



**Center for  
Nonprofits & Philanthropy**  
THE BUSH SCHOOL • TEXAS A&M UNIVERSITY

# **It's Philanthropy Week**

## **Celebrating Brazos Valley Gives & Community Giving!**

### **Adapting to Turbulent Times Series**

**November 19, 2020**

**Angela Seaworth, Ph.D., ACFRE**  
**Patricia Gerling, President & CEO, Community Foundation of the Brazos Valley**  
**Julie Porter, Co-Chair of Brazos Valley Gives 2020**

# Center for Nonprofits and Philanthropy



**Our Mission: The CNP supports a vibrant nonprofit and philanthropic sector in Texas**

Founded in 2017, the Center operates with the belief that that nonprofits are instrumental in creating opportunities for all. This happens through capable leadership, excellent governance, and engagement of stakeholders. We also recommit to the principles of *public service and democracy* and the value of *diversity of thought and expression* that have helped The Bush School since its inception.



## **Educational Opportunities**

- Master of Public Service & Administration
- Executive Master of Public Service & Administration
- Certificate in Nonprofit Management
- Continuing & Professional Education Courses

## **Our Values**

**Nonprofits**  
**Opportunity for all**  
**Board**  
governance  
Leadership



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# Welcome Our Speakers



## **Patricia Gerling – President & CEO of the Community Foundation**

Patricia has been in her role with the Community Foundation for over six years. Prior to that, she held various leadership roles at Texas A&M University, and she has a MA from Texas A&M and a BBA from St. Edward's University.



## **Julie Porter – Co-Chair, Brazos Valley Gives and Chair Foundation Board**

Julie serves the Community Foundation through her leadership for Brazos Valley Gives and on the Board. She is the District Director for John Raney State Representative District 14 and has worked with the MHMR Authority of the Brazos Valley. Julie has a BFA from Texas Christian University.



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# Rise of Community Giving Days



Giving Tuesday started in 2012

Mission: to build a more just and generous world

- First year, it raised \$10.1 million on one day
- By 2015, it raised \$116 million
- Last year, raised \$511 million
- Predicting \$606M will be raised on December 1, 2020

On May 5, 2020 Special Giving Day for the pandemic

- Country-wide Giving Tuesday movements in 70 countries
- Social Media activity about giving in 145 countries
- Raised \$503 million in online donations





# IT'S PHILANTHROPY WEEK – Celebrating Brazos Valley Gives and Community Giving!

Patricia Gerling, President/CEO – Community Foundation  
Julie Porter – Co-Chair, Brazos Valley Gives and Chair – Foundation Board  
November 19, 2019

— BRAZOS VALLEY —  
**GIVES**   
— OCTOBER 27 • 2020 —

*A Day of Giving Powered by*  
Community Foundation of the Brazos Valley



[BrazosValleyGives.org](http://BrazosValleyGives.org)

# Early Considerations

- **Survey of Giving Day Movement, Players, Giving Platforms, etc.**
- **Discussions with other giving day hosts  
East Texas Giving Day [1/12/2018]**
- **Identifying a time of the year**
- **Engaging a giving day platform**



# Early Considerations [continued]

- **Assembling leadership team**
- **Financial considerations**
- **Incentive Prizes, Sponsors, Media Partners, Business and community partners**
- **Extensive Organizational and Planning Details**



# Ultimate Considerations


- **Further the Foundation's Mission and Goals**
- **Enhance the giving interests of donors**
- **Meet the needs of the nonprofit community**



**Strengthen Nonprofits · Empower Donors ·  
Build Community**



— BRAZOS VALLEY —  
**GIVES**   
— OCTOBER 22 • 2019 —  
*A Day of Giving powered by*  
Community Foundation of the Brazos Valley

— BRAZOS VALLEY —  
**GIVES**   
— OCTOBER 27 • 2020 —  
*A Day of Giving Powered by*  
Community Foundation of the Brazos Valley

@bvgives

Regional online giving day ---  
18 hours of on-line giving

Tuesday • October 22 • 2019  
Tuesday • October 27 • 2020

5:00 a.m. – 11:00 p.m.

Strengthen Nonprofits • Empower Donors •  
Build Community

*All donors – large and small –  
are important in community-wide giving!*

*All nonprofits – even small ones –  
are an integral part of our community!*

# Early Challenges & Observations

- **Steep learning curve**
- **Giving Days – experiential for all!**
  - **Hosting Organization**
  - **Participating Nonprofits**
  - **Media**
  - **Sponsors**
- **Partnerships are key!**



# 2019 Brazos Valley Gives – 1<sup>ST</sup> YEAR

- Brazos Valley Gives Leadership Team
- “Simple” Giving Day Focus
- Nonprofit participation – Brazos County
- Giving Day Incentive Prizes
- Drive-Thru Location
- Partner engagement – sponsors, business partners, media,
- Scheduled Giving – 15 days [Oct. 8 – 22]



# Results of other 2020 Texas Giving Days

@bvgives

## Abilene Gives

- May 7, 2019 – 3<sup>rd</sup> Year  
\$729K 121 nonprofits
- May 5, 2020 – 4<sup>TH</sup> year  
\$1.3M 142 nonprofits

## East Texas Giving Day [32 county service area]

- April 30, 2019 – 4<sup>th</sup> Year  
\$1.3M 130 nonprofits
- April 28, 2020 – 5<sup>th</sup> Year  
\$2.2M 196 nonprofits

## North Texas Giving Day

- September 19, 2019 - 11<sup>th</sup> Year  
\$50M 2,880 nonprofits
- September 17, 20, 2020 – 12<sup>th</sup> Year  
\$58.8M 3,242 nonprofits

# 2020 Brazos Valley Gives – 2<sup>nd</sup> YEAR

- Expanded throughout Brazos Valley
- Nonprofit participation
- Peer-2-Peer Fundraisers
- Incentives for Matching Funds & Peer-2-Peer
- 2 Drive-Thru Locations
- Early Giving – 26 [Oct. 1 – 26]





## GIVING DAY METRICS – 2019 to 2020



	2019	2020
# of Meetings / Webinars offered to Nonprofits during Giving Day	5	9
# of Participating Nonprofits	103	136
# of Returning Nonprofits	n/a	80
# of New Nonprofits	n/a	56
# of Nonprofits that did not participate from prior year	n/a	22

## GIVING DAY METRICS – 2019 to 2020



	2019	2020
# Total First-Time Donors [total donations]	879 [1,765]	1,545 [3,460]
% of Total First-Time Donors	49.8%	44.65%
# of Peer2Peer Fundraisers	n/a	232
\$'s Processed through Peer2Peer Fundraisers	n/a	\$72,715
% of Peer2Peer Fundraisers to Overall Total	n/a	15.5%

## GIVING DAY METRICS – 2019 to 2020



	2019	2020
% of Total donations with fee covered	86%	76%
Total \$ amount of Nonprofit Matching Funds	\$50,950	\$173,565
Total of Early Giving \$s	\$30,485	\$104,404
% of total of Early Giving \$s	14.74%	22.3%
Incentive Prices Available to Nonprofits	\$25,250	\$30,030
<b>Giving Day Grand Totals</b>	<b>\$363,686</b>	<b>\$794,573</b>

# OBSERVATIONS – What We Have Learned and Witnessed to Date

- **Partnerships are key!**
- **Enhances awareness and engages new donors**
- **Post-Celebration – win/win/win/win!**
- **Engage their donors and constituents =  
Greater Success.**







2020 Post-Brazos Valley Gives Celebration  
November 17, 2020



# Learn More About Our Center



Our Center's team is committed to strengthening the nonprofit sector, so please contact us to learn how we may help your organization or help you advance your nonprofit career.

For individual CNP staff contact information, please consult our directory under [Faculty & Staff](#).

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Visit our webpage: <https://bush.tamu.edu/nonprofit/>

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