donors engaged.

On average, organizations raised $**23.7k more than their peers** who did not use the matches and challenges feature.

$590k total raised through peer-to-peer fundraising

+11% from 2020

$1.2M total raised through matches & challenges

+23.5% from 2020

See pictured: Habitat for Humanity
Clark & Floyd Indiana | Build Day

Connecting with the Community

Through our media partnerships and a social media blitz, Give for Good Louisville reached **86.2 million** people in 2021.

136k website sessions on GiveforGoodLouisville.org

15.6M reached across social media channels including Facebook, Web, Twitter, Instagram, and YouTube
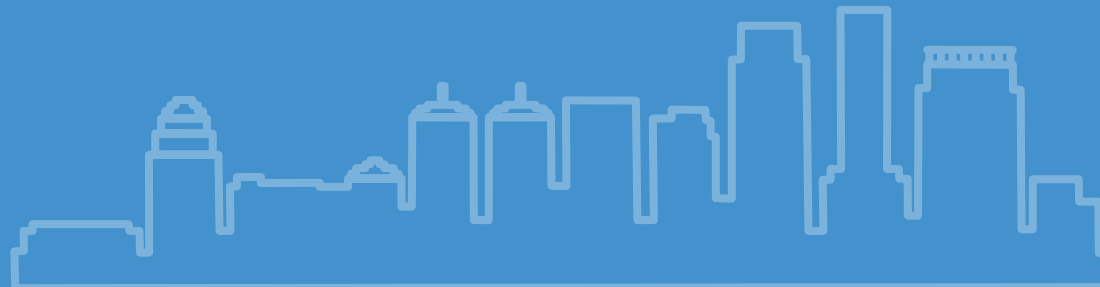
22.4k donors

40.8k gifts

$8.9M raised

"I want to personally thank each and every donor who took the time to make a contribution during the giving day because your collective effort has changed the course of this community for the better for years to come."

– Ron Gallo, Community Foundation of Louisville President & CEO

Special Thank You to Our Give for Good Partners

With the help of our community partners, the Community Foundation of Louisville was able to enhance our region's biggest day of local giving by providing **$375k in prize opportunities** for 557 participating organizations.

"Because of the incredibly generous incentives and bonus pools, it is the absolute best time to **support your favorite charity**. I save all my donation money for this one day."

— Anonymous 2021 Donor

Presenting Partners

SAM SWOPE FAMILY

WILLIAM O. ALDEN JR.

DERBY CITY GAMING

CHURCHILL DOWNS INCORPORATED

Premier Partners

LG&E and KU Foundation

Community Foundation of Southern Indiana

SAMTEC Cares

CAESARS FOUNDATION OF FLOYD COUNTY

Foundation Partners

Hazel & Walter T. Bales Foundation
The Gheens Foundation
James Graham Brown Foundation
Jewish Heritage Fund for Excellence
The Owsley Brown II Family Foundation
Shelby County Community Foundation

Premier Media Partner

WAVE

Media Partners

Q103.1
Mix 106.9
107.7 The Eagle
103.9 The Groove
iHeart Radio Louisville

Louisville Public Media
Do502
TOPS Louisville
The Voice-Tribune
Today's Woman

Supporting Media Partners

WHAS11
WLKY
WDRB
Courier Journal
alDía en América

99.7 DJX
B96.5
Magic 101.3
104.7 WLOU

GIVE FOR GOOD LOUISVILLE
COMMUNITY FOUNDATION OF LOUISVILLE

Mark Your Calendars!

Give for Good Louisville returns on Thursday, September 15, 2022.

Local organizations that would like to participate in Give for Good may register online beginning June 1, 2022 – June 30, 2022. For more information, please email **info@giveforgoodlouisville.org**.

GiveforGoodLouisville.org

Photography by Bearykah Shaw

SEP 15

GIVE FOR GOOD LOUISVILLE™
COMMUNITY FOUNDATION OF LOUISVILLE