

2011 GivingFirst Report of Online Giving

Introduction

GivingFirst.org is an online resource featuring hundreds of Colorado charities. Launched in 2007 by Community First Foundation, the website shares comprehensive and standardized information to help donors learn about and support local charities.

This report shares statistics and observations for charitable giving in Colorado through GivingFirst.org for every day of the year in 2011 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.) Page 4 illustrates the diversity of organizations featured on GivingFirst.org, and Page 9 reveals that the success of online giving is built on numerous small gifts.

Observations and Outlook

Online Giving Grows Annually

Since the launch of GivingFirst.org in May 2007, the amount donated, number of gifts, number of donors and number of nonprofit profiles has grown. In the four and one-half years since the site's inception, \$30 million from more than 125,000 donations have benefited Colorado nonprofits.

RESULTS AT A GLANCE

Data below excludes Colorado Gives Day results

Total number of dollars raised on GivingFirst.org in 2011
\$4.1 million

Total amount of donations processed through GivingFirst.org from May 2007 to December 2011
\$30 million

Total number of nonprofits participating in 2011
954

Percent of nonprofits profiled on GivingFirst.org that received a donation
88%

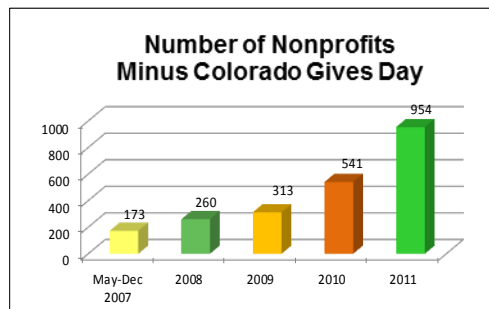
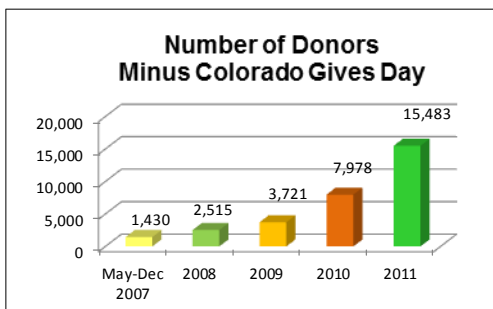
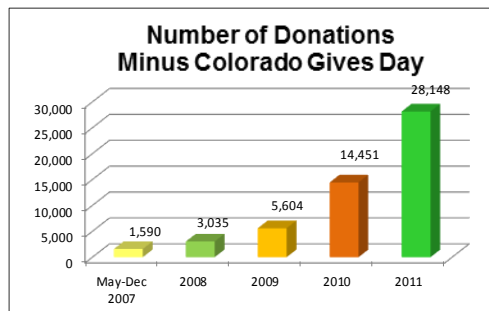
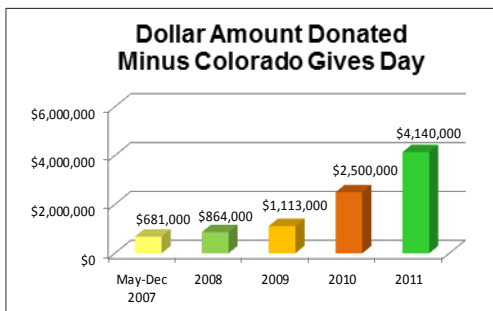
Total number of donors
15,483

Total number of donations
28,148

Average raised per nonprofit
\$4,339

Most frequent donation size
\$100

Average donation size
\$147



Observations & Outlook

Observations, continued from Page 1

More nonprofits raise at least \$50,000 a year through GivingFirst.org

Nonprofits featured on GivingFirst.org increasingly raise significant dollars online through the site. In 2011, 10 organizations raised \$50,000 or more, excluding donations from Colorado Gives Day. Those include ACE Scholarships; The Action Center; Colorado Ballet; Denver Kids; The Gathering Place; Gay, Lesbian, Bisexual & Transgender Community Center of Colorado; The Logan School for Creative Learning; Mile High Ministries; Outdoor Lab Foundation; and Rocky Mountain MS Center.

Online fundraising tools influence online giving success

Nonprofits that show the largest number of online donations and dollars raised typically promote and use GivingFirst online fundraising tools such as Fundraising Pages and recurring donations. These tools help nonprofits receive support throughout the year, and not just during the end-of-year fundraising push.

