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United Way of Rhode Island

A Statewide Day of Giving

Our 2020 Report to the Community

WITH YOUR
GENEROUS
SUPPORT

\$1,310,480
RAISED

366
NONPROFITS

7,545
DONORS

13,377
GIFTS

1
DAY

OVERVIEW

After nearly a year of planning, who would have thought the first 401Gives would kick off in the midst of a global pandemic? At 6am on April 1, 2020, United Way of Rhode Island launched Rhode Island's first 401Gives campaign, a statewide day of giving.

With an ambitious goal of \$1 million, 401Gives (a nod to the date and RI's beloved area code) raised \$1,310,480 for 366 nonprofits from 7,545 generous donors who made 13,377 gifts.

Modeled after other giving days across the country, and riding the wave of 2018's RI Gives Day, this digital fundraising campaign is designed to bring a collective voice to the nonprofit sector and deepen the state's culture of giving through a single call to action.

This giving challenge combines a state-of-the-art platform with a sophisticated media strategy and community partnerships to highlight the impact of Rhode Island's nonprofit sector, which accounts for 18% of the state's workforce.

Powered by United Way of Rhode Island and sponsored by FM Global and Blue Cross Blue Shield of Rhode Island, along with a \$50,000 matching dollars provided by Rhode Island Foundation and a \$5,000 match from Lorne Adrian of Zennovation, 401Gives was off to a great start even before April 1. In addition, Centreville Bank, Cox Communications, Oak Street Health, and National Grid came on board as monetary prize sponsors while Brave River Solutions, Citrin Cooperman, and Otraway provided in-kind services to the prize pool that was a critical tool in activating nonprofit's efforts.

In response to the health crisis, United Way added a last minute option for donors to include a gift in their "gift basket" in support of the Covid-19 Relief Fund, which resulted in an additional \$109,000 to help area nonprofits affected by Covid-19.

The inaugural 401Gives was a success because of everyone involved. The sponsors, advisory council, community leaders, media partners, social media followers, the nonprofits that work hard every day and of course all the generous donors that gave on April 1 to make a difference in our community.

"We know that Rhode Islanders want to help their neighbors – in a state as small as ours, we are all interconnected," says Cortney Nicolato, United Way of Rhode Island's president and CEO. "But knowing where or how to help isn't always easy. 401Gives puts the opportunity to help right at our fingertips. It's more than a day, it's a movement."

HOW WILL YOU BE INVOLVED WITH 401GIVES IN 2021?



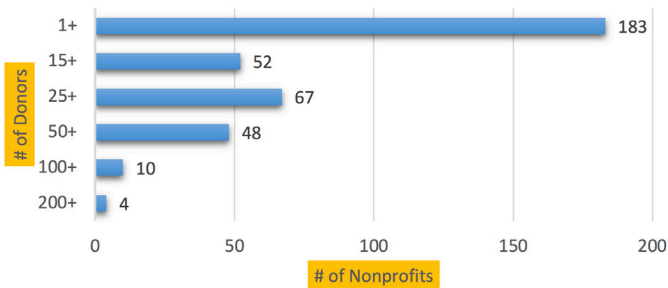
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A Statewide Day of Giving 2020 By The Numbers

