



2015 Report to the Community

Organized by the Community Foundation of Utah on March 26, 2015, Love UT Give UT raised \$1,231,521 in 24 hours, gathering 21,991 donations from 14,612 unique donors and benefiting 497 nonprofit organizations and schools throughout the state.

The Community Foundation of Utah is committed to democratizing philanthropy, and to creating the most sustainable nonprofit sector in the United States. Love UT Give UT is an important demonstration of that goal because it:

- grows Utah's philanthropy by attracting small donations by new donors,
- grows the sustainability of nonprofits by introducing them to new donors,
- grows the capacity of our sector by providing a real way to employ new technologies,
- grows community by bringing all of us together for one day of love, thanks, and support for the organizations that serve the people, causes, and places of our state.

Growing philanthropy. Our third year of Love UT Give UT represents a 17% increase in fundraising and a 38% increase in unique donor participation from 2014.¹ The average gift was \$56, and donors made gifts to an average of 1.51 organizations. We know of more than 200 challenge grants issued by businesses and individuals to encourage giving, and anticipate that more than 250 gifts will be matched by employers, increasing the potential giving total to over \$1.25 million.

Growing sustainability. Nonprofits must attract and retain new donors. Love UT Give UT does just that. The 14,612 donors hailed from 141 different places in Utah, representing 58% of all incorporated cities and towns in the state! Donations were received from 42 states outside of Utah, representing nearly 8% of all gifts.² Our data shows that new donors and younger donors are indeed being reached through Love UT Give UT:

- 36% of donors were new to online giving
- 22% gave to at least one organization they had never given to before
- 31% of donors were under age 40

Growing capacity. 497 nonprofits and schools participated, an 8% increase over the 2014. Fifty-one Utah cities and towns were represented by these organizations. Love UT Give UT is an opportunity for nonprofits to learn about and employ new communication tools, especially social media.

Growing community. Love UT Give UT required significant financial and volunteer support. The Foundation received financial sponsorship from 30 corporations, most notably our lead sponsor, Alliance Health. There were at least 79 individual print and television stories featuring Love UT Give UT, which provided \$283,694 in value and created a potential of 12,164,121 impressions. We know of:

- 35 stories providing 74 minutes of television coverage on FOX, ABC, NBC, and CBS

¹ The data contained in this report comes from the web site provider, Razoo and are current as of April 1, 2015. Donations continue to be reported to the Foundation.

² These data are from a survey of donors conducted in the days following the event. As of April 1, 2015, 466 responses were received.



- 6 stories and editorials in newspapers including *The Salt Lake Tribune*, *The Deseret News*, and the *Standard Examiner*, *City Weekly*, and papers in St. George and Moab
- 26 mentions in online publications and blogs
- 12 radio stations, including those operated by iHeart Media and Broadway Media, ran regular PSAs and contests
- Hundreds of mentions on My 99.5, 105.7FM, 97.1, Oldies 94.1, Rock 106.5, the iHeart Media stations, by DJs who promoted their favorite charities

Due to the online nature of the event, the Community Foundation of Utah and participating agencies were very active on social media in the months and weeks leading up to Love UT Give UT.

- Twitter and Facebook accounts gained 270,591 impressions collectively through 897 interactions with an audience of 4,852 users. The Love UT Give UT Facebook page now has 5,011 'likes'.
- The Love UT Give UT Twitter account earned 568 new followers, 44 @mentions and 153 retweets and favorites.
- The new Instagram presence generated 447 new fans.

Our social media also reached a very desirable demographic: 33% reached individuals younger than 40:

18-39	40-49	50-59	60-69	70+
33.1%	18.9%	24.1%	17.8%	6.1%

Love UT Give UT cost \$110,267 to produce. \$80,000 of this became prize money for nonprofit leaderboards. The remaining \$30,267 was used to cover internet platform expenses, staff, printing, and event miscellany.

The Community Foundation of Utah awarded cash prizes to the top six organizations (based on number of unique donors) in each of the four categories. The prizes were: \$10,000; \$5,000; \$2,500; \$1,000; \$500; and \$500 respectively. This year's winners were:

- Large Nonprofits: The Humane Society of Utah, Best Friends Animal Society, And Justice for All, TURN Community Services, Maliheh Free Clinic, and YWCA
- Medium Nonprofits: Utah Museum of Contemporary Art, Utah Support Advocates for Recovery Awareness, Healthy Environment Alliance of Utah, The Sharing Place, Wasatch Community Gardens, and Rape Recovery Center
- Small Nonprofits: Grassroots Shakespeare Company, Children and the Earth, Community Animal Welfare Society, Plan-B Theatre Company, Utah FACES, and Noble Horse Sanctuary
- Schools: Salt Lake Arts Academy, Salt Lake School for the Performing Arts, Ogden School Foundation, Weber State University, City Academy, and Pleasant Grove High School Drama Department

With Appreciation

Love UT Give UT is made possible through the generous support of its sponsors:

- Our Presenting Sponsor: Alliance Health
- Love Sponsors: Mountain America Credit Union, Ally Bank
- Leaderboard Sponsors: Arches Health Plan, George S. and Dolores Dore Eccles Foundation

LOVE UTAH



GIVE UTAH

Point. Click. Donate. Awesome.

- Utah Sponsors: Wells Fargo, Paul Mitchell Schools, CIT Bank, The Church of Jesus Christ of Latter-day Saints Foundation, EY, and UBS
- Community Sponsors: Kirton McConkie, Clearlink, The Center for Senior Benefits, Mark Miller Subaru, Wellborn Sullivan Meck & Tooley, Barbara Zimonja and Richard Pack, CBRE, Advanced CFO Solutions, Ruby Snap Cookies, Questar, XMission, Sizzling Platter, Veritas Funding, Haynie & Company, Cotopaxi, Associated Food Stores, FJ Management, CBRE, and Starbucks
- Media Sponsors: Akavit Digital Agency, Broadway Media, iHeart Media, Wilkinson Ferrari & Co., Placemedia, Reagan Outdoor Advertising, and YESCO Outdoor Media

While dozens of individuals helped create this extraordinary day, we owe a special thanks to Analecia Dumke, Geoff Lee, James Roberts, Lindsey Ferrari, Hilary Dent, and Cat Killfoil for their extraordinary efforts. We'd also like to express our "Love" for those who hosted during the Streamathon at Love Central: Abby Bonnel, Bill Allred, Hooker and Brooke, Ethan Millard, Amanda Dickson, Mark Koelbel, Shauna Lake, Richie Steadman, and Meredith Wilken.

In just 24 hours, Utah showed its generosity and commitment to the people, places and causes that make this state great. We look forward to Love UT Give UT next year, knowing the incredible power than can be harnessed when our nonprofit community and all their champions mobilize in unison.