Online Giving Increases Dramatically at End of Year

December is typically the strongest month for giving on GivingFirst.org, with the average December donation 86% higher than other months. Other statistics for December 2011 include:

- Dollars raised: \$1,605,489 or 39% of total annual giving
- Number of donations: 7,158 or 25% of total annual donations
- Average donation: \$224 in December vs. \$121 in other months

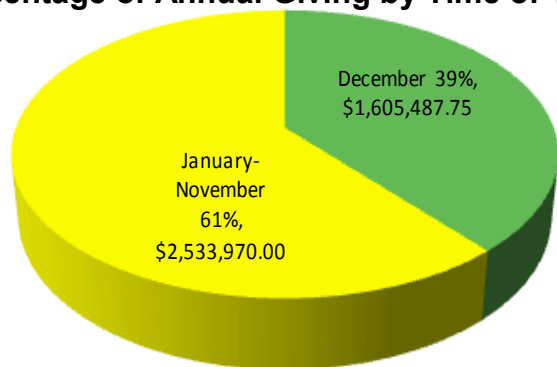
Total number of dollars raised through GivingFirst.org in December alone

\$1.6 million

Percent of annual charitable dollars occurring in December

39%

Percentage of Annual Giving by Time of Year



Online Giving Outlook

Recurring donations will increase as donors recognize the benefits of spreading out donations over time and charities benefit from the reliable income this method of giving provides.

Fundraising Pages will continue to increase in popularity

Individuals will increasingly use Fundraising Pages in order 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 particular charity. Nonprofits will continue to promote the feature because it helps them extend their reach to the family and friends of their supporters.

Online giving will continue to grow and eclipse check-writing as a method for charitable giving, but nonprofits will continue to offer offline donation options so that their donors can give in the ways they are most comfortable. Nonprofits will increasingly learn how to coordinate online and offline giving methods into their fundraising plans.

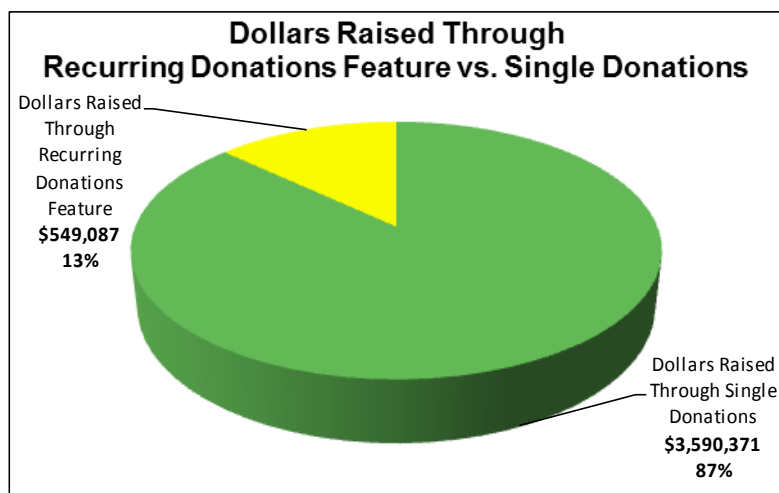
Special Features

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 provides dollars they can rely on.

Recurring donations continue to grow through GivingFirst.org:

- 262 or 31% of nonprofits on GivingFirst received a recurring donation in 2011.
- The average recurring donation size was \$53 per donation. The largest was \$10,000 (scheduled as an annual recurring donation).
- \$549,087 or 13% of the year's total dollars was the result of recurring donations.
- 96% of all recurring donations was scheduled in monthly increments.



Percent of total dollars donated through GivingFirst.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 GivingFirst.org are extremely flexible. An individual can decide when the recurring donation will start, how often it will be made (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 GivingFirst.org for a minimum of \$10 to send to friends and family. The recipients can then select a nonprofit profiled on GivingFirst to receive the dollar amount as a donation.

- In 2011, 36 Giving eCards were purchased for a total of \$3,795.

About GivingFirst Nonprofits

What kinds of organizations are profiled on GivingFirst.org?

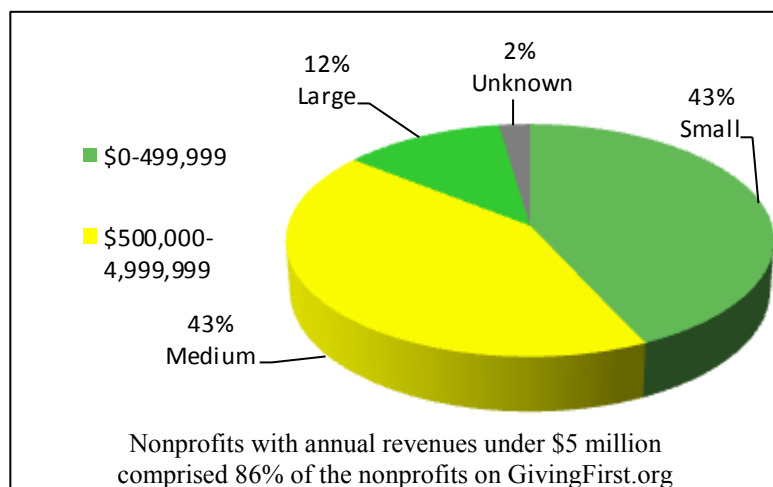
The following pages showcase the variety of nonprofits featured on GivingFirst.org.

Types of Organizations

In 2011, GivingFirst.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.

Type	No.	Type	No.
Human Services	184	Food, Agriculture & Nutrition	22
Education	138	Philanthropy, Voluntarism and Grantmaking Foundations	16
Arts, Culture & Humanities	121	International, Foreign Affairs and National Security	15
Health Care	67	Public & Societal Benefit	14
Youth Development	57	Crime & Legal-Related	12
Housing & Shelter	55	Recreation & Sports	11
Environment	54	Medical Research	9
Civil Rights, Social Action & Advocacy	38	Employment	8
Mental Health & Crisis Intervention	35	Religion-Related	6
Animal-Related	30	Public Safety, Disaster	5
Community Improvement and Capacity Building	28	Science & Technology	1
Diseases, Disorders & Medical	22	Unknown (Represents organizations that did not declare a type)	6

Size of Nonprofits Measured by Annual Revenue



86% of nonprofits profiled on GivingFirst.org are small or medium-sized organizations based on annual revenue

About GivingFirst Nonprofits

Location of Nonprofits

County	Number of Nonprofits
Denver	417
Jefferson	117
Boulder	104
Arapahoe	79
Larimer	47
Adams	42
El Paso	38
Douglas	22
Weld	16
Eagle	11
Broomfield	8
Mesa	8
Summit	8
Pueblo	6
Park	4
Garfield	3
Logan	3
Chaffee, Clear Creek, Gilpin, Grand, Teller	2 each
Bent, Custer, Delta, Fremont, Gunnison, Hinsdale, La Plata, Mineral, Montrose, Routt, Yuma	1 each

Staff Size

Staff Size	Number of Nonprofits
4 or less	474
5 — 9	161
10 — 29	179
30 — 59	54
60 — 99	34
100 — 199	27
200 or more	25

Number of counties with nonprofits profiled on GivingFirst.org

33

Years Incorporated

Years Incorporated	Number of Nonprofits
4 or less	89
5 — 9	141
10 — 29	461
30 — 59	239
60 — 99	24

Online Giving Results for Nonprofits

How much did the nonprofits raise on GivingFirst.org in 2011?

Range of Dollars Raised Per Nonprofit	Number of Nonprofits
\$0 — \$4,999	766
\$5,000 — \$9,999	88
\$10,000 — \$49,999	90
\$50,000 — \$99,999	5
\$100,000 — greater	5
\$4.1 Million Total Raised	954 Total Nonprofits

Average amount raised per organization

\$4,916

Median amount raised per organization

\$1,005

Average number of gifts per organization

33

Dollars Raised and Donations by Organization Type

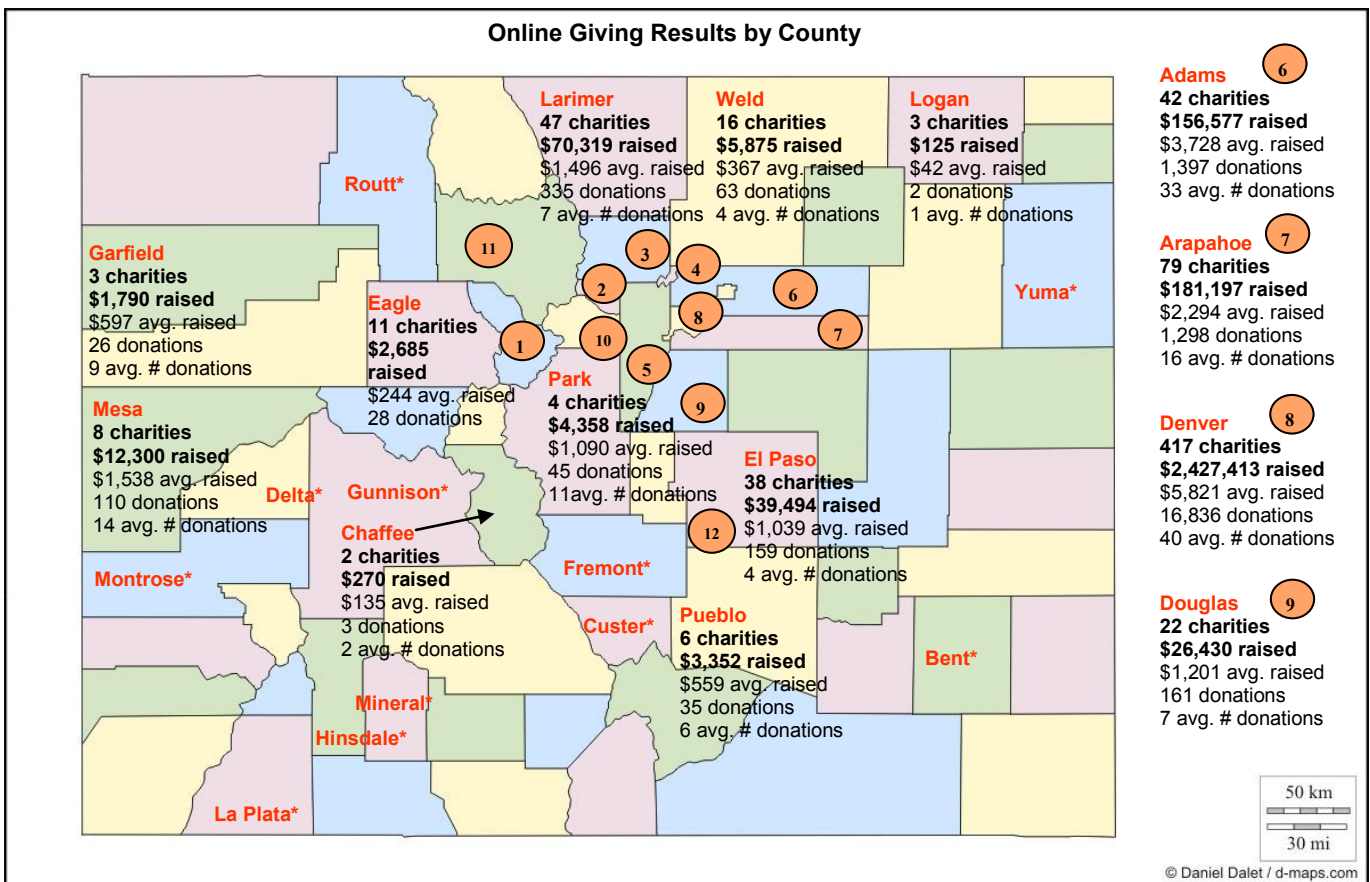
Organization Type	# Non-profits	Dollars Raised	Avg. Dollars Raised	# Donations	Avg. # Donations	Organization Type	# Non-profits	Dollars Raised	Avg. Dollars Raised	# Donations	Avg. # Donations
Human Services	184	\$1,015,673	\$5,520	6,376	35	Animal-Related	30	\$67,050	\$2,235	691	23
Education	138	\$828,482	\$6,003	4,541	33	International, Foreign Affairs and National Security	15	\$60,856	\$4,057	855	57
Youth Development	57	\$324,940	\$5,700	1,742	31	Philanthropy, Vol-untarism & Grant-making Foundations	16	\$60,891	\$3,806	374	23
Arts, Culture and Humanities	121	\$323,163	\$2,671	1,536	13	Community Im-provement and Capacity Building	28	\$49,735	\$1,776	359	13
Civil Rights, Social Action & Advocacy	38	\$214,604	\$5,647	3,102	82	Religion-Related	6	\$44,303	\$7,384	254	42
Housing & Shelter	55	\$203,398	\$3,698	1,090	20	Unknown	6	\$27,611	\$712	20	3
Health Care	67	\$187,925	\$2,805	1,208	18	Crime & Legal-Related	12	\$26,878	\$2,240	279	23
Environment	54	\$178,660	\$3,309	1,412	26	Employment	8	\$20,155	\$2,519	213	27
Mental Health and Crisis Intervention	35	\$153,619	\$4,389	1,204	34	Public & Societal Benefit	14	\$16,575	\$1,184	215	15
Diseases, Disorders & Medical Disciplines	22	\$139,794	\$6,354	1,359	62	Public Safety, Disaster Prepared-ness & Relief	5	\$12,310	\$2,462	79	16
Food, Agriculture, and Nutrition	22	\$101,825	\$4,628	749	34	Medical Research	9	\$4,935	\$548	35	4
Recreation and Sports	11	\$76,077	\$6,916	455	41	Science & Technology	1	0	0	0	0

Online Giving Results for Nonprofits

What were the results by county?

The chart below illustrates the online giving results for 33 counties that had nonprofits featured on GivingFirst.org.

<p>Summit ① 8 charities \$25,945 raised \$3,243 avg. raised 118 donations 15 avg. # donations</p>	<p>Gilpin ② 2 charities \$18,755 raised \$9,378 avg. raised 45 donations 23 avg. # donations</p>	<p>Boulder ③ 104 charities \$462,477 raised \$4,447 avg. raised 2,686 avg. donation 26 avg. # donations</p>	<p>Broomfield ④ 8 charities \$17,610 raised \$2,201 avg. raised 58 donations 7 avg. # donations</p>	<p>Jefferson ⑤ 117 charities \$651,881 raised \$5,572 avg. raised 4,690 donations 40 avg. # donations</p>
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*Bent, Custer, Delta, Fremont, Gunnison, Hinsdale, La Plata, Mineral, Montrose, Routt, and Yuma county information has been combined.
 11 charities
 \$4,480 raised
 \$407 avg. raised
 28 donations
 3 avg. # donations

Clear Creek ⑩
2 charities
\$875 raised
 \$438 avg. raised
 9 donations
 5 avg. # donations

Grand ⑪
2 charities
\$1,910 raised
 \$955 avg. raised
 16 donations
 8 avg. # donations

Teller ⑫
2 charities
\$0 raised
 \$0 avg. raised
 0 donations
 0 avg. # donations

What We Learned About the Donors

How many people donated through GivingFirst.org in 2011?

15,483

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 83% of counties and a portion outside of the state and U.S., detailed below:

Donor County	Total Donations Given	Avg. Donation	# Donations
Adams	\$67,392	\$93	723
Alamosa	\$555	\$40	14
Arapahoe	\$408,600	\$189	2,159
Archuleta	\$380	\$76	5
Baca	\$55	\$55	1
Bent	\$10	\$10	1
Boulder	\$390,499	\$172	2,267
Broomfield	\$35,488	\$173	205
Chaffee	\$3,005	\$231	13
Clear Creek	\$850	\$106	8
Conejos	\$5,200	\$650	8
Costilla	\$50	\$50	1
Custer	\$75	\$38	2
Delta	\$870	\$97	9
Denver	\$1,200,054	\$166	7,232
Dolores	\$250	\$250	1
Douglas	\$207,412	\$201	1,032
Eagle	\$12,385	\$108	115
El Paso	\$46,698	\$151	310
Elbert	\$1,142	\$228	5
Fremont	\$955	\$60	16
Garfield	\$3,400	\$79	43
Gilpin	\$1,545	\$53	29
Grand	\$2,770	\$132	21
Gunnison	\$1,832	\$73	25
Hinsdale	\$10	\$10	1
Huerfano	\$1,100	\$550	2
Jefferson	\$723,600	\$166	4,351
Kit Carson	\$100	\$100	1

Donor County	Total Donations Given	Avg. Donation	# Donations
La Plata	\$780	\$52	15
Lake	\$145	\$36	4
Larimer	\$74,514	\$187	398
Lincoln	\$50	\$50	1
Logan	\$25	\$25	1
Mesa	\$15,693	\$159	99
Mineral	\$50	\$50	1
Moffat	\$150	\$75	2
Montezuma	\$30	\$30	1
Montrose	\$6,965	\$124	56
Morgan	\$389	\$97	4
Otero	\$170	\$57	3
Ouray	\$200	\$50	4
Park	\$5,340	\$67	80
Pitkin	\$17,130	\$222	77
Prowers	\$278	\$28	10
Pueblo	\$4,172	\$64	65
Rio Grande	\$285	\$57	5
Routt	\$3,075	\$99	31
San Miguel	\$1,010	\$112	9
Sedgwick	\$278	\$28	10
Summit	\$11,408	\$100	114
Teller	\$340	\$85	4
Weld	\$24,607	\$109	225
CO Unknown Zip	\$111,624	\$81	1,372
Outside CO	\$545,977	\$139	3,922
Outside USA	\$17,260	\$236	73
Unknown	\$181,230	\$61	2,962
Total	\$4,139,458	\$147	28,148

Average donation

\$147

Most frequent donation

\$100

Median donation

\$50

Largest single donation

\$28,000

Largest number of donations by a single donor

47 donations
totaling \$5,510

What We Learned About the Donors

What was the number of individual donations by dollar range?

Dollar Range	Dollars Donated	# Donations
< \$50	\$269,083	12,173
\$50 — 99	\$324,074	5,922
\$100 — 249	\$817,139	6,742
\$250 — 499	\$416,765	1,472
\$500 — 999	\$524,740	979
\$1,000 — 4,999	\$1,126,195	780
\$5,000 — 9,999	\$275,500	53
\$10,000 — 49,999	\$385,961	27

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

Average donation in 2011
\$147

How are people directed to GivingFirst.org?

Analytics for GivingFirst.org indicate that 38% of incoming traffic was from referring sites (sites such as nonprofit websites that directed visitors to GivingFirst.org by link) and 45% was direct (visitors who reach a website by typing in the URL or using a bookmark). The remaining 18% of incoming traffic was from search engines. Top referring sites include facebook.com, m.facebook.com and 9news.com. Other website statistics include:

- 763,099: number of page views on website
- 4: average number of pages viewed per visit
- 3 minutes 17 seconds: average time spent on the website
- 182,824: total visits
- 58%: percent of visits that were new

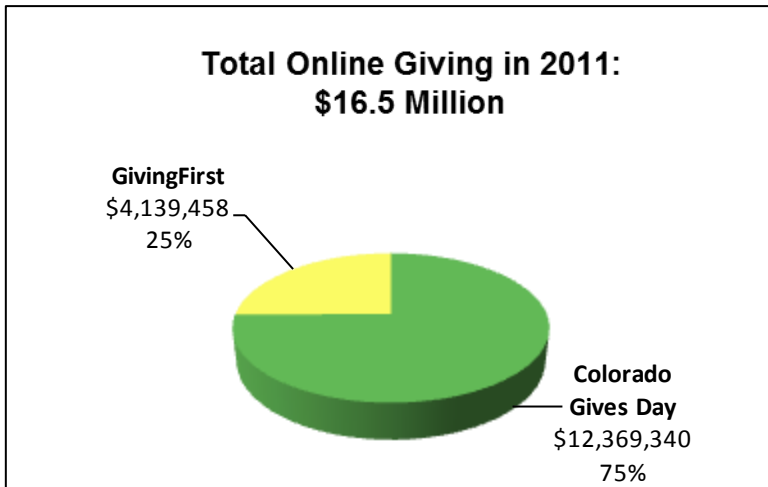
GivingFirst and Colorado Gives Day Comparison

Total Giving Statistics for 2011

The second Colorado Gives Day was an extraordinarily successful event that inspired Coloradans to support local charities on December 6 through noon December 7, 2011. A total of \$12.8 million was distributed to 928 Colorado nonprofits as a result of the generosity of thousands of people. Below is a comparison of charitable giving when the results of this day are combined with GivingFirst donations from all other times of the year.



To read the full **Colorado Gives Day 2011 Report**, visit www.CommunityFirstFoundation.org and select "Publications."



A program of Community First Foundation

GivingFirst.org is an online resource featuring 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.