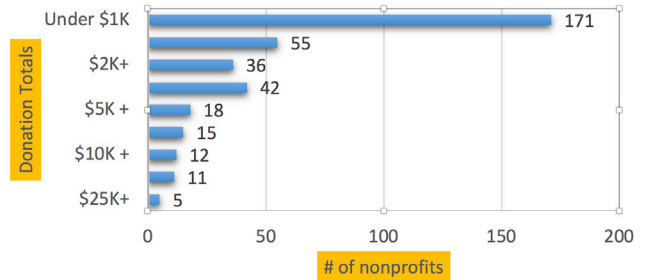
TOTAL RAISED \$1,310,480

- ⚓ Donations from individuals: **\$1,176,480**
- ⚓ Individual gifts made to nonprofits: **13,377**
- ⚓ RI nonprofits receiving donations: **366**
- ⚓ Nonprofits gaining new donors: **323**
- ⚓ Individual Donors Participating: **7,545**
- ⚓ Most \$ raised by one nonprofit : **\$47,685**
- ⚓ Average \$ raised per nonprofit: **\$2,812**
- ⚓ Average donor gift per nonprofit: **\$77**
- ⚓ Average # of donors per nonprofit: **20**
- ⚓ Matching Gifts: **\$55,000** (depleted in the first 27 minutes to 122 nonprofits)
- ⚓ Cash & in-kind prizes: **\$39,000** (awarded to 28 nonprofits)
- ⚓ Peer to Peer fundraising: **75** nonprofits raised **\$175,286** from **1,844** donors through peer to peer appeals
- ⚓ Donors covered fundraising fees for nonprofits: **94%**

Nonprofits and Donor Totals



Nonprofits and Donation Totals



It is time to show the world how generous Rhode Islanders can be during this crisis!

#401Gives is here to support people impacted by COVID-19.

Donate on April 1, 2020
bit.ly/401givesthundermist

Your gift today gives us art tomorrow!



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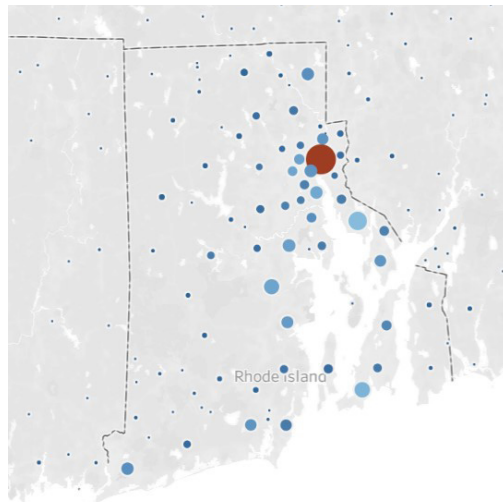
A Statewide Day of Giving Locally, Nationally and Globally

LIGHTING UP RHODE ISLAND AND THE WORLD!

Donors came from **EVERY** city and town across the state.

Donations came from **all across the country** including Puerto Rico!
(Just missing Idaho, Hawaii, Mississippi, Nevada and Wyoming).

Global donors were from Afghanistan, Canada, Germany, Hong Kong, Italy
and United Kingdom.





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A Statewide Day of Giving Sponsorships, Matching Gifts and Prize Sponsors

WHY SUPPORT 401GIVES?

Financial sponsors help power 401Gives and spread the word through media, advertising, nonprofits trainings, and help amplify the gifts received and the overall experience.

Monetary and in-kind contributions to the matching and prize pool provide add excitement and motivation for donors to give and for nonprofits to succeed.

Sponsoring the largest giving day in the Rhode Island provides an opportunity to be part of this philanthropic day and work to build a stronger community.

THREE WAYS TO SPONSOR

PREMIER SPONSORS – Underwrite the costs of 401Gives and receive special recognition benefits. 10% of sponsorship is directed to prize money.


MATCHING DOLLARS – 100% of matching dollars are allocated to certain hourly times to match \$1:\$1 donor gifts.

PRIZE DOLLARS – 100% of Prize dollars are directed to nonprofits to help them leverage more donor gifts. *Please see sample prize below. For more details on the 2020 prizes and winners visit www.401Gives.org/prizes.*

Covid-19 required 401Gives to rethink our corporate engagement for the day. Our partners stepped up and provided video shout outs to the winners that were posted on all the social media channels.



4:01 PM Power Prize - Small



\$1,250

All small nonprofits (operating budget less than \$1 million) that raise at least \$401 by 4:01 p.m. are entered into a random drawing to win \$1,250.

1 Winner

The Economic Progress Institute

Sponsored by
National Grid

For information on how to sponsor 401Gives in 2021, please call Brooke Havens at 401-444-0625.



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A Statewide Day of Giving

Thank You to our 2020 Sponsors

WAVE SPONSORS



MATCHING GIFT SPONSORS



PRIZE SPONSORS



IN-KIND PRIZE SPONSORS





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A Statewide Day of Giving Community Leaders

BUILDING PARTNERSHIPS

The adage “it takes a village” is very true! Community groups and media from all across the state helped build awareness and used their influence and social media to amplify the message and increase the impact for all participating nonprofits.

