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

Founded in 2017, the Center operates with the belief 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
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.
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
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

@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!

@bvgives
Early Challenges & Observations

• Steep learning curve

• Giving Days – experiential for all!
  • Hosting Organization
  • Participating Nonprofits
  • Media
  • Sponsors

• Partnerships are key!

@bvgives
2019 Brazos Valley Gives – 1\textsuperscript{ST} 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]

@bvgives
Results of other 2020 Texas Giving Days

**Abilene Gives**
- May 7, 2019 – 3rd Year
  - $729K
  - 121 nonprofits
- May 5, 2020 – 4th year
  - $1.3M
  - 142 nonprofits

**East Texas Giving Day** [32 county service area]
- April 30, 2019 – 4th Year
  - $1.3M
  - 130 nonprofits
- April 28, 2020 – 5th Year
  - $2.2M
  - 196 nonprofits

**North Texas Giving Day**
- September 19, 2019 - 11th Year
  - $50M
  - 2,880 nonprofits
- September 17, 20, 2020 – 12th Year
  - $58.8M
  - 3,242 nonprofits

@bvgives
2020 Brazos Valley Gives – 2nd 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

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td># of Meetings / Webinars offered to Nonprofits during Giving Day</td>
<td>5</td>
<td>9</td>
</tr>
<tr>
<td># of Participating Nonprofits</td>
<td>103</td>
<td>136</td>
</tr>
<tr>
<td># of Returning Nonprofits</td>
<td>n/a</td>
<td>80</td>
</tr>
<tr>
<td># of New Nonprofits</td>
<td>n/a</td>
<td>56</td>
</tr>
<tr>
<td># of Nonprofits that did not participate from prior year</td>
<td>n/a</td>
<td>22</td>
</tr>
<tr>
<td></td>
<td>2019</td>
<td>2020</td>
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<td>--------------------------------</td>
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</tr>
<tr>
<td># Total First-Time Donors [total donations]</td>
<td>879 [1,765]</td>
<td>1,545 [3,460]</td>
</tr>
<tr>
<td>% of Total First-Time Donors</td>
<td>49.8%</td>
<td>44.65%</td>
</tr>
<tr>
<td># of Peer2Peer Fundraisers</td>
<td>n/a</td>
<td>232</td>
</tr>
<tr>
<td>$’s Processed through Peer2Peer Fundraisers</td>
<td>n/a</td>
<td>$72,715</td>
</tr>
<tr>
<td>% of Peer2Peer Fundraisers to Overall Total</td>
<td>n/a</td>
<td>15.5%</td>
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<tr>
<td>% of Total donations with fee covered</td>
<td>86%</td>
<td>76%</td>
</tr>
<tr>
<td>Total $ amount of Nonprofit Matching Funds</td>
<td>$50,950</td>
<td>$173,565</td>
</tr>
<tr>
<td>Total of Early Giving $s</td>
<td>$30,485</td>
<td>$104,404</td>
</tr>
<tr>
<td>% of total of Early Giving $s</td>
<td>14.74%</td>
<td>22.3%</td>
</tr>
<tr>
<td>Incentive Prices Available to Nonprofits</td>
<td>$25,250</td>
<td>$30,030</td>
</tr>
<tr>
<td><strong>Giving Day Grand Totals</strong></td>
<td><strong>$363,686</strong></td>
<td><strong>$794,573</strong></td>
</tr>
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OBSERVATIONS – What We Have Learned and Witnessed to Date

• Partnerships are key!

• Enhances awareness and engages new donors

• Post-Celebration – win/win/win/win/win!

• Engage their donors and constituents = Greater Success.
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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