

2012 ColoradoGives Report Of Online Giving

Introduction

ColoradoGives.org (formerly GivingFirst.org) is an online resource featuring hundreds of Colorado charities. Launched in 2007 by Community First Foundation, the website provides comprehensive and standardized information to help donors support local charities.

This report shares statistics and observations for charitable giving in Colorado through ColoradoGives.org for every day of the year in 2012 excluding Colorado Gives Day (an initiative to increase philanthropy in Colorado through online giving). See page 10 for more about the extraordinary impact of Colorado Gives Day on local nonprofits.

Observations and Outlook

Online Giving Grows Annually

Since the launch of ColoradoGives.org (formerly GivingFirst.org) in May 2007, the amount donated, number of gifts, number of donors and number of nonprofit profiles has grown. In the 5 1/2 years since the site's inception, \$53 million from more than 240,000 donations has benefited Colorado nonprofits. The charts below show results excluding Colorado Gives Day. (Note: 2007 dates below reflect May—December.)

RESULTS AT A GLANCE

Total amount of donations processed through ColoradoGives.org from May 2007 to December 2012
\$53 million

The data below excludes Colorado Gives Day results

Total number of dollars raised via ColoradoGives.org in 2012
\$7.4 million

Total number of nonprofits participating in 2012
1,319

Percent of nonprofits profiled on ColoradoGives.org that received a donation
82%

Total number of donors
27,191

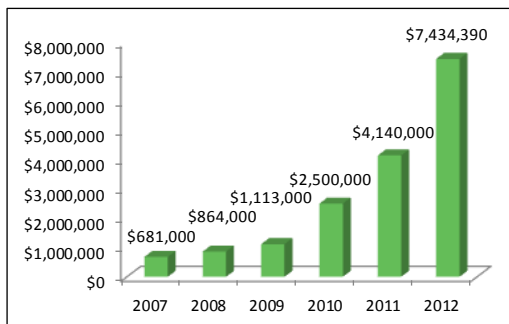
Total number of donations
47,930

Average raised per nonprofit
\$5,636

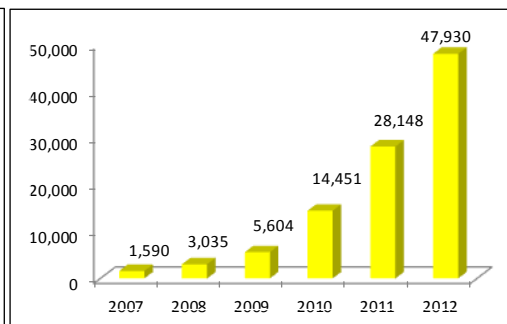
Most frequent donation size
\$50

Average donation size
\$155

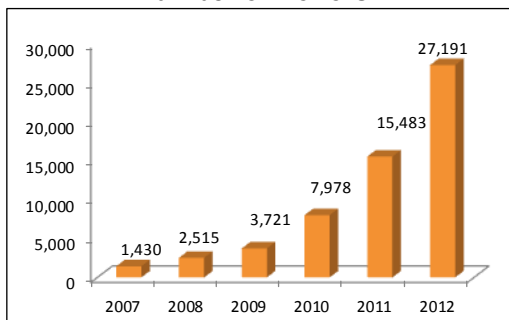
Number of Dollars



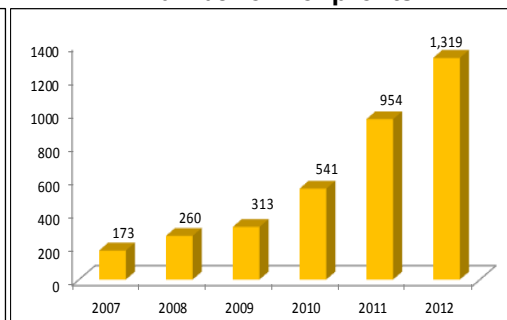
Number of Donations



Number of Donors



Number of Nonprofits



Observations & Outlook

Observations, continued from Page 1

Number of nonprofits that raise \$50,000 or more online doubles

In 2012, 21 organizations raised \$50,000 or more through ColoradoGives.org (excluding donations from Colorado Gives Day), doubling the number of nonprofits at this level from the previous year.