401GIVES ADVISORY COUNCIL

A cross section of community leaders from all sectors and geographical locations were enlisted to plan for the inaugural 401Gives. Members assisted with vision, strategic planning and training logistics.

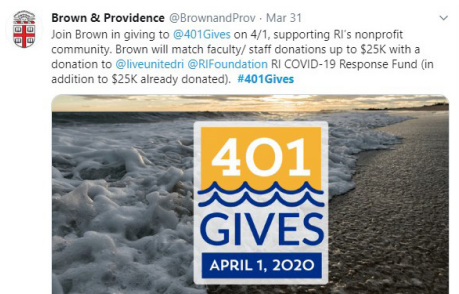
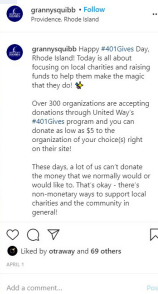
For a list of council members visit: www.401gives.org/info/2020advisorycouncil

COMMUNITY LEADERS

Groups across the state helped spread the word via their newsletters, membership, employees and social media. We thank you all.

Here are just a few of the community partnerships:

- 📍 Statewide Chambers of Commerce
- 📍 State of Rhode Island
- 📍 Labor Unions/LaborVision
- 📍 Facebook groups
- 📍 Grantmakers Council of Rhode Island
- 📍 Association of Fundraising Professionals – RI Chapter
- 📍 Salve Regina’s Fundraising/Marketing for Nonprofits Graduate Class
- 📍 Local manufacturers and retailers, i.e. Granny Squibb’s





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A Statewide Day of Giving Media Partners

#401GIVES: BUILDING AWARENESS

Community groups and media from all across the state helped build awareness and used their influence and social media to amplify the message and increase the impact for all participating nonprofits.

MEDIA PARTNERS

Whether pro bono, discounted or earned, 401Gives saturated the day in the public media on 4/1. Some examples of media partners and highlights may be found at www.401gives.org/info/media.

SOCIAL MEDIA

Almost 50% of 401Gives online traffic came from direct links and the next largest source was social media. 401Gives.com provides community leaders and nonprofits email and social media templates as well as logos and downloadable materials.

HOW CAN YOU HELP?

Help the nonprofit community and 401Gives in 2021 by creating momentum through sharing the 401Gives message via your email messages, networks, media outlets or even hosting your own fundraising event.

More information and templates to help 401Gives by becoming Community Leaders may be found here: www.401gives.org/info/community-leaders

You could also host your own business fundraiser. Give a portion of your sales to 401Gives day. Be creative; the opportunities are limitless! Inquire how you can be a part of this amazing day.

For more information on how you can be involved, email Jenn Remmes at Jennifer.remmes@uwri.org or call 401-444-0612.

401GIVES SOCIAL MEDIA 2020 METRICS



401gives.org –
more than **30,000**
visitors on 4/1/2020



611 followers with
organic post reach as
high as **4,127/day**

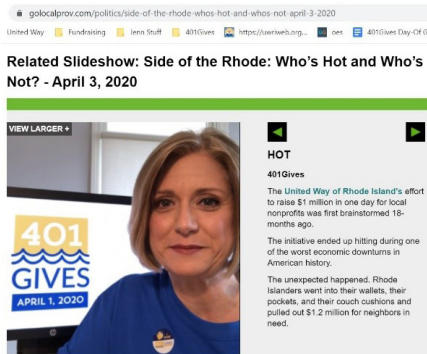
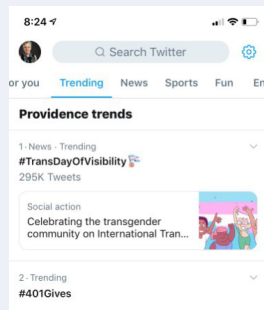


Overall average daily
engagement = **9.62%**



Number of **#401Gives**
uses: **935**
Number of **@401Gives**
mentions: **446**

TRENDING #2 IN PROVIDENCE ON 4/1/2020!





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A Statewide Day of Giving Impact on Nonprofits in 2020

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NONPROFIT OVERVIEW

United Way of Rhode Island champions nonprofits, helps build capacity, rallies the community, and with 401Gives proves that we are bigger and better together. The nonprofits that were most successful on 401Gives attended the trainings, followed the proven giving day strategies and used communications templates.

In 2020, 401Gives raised **\$1,310,480** for **366 nonprofits** from **7,545 generous donors** who made a total of **13,377 gifts**.

HOW DOES 401GIVES WORK?

United Way of Rhode Island hosts and covers the cost for the 401Gives website. Each nonprofit registers and sets up their own profile page with your URL. Donations are directed through this page and supporter's information stays private.

United Way does not collect fees or donor information from your nonprofit's donations. The only fees are from the platform and credit cards. Donors have the option to pay these fees.

In addition to these benefits:

- ⚓ All tax receipts and thank you notes are sent by the 401Gives platform, and can be customized by each nonprofit.
- ⚓ Nonprofits receive training, webinars, social media templates, and customer service from United Way of Rhode Island and 401Gives/GiveGab platform.
- ⚓ Donor giving options include offline gifts (check, cash, donor advised funds), peer to peer fundraising, matching gift capabilities, and reoccurring gifts.

2020 401GIVES NONPROFIT FEES

TOTAL 401GIVES CREDIT CARD AND PLATFORM FEES 2020: \$51,704.72
(\$46,844.48 were covered by donors, \$4,860.24 left 'uncovered')

EFFECTIVE RATE: .49%

This is the 'true' cost to fundraise online for 401Gives in 2020. (you can compare to fees 4.7% + \$0.30). In dollars, it cost a nonprofit \$0.49 for every \$100 raised online during 401Gives.

DONATION REALIZATION RATE: 99.51%

This is the % of donations each nonprofit 'took home' on average in 2020.

What did each org actually pay (on average) in fees? **\$13.65!**



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A Statewide Day of Giving Impact on Nonprofits in 2020

DONATIONS TO TOP 25 NONPROFITS



RI Community Food Bank	\$47,685
Hope & Main	\$43,162
Amos House	\$40,338
United Way of Rhode Island	\$34,781
The Village Common of RI	\$26,009
Foster Forward	\$24,290
Sail Newport	\$23,970
The Gamm Theatre	\$21,860
Dare to Dream Ranch, Inc.	\$18,980
School One	\$18,420
Rhode Island Free Clinic	\$17,486
Roger Williams Park Zoo	\$16,775
Partnership for Providence Parks	\$16,575
Comp. Community Action (CCAP)	\$16,375
Child & Family	\$15,843
Audubon Society of RI	\$15,333
Children's Friend	\$13,245
The Haitian Project	\$13,075
Ronald McDonald House NE	\$12,637
Crossroads Rhode Island	\$12,133
MLK, Jr. Community Center	\$12,075
East Bay CAP	\$11,906
Dorcas International	\$11,666
Thundermist Health Center	\$11,480
Chorus of Westerly	\$11,356

DONORS

RI Community Food Bank	382
Roger Williams Park Zoo	261
Hope & Main	257
Amos House	221
United Way of Rhode Island	184
The Gamm Theatre	150
Foster Forward	141
East Bay CAP	138
Audubon Society of RI	137
Children's Friend	137
The Village Common of RI	132
Crossroads Rhode Island	127
Providence Community Library	105
Alliance of RI SE Asians for Educ.	101
Animal Rescue Rhode Island	98
Tomaquag Museum	8
Ronald McDonald House NE	96
Farm Fresh Rhode Island	96
East Bay Food Pantry	95
Lucy's Hearth	94
IN-SIGHT	94
Meals On Wheels Of RI	94
Rhode Island Free Clinic	90

For more details on the
top 25 nonprofits visit:
[www.401gives.org/
leaderboards](http://www.401gives.org/leaderboards)



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A Statewide Day of Giving Nonprofit Stats 2020

NONPROFIT ENGAGEMENