



Report to the Community

Organized by the Community Foundation of Utah, Love UT Give UT raised \$1,058,839, gathering 15,311 donations from 10,562 unique donors and benefiting 460 schools, universities and nonprofit organizations throughout the state of Utah.

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 second year of Love UT Give UT represents a 67% increase in fundraising and a 62% increase in unique donor participation from 2013.¹ The average gift was \$74, and donors made gifts to an average of 1.45 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 \$1.1 million.

Growing sustainability. Nonprofits must attract and retain new donors. Love UT Give UT does just that. The 10,562 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:

- 39% of donors were new to online giving
- 35% gave to at least one organization they had never given to before
- 14% of donors were in the key demographic of between ages 18-29 and 33% were aged 30-49

Growing capacity. 460 nonprofits and schools participated, a 27% increase over the first year. Fifty Utah cities and towns were represented these organizations. Love UT Give UT is an opportunity for nonprofits

¹ The data contained in this report comes from the web site provider, Razoo and are current as of March 21, 2014. 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, 2014, 562 responses were received, a 5.3% response rate.

to learn about and employ new communication tools, especially social media. This year the Community Foundation hired Friendemic, a Salt Lake City public relations firm specializing in social media, to oversee our social media strategy and work one-on-one with organizations prior to and during the event. We also greatly increased our pre-event training. In all, 427 people attended one of 12 associated trainings: 3 webinars, 8 trainings throughout the state by crowd-funding expert and Foundation Board member Devin Thorpe, and 'Social on a Shoestring,' provided by the Salt Lake Media Club.³ We also sent participating agencies weekly tips on how to gear up their online communications.

Growing community. Love UT Give UT required significant financial and volunteer support. The Foundation received financial sponsorship from 26 corporations, most notably our lead sponsor, Mountain America Credit Union. An additional 36 corporations and community partners promoted participation to their employees and networks. There were at least 79 individual 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
- 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 Clear Channel and Broadway Media (formerly Simmons Media), ran regular PSAs and contests
- Hundred of mentions on My 99.5, 105.7FM, 97.1, Oldies 94.1, Rock 106.5, the Clear Channel network, 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. Data from the campaign created by Friendemic found that between February 7 and March 24:

- Twitter and Facebook accounts gained 827,016 impressions collectively through 6,513 interactions with an audience of 3,454 users.
- The Love UT Give UT Twitter account earned 284 new followers, 38 @mentions and 513 retweets and favorites.
- The Facebook page added 1,609 likes (2,642 total) and 139 comments; 99% of content produced this period actively engaged the audience.

Our social media also reached a very desirable demographic: 39% reached individuals younger than 35.

13-17 years	18-24	25-34	35-44	45-54	55-64	65+
0.30%	10.22%	28.96%	31.53%	17.01%	8.32%	3.66%

³ Thanks to The Utah Nonprofits Association who coordinated the crowdfunding training and to American Express, for financial support. Special thanks to Devin Thorpe, who travelled to Ogden, Kanab, St. George, Provo, Salt Lake City, Logan, Vernal, and Moab.

A 1,371% Return on Investment

Love UT Give UT cost \$72,000 to produce, and raised \$1,058,839. Costs include staff, printing, and \$34,700 in grants awarded to organizations receiving the most individual donors. This investment provided an astonishing 1,371% of return on investment.

Improvements and Innovations in 2014 and Suggestions for 2015

Based upon feedback from the 2013 event, we focused on increasing media coverage, training, and adding a shopping cart feature and corporate affiliation tracker to the Razoo checkout. In 2013, the organizations that hosted gatherings were significantly more successful than those that relied solely on traditional and social media. In 2014 more than 40 events were held statewide. Many involved collaborations across like communities or causes. Again, organizations report that these events increased their fundraising results. The Community Foundation of Utah hosted its own 'Love Central' at the Gallivan Center to serve as a gathering place for nonprofits, for media coverage, and for a "Streamathon" hosted by Devin Thorpe, which featured local media personalities interviewing nonprofit representatives.

Nonprofits were surveyed following the event.⁴ Most suggested general ease-of-use improvements on the web provider and site, Razoo, (improved mobile device capabilities, a 'swipe' feature, expansion of the shopping cart). The Foundation will address these before Love UT Give UT 2015. Feedback and ideas from the community are appreciated at loveutgiveut@utahcf.org.

With Appreciation

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

- Our Lead Sponsor: Mountain America Credit Union
- Presenting Sponsors: Ally Bank, UBS, Chevron, and The Church of Jesus Christ of Latter-day Saints Foundation
- Love UT Give UT Sponsors: Arches Health Plan, FJ Management, Wells Fargo, and The Willard L. Eccles Foundation
- Corporate Partners: Ruby Snap Cookies, CBRE, The Center for Senior Benefits, Questar, Marketstar, Jones Waldo, Associated Foodstores, Founders Title, The Source, Energy Solutions, Paul Mitchel Schools, America First Credit Union, Mark Miller Subaru, Smith's Food & Drug, Haynie & Co., and XMission

While dozens of individuals helped create this extraordinary day, we owe a special thanks to our core volunteers: Mary Hall, Pam Bowers, Kelly Lawler, Emily Capito, Cory Fox, Sarah Ricketts, Francisca Blanc, Pearl Wright, Michelle Thompson, Kym McClelland, Chris Bray, Stephanie Harpst, the staff of Friendemic, and many others. Thanks to Spy Hop Phase II Productions for our video. We appreciate Starbucks, Flatbread Pizza, and Dunkin Donuts for keeping Love Central fueled and fed, and the DJs of Clear Channel for sending a whole lot of love over the airwaves. A special thanks to all who participated in our Streamathon, and our high energy volunteer hosts and guests, including: Annie Cutler, Abby Bonnel, Craig Bielik, Ethan Mallard, Patrick 'Dangerboy' Essex, Wayne Thompson, Kurt Bestor, Hooker and

⁴ A total of 93 responses from participating nonprofits and schools as of April 3, 2014.

Brooke, Meredith Wilken, Shauna Lake and Mark Koelbel, Ogden Mayor Caldwell, Salt Lake County Mayor McAdams, Bill Allred and above all, Devin Thorpe.

Congratulations

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

- Large Nonprofits: The Girls Scouts, The Humane Society of Utah, TURN Community Services
- Medium Nonprofits: The Sharing Place, Healthy Environment Alliance of Utah, Wasatch Community Gardens
- Small Nonprofits: Utah FACES, Plan B Theatre, Noble Horse Sanctuary
- Schools: Salt Lake Arts Academy, Ogden School Foundation, Westminster College

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 2015, knowing the incredible power that can be harnessed when our nonprofit community and all their champions mobilize in unison. We're just getting started!