Online fundraising tools still influence online giving success

Nonprofits that receive the largest number of donations typically promote and use ColoradoGives online fundraising tools such as Fundraising Pages, recurring donations, and the eye-catching “Donate Now” button. These tools help nonprofits receive support throughout the year, and not just during the end-of-year fundraising push.

ColoradoGives helped facilitate relief efforts in Colorado

ColoradoGives.org was used effectively to provide a convenient, safe and trustworthy tool to assist with two local relief efforts in 2012. \$18,354 was generated online for 13 nonprofits providing services for wildfire relief and more than \$798,000 (of nearly \$6 million total) was donated online for Aurora victim relief efforts.

Number of nonprofits that raised \$50,000 or more through ColoradoGives.org in 2012

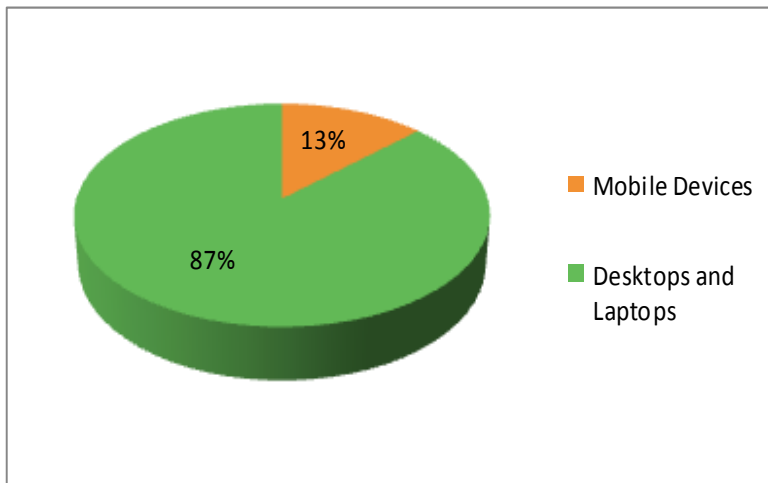
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Online Giving Outlook

The use of mobile technology will continue to increase

13% of visitors to ColoradoGives.org used mobile devices such as a smartphone or tablet in 2012, up from 6% in 2011. Websites will need to accommodate these devices to provide a positive user experience. ColoradoGives adjusts its page content by recognizing the type of technology used to access it.

Comparison of Mobile vs. Non-Mobile Devices Used to Access ColoradoGives.org



Individuals will become more savvy about using Fundraising Pages to support their favorite nonprofits

Individuals will become increasingly aware of Fundraising Pages and use them to create online campaigns for their favorite nonprofits. Donors can create Fundraising Pages for personal goals such as completing a marathon and asking friends to support them by donating to a specific charity. Nonprofits will continue to promote the feature because it helps them extend their reach to the family and friends of their supporters.

Special Features

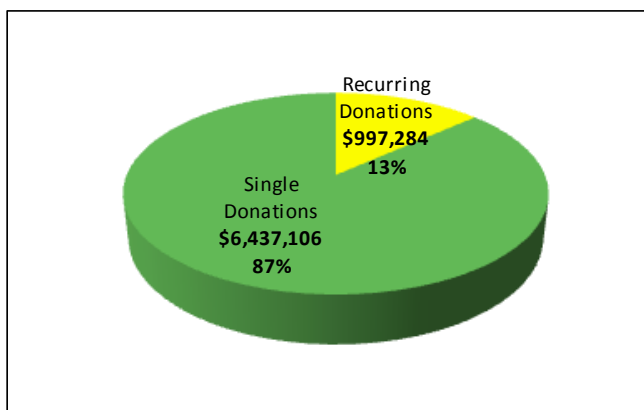
Recurring Donations

Recurring donations allow an individual to donate to nonprofits in increments over a specific period of time. After setting up a donation schedule, an individual's donations occur automatically—straight from a credit card, debit card or bank account. Nonprofits enjoy this type of donation because it means dollars they can rely on throughout the year, and donors can give a larger amount overall by donating in multiple small amounts.

Recurring donations continue to grow through ColoradoGives.org. For example, 35% of nonprofits on ColoradoGives received a recurring donation in 2012, up from 31% in 2011, and the average recurring donation size was \$59 per donation, up from \$53.

In both years, 13% of total dollars was the result of recurring donations and the largest recurring gift was \$10,000 (scheduled as an annual recurring donation).

**Dollars Raised Through
Recurring Donations vs. Single Donations**



Percent of total dollars donated through ColoradoGives.org that were the result of recurring donations
13%

The most frequently scheduled type of recurring donation
Monthly

Variety of Recurring Donations

Recurring donations through ColoradoGives.org are extremely flexible. An individual can decide when the recurring donation will start, how often it will occur (anywhere from every seven days to every year), and when it should end (by a particular date, after a certain number of payments, after a certain amount has been donated, or indefinitely). The most common recurring donation timeframe is monthly.

Giving eCards

Giving eCards are “virtual” gift cards that donors can purchase on ColoradoGives.org for a minimum of \$10 to send to friends and family. The recipients can then select a nonprofit profiled on ColoradoGives.org to receive the dollar amount as a donation.

- In 2012, 111 Giving eCards were purchased for a total of \$2,420.

About ColoradoGives Nonprofits

What kinds of organizations are profiled on ColoradoGives.org?

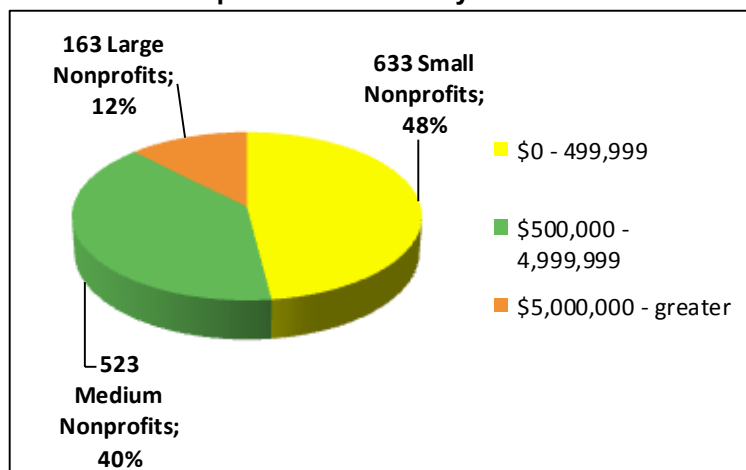
The following pages showcase the variety of nonprofits featured on ColoradoGives.org.

Types of Organizations

In 2012, ColoradoGives.org featured 23 types of nonprofits. Nonprofit types are based on the National Taxonomy of Exempt Entities (NTEE) classification system created by the National Center for Charitable Statistics at the Urban Institute. It categorizes similar nonprofits according to purpose, type, or major function. ColoradoGives participants choose the appropriate category for their nonprofit.

Type	No.	Type	No.
Human Services	237	Food, Agriculture & Nutrition	32
Education	202	Philanthropy, Voluntarism and Grantmaking Foundations	25
Arts, Culture & Humanities	173	International, Foreign Affairs and National Security	22
Health Care	92	Public & Societal Benefit	21
Youth Development	77	Recreation & Sports	19
Environment	76	Crime & Legal-Related	17
Housing & Shelter	67	Religion-Related	12
Animal-Related	60	Employment	10
Mental Health & Crisis Intervention	45	Medical Research	9
Civil Rights, Social Action & Advocacy	44	Public Safety, Disaster Preparedness and Relief	5
Community Improvement and Capacity Building	36	Science & Technology	2
Diseases, Disorders & Medical Disciplines	36		

Size of Nonprofits Measured by Annual Revenue



About ColoradoGives Nonprofits

Location of Nonprofits

County	Number of Nonprofits
Denver	522
Boulder	147
Jefferson	145
Arapahoe	116
Larimer	69
Adams	66
El Paso	64
Douglas	33
Weld	22
Eagle	20
Summit	17
Mesa	15
Broomfield	11
Pueblo	11
Routt	8
Grand	7
Chaffee	5
Park	5
Morgan	4
Delta, Garfield, Gunnison, Logan, Teller	3 each
Alamosa, Clear Creek, La Plata, Mineral	2 each
Baca, Bent, Custer, Fremont, Gilpin, Hinsdale, Lake, Montrose, Pitkin	1 each

Staff Size

Staff Size	Number of Nonprofits
4 or less	707
5 — 9	203
10 — 29	230
30 — 59	70
60 — 99	43
100 — 199	35
200 or more	31

Number of counties with nonprofits profiled on ColoradoGives.org
37 of 64

Years Incorporated

Years Incorporated	Number of Nonprofits
4 or less	105
5 — 9	210
10 — 29	607
30 — 59	340
60 — 99	48
100 or more	9

Online Giving Results for Nonprofits

How much did the nonprofits raise on ColoradoGives.org in 2012?

Range of Dollars Raised Per Nonprofit	Number of Nonprofits
\$0 — \$4,999	1,038
\$5,000 — \$9,999	124
\$10,000 — \$49,999	135
\$50,000 — \$99,999	16
\$100,000 — greater	6
\$7.4 Million Total Raised	1,319 Total Nonprofits

Average amount raised per organization

\$5,636

Median amount raised per organization

\$620

Average number of donations per organization

36

Dollars Raised and Donations by Organization Type

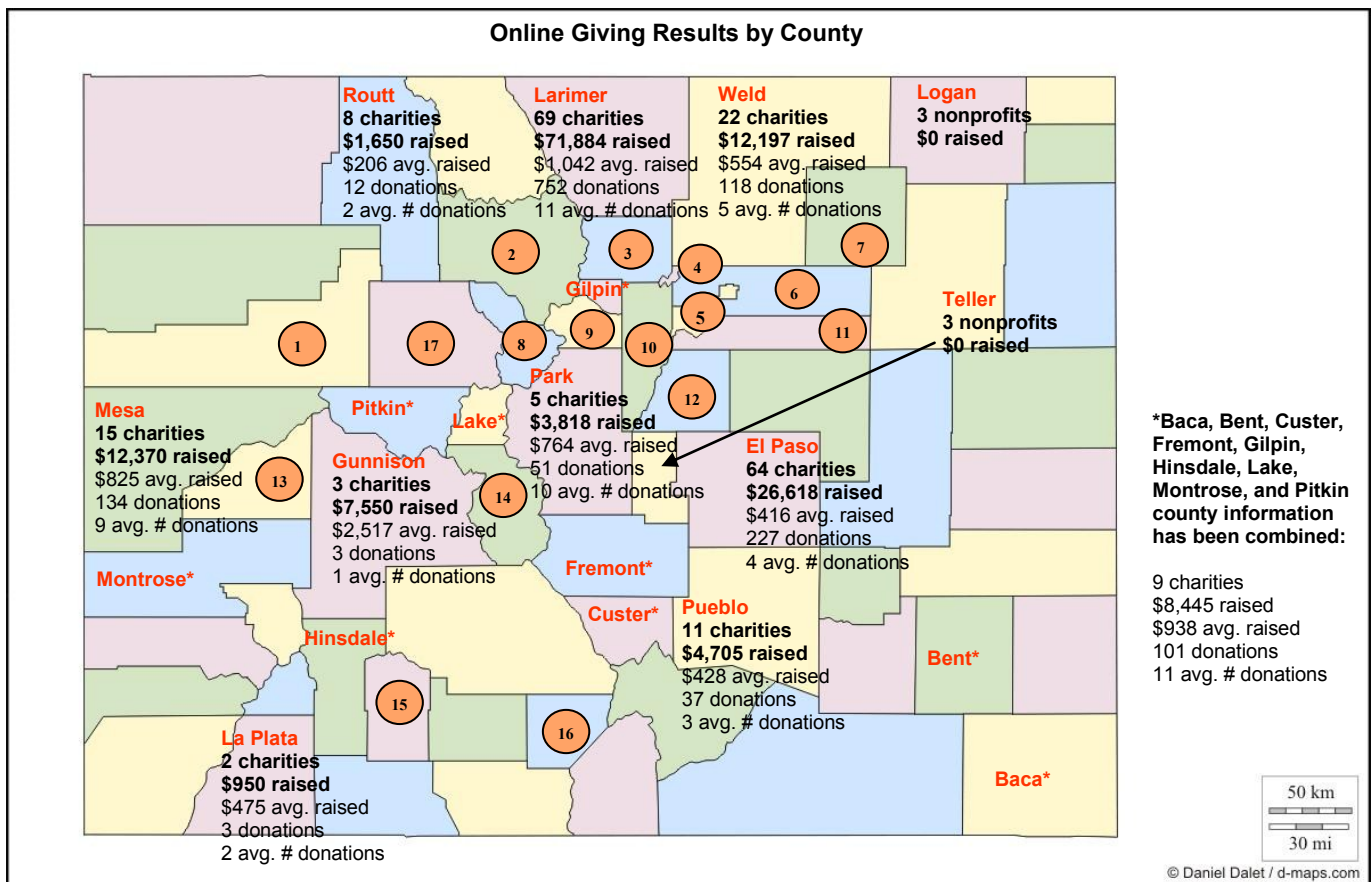
Organization Type	# Non-profits	Dollars Raised	Avg. Dollars Raised	# Donations	Avg. # Donations	Organization Type	# Non-profits	Dollars Raised	Avg. Dollars Raised	# Donations	Avg. # Donations
Human Services	237	\$1,562,341	\$6,592	9,191	39	Animal-Related	60	\$168,361	\$2,806	2,105	35
Education	202	\$1,534,987	\$7,599	6,793	34	Food, Agriculture & Nutrition	32	\$168,250	\$5,258	1,331	42
Philanthropy, Voluntarism & Grantmaking Foundations	25	\$785,116	\$31,405	6,144	246	International, Foreign Affairs and National Security	22	\$139,802	\$6,355	1,214	55
Arts, Culture and Humanities	173	\$471,123	\$2,723	2,377	14	Community Improvement and Capacity Building	36	\$118,959	\$3,304	980	27
Health Care	92	\$444,694	\$4,834	2,518	27	Public & Societal Benefit	21	\$57,251	\$2,726	499	24
Youth Development	77	\$419,781	\$5,452	2,493	32	Religion-Related	12	\$53,981	\$4,498	272	23
Housing & Shelter	67	\$304,874	\$4,550	1,716	26	Recreation & Sports	19	\$47,629	\$2,507	254	13
Civil Rights, Social Action & Advocacy	44	\$268,284	\$6,097	3,622	82	Employment	10	\$27,508	\$2,751	321	32
Mental Health and Crisis Intervention	45	\$247,812	\$5,507	2,200	49	Medical Research	9	\$19,631	\$2,181	148	16
Environment	76	\$217,599	\$2,863	1,143	15	Public Safety, Disaster Preparedness & Relief	5	\$14,046	\$2,809	129	26
Diseases, Disorders & Medical Disciplines	36	\$181,551	\$5,043	1,021	28	Science & Technology	2	\$300	\$150	6	3
Crime & Legal-Related	17	\$180,512	\$10,618	1,453	85						

Online Giving Results for Nonprofits

What were the results by county?

The chart below illustrates the online giving results for 37 counties that had nonprofits featured on ColoradoGives.org.

Garfield 3 charities \$3,545 raised \$1,182 avg. raised 33 donations 11 avg. # donations	Grand 7 charities \$4,345 raised \$621 avg. raised 24 donations 3 avg. # donations	Boulder 147 charities \$782,418 raised \$5,323 avg. raised 3,923 donations 27 avg. # donations	Broomfield 11 charities \$54,888 raised \$4,990 avg. raised 338 donations 31 avg. # donations	Denver 522 charities \$4,265,560 raised \$8,172 avg. raised 26,261 donations 50 avg. # donations	Adams 66 charities \$201,711 raised \$3,056 avg. raised 1,247 donations 19 avg. # donations
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Morgan 4 charities \$910 raised \$228 avg. raised 4 donations 1 avg. # donations	Summit 17 charities \$37,200 raised \$2,188 avg. raised 126 donations 7 avg. # donations	Clear Creek 2 charities \$500 raised \$250 avg. raised 2 donations 1 avg. # donations	Jefferson 145 charities \$1,368,761 raised \$9,440 avg. raised 10,804 donations 75 avg. # donations	Arapahoe 116 charities \$478,488 raised \$4,125 avg. raised 3,440 donations 30 avg. # donations	Douglas 33 charities \$46,947 raised \$1,423 avg. raised 221 donations 7 avg. # donations
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Delta 3 charities \$225 raised \$75 avg. raised 4 donations 1 avg. # donations	Chaffee 5 charities \$1,200 raised \$240 avg. raised 2 donations 0.4 avg. # donations	Mineral 2 charities \$1,100 raised \$550 avg. raised 2 donations 1 avg. # donations	Alamosa 2 charities \$1,000 raised \$500 avg. raised 1 donations 1 avg. # donations	Eagle 20 charities \$35,405 raised \$1,770 avg. raised 60 donations 3 avg. # donations
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The Power of Philanthropy

What We Learned About the Donors

How many people donated through ColoradoGives.org in 2012?

27,191

What were the average and median number of donations?

The average number of donations per donor was 1.8 and the median was 1.

Donors from how many Colorado counties were involved?

Donors from 88% of counties and a portion outside of the state and U.S., detailed below:

Donor County	Total Donations Given	Avg. Donation	# Donations
Adams	\$147,961	\$127	1,162
Alamosa	\$1,075	\$358	3
Arapahoe	\$891,028	\$219	4,064
Archuleta	\$1,515	\$168	9
Baca	\$40	\$40	1
Bent	\$680	\$85	8
Boulder	\$725,988	\$186	3,897
Broomfield	\$153,714	\$325	473
Chaffee	\$2,200	\$122	18
Cheyenne	\$250	\$250	1
Clear Creek	\$1,215	\$101	12
Custer	\$150	\$75	2
Delta	\$3,043	\$338	9
Denver	\$1,706,032	\$176	9,695
Douglas	\$437,358	\$209	2,088
Eagle	\$29,875	\$216	138
El Paso	\$91,882	\$166	553
Elbert	\$6,164	\$181	34
Fremont	\$787	\$36	22
Garfield	\$29,485	\$536	55
Gilpin	\$2,440	\$98	25
Grand	\$3,480	\$102	34
Gunnison	\$2,555	\$122	21
Hinsdale	\$1,170	\$84	14
Huerfano	\$275	\$92	3
Jefferson	\$971,443	\$162	5,998
Kit Carson	\$400	\$100	4
La Plata	\$4,030	\$98	41
Lake	\$20	\$20	1
Larimer	\$104,230	\$104	1,005

Donor County	Total Donations Given	Avg. Donation	# Donations
Las Animas	\$234	\$78	3
Lincoln	\$140	\$70	2
Logan	\$710	\$142	5
Mesa	\$9,953	\$75	132
Mineral	\$1,000	\$1,000	1
Moffat	\$1,315	\$63	21
Montezuma	\$543	\$90	6
Montrose	\$7,362	\$84	88
Morgan	\$465	\$78	6
Otero	\$950	\$106	9
Ouray	\$260	\$65	4
Park	\$5,625	\$60	94
Phillips	\$240	\$20	12
Pitkin	\$17,910	\$779	23
Prowers	\$650	\$108	6
Pueblo	\$5,430	\$65	83
Rio Blanco	\$25	\$25	1
Rio Grande	\$460	\$77	6
Routt	\$5,120	\$114	45
Saguache	\$45	\$23	2
San Miguel	\$520	\$130	4
Sedgwick	\$56	\$28	2
Summit	\$38,910	\$293	133
Teller	\$508	\$63	8
Weld	\$49,073	\$102	482
Yuma	\$20	\$20	1
CO Unknown Zip	\$291,638	\$59	4,933
Outside CO	\$1,603,457	\$136	11,792
Outside USA	\$59,968	\$197	305
Unknown	\$11,318	\$34	331
Total	\$7,434,390	\$155	47,930

Most frequent donation

\$50

Median donation

\$50

Largest single donations

\$40,000

Largest number of donations by a single donor

173 donations

totaling \$4,435

(includes recurring donations)

What We Learned About the Donors

What was the number of individual donations by dollar range?

Dollar Range	Dollars Donated	# Donations
< \$50	\$457,302	21,202
\$50 — 99	\$560,877	10,239
\$100 — 249	\$1,327,407	10,953
\$250 — 499	\$680,858	2,361
\$500 — 999	\$885,567	1,655
\$1,000 — 4,999	\$1,963,463	1,335
\$5,000 — 9,999	\$628,018	119
\$10,000 — 49,999	\$930,898	66

88% of donations range between \$10 — \$249, indicating the impact small donations make on total charitable giving

Average donation in 2012
\$155

How are people directed to ColoradoGives.org?

Analytics for ColoradoGives.org indicate that 38% of incoming traffic was from referring sites (sites such as nonprofit websites that directed visitors to ColoradoGives.org by link) and 42% was direct (visitors who reach a website by typing in the URL or using a bookmark). The remaining 19% of incoming traffic was from search engines and advertising. Top referring sites include Facebook.com, m.Facebook.com and 9news.com. Other website statistics include:

- 1,337,876: number of page views on website
- 3.4: average number of pages viewed per visit
- 3 minutes 17 seconds: average time spent on the website
- 390,834: total visits
- 64: percent of visits that were new

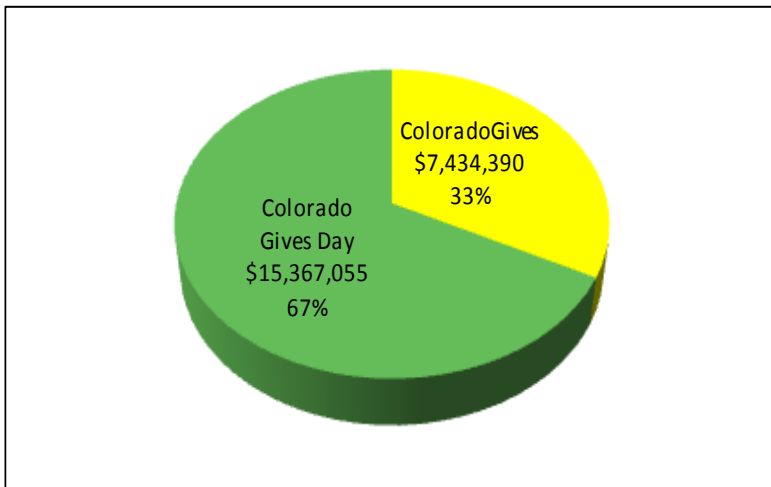
ColoradoGives and Colorado Gives Day Comparison

Total Giving Statistics for 2012

The third Colorado Gives Day was a remarkably successful event that inspired Coloradans to support local charities on December 4, 2012. \$15.4 million was raised and a total of \$15.7 million was distributed to 1,246 Colorado nonprofits. Below is a comparison of charitable giving when the results of this day are combined with ColoradoGives donations from all other times of the year.



**Total Online Giving in 2012
\$22.8 Million**

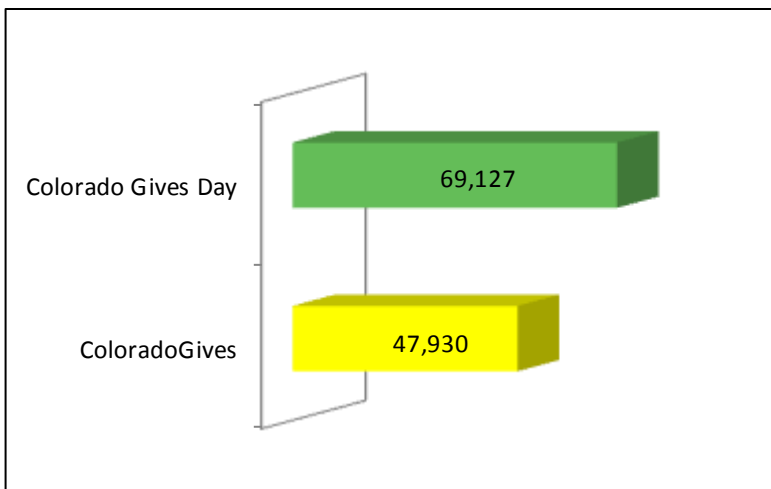


To read the **Colorado Gives Day 2012 Report** and the **ColoradoGives 2012 Report** online, visit CommunityFirstFoundation.org and select News & Events/Publications



A program of Community First Foundation

**Total Number of Donations in 2012
117,057**



ColoradoGives.org (formerly GivingFirst.org) is an online resource featuring hundreds of Colorado charities. Made possible by Community First Foundation, it encourages charitable giving by providing comprehensive, objective and up-to-date information about Colorado charities, and an easy way to support them online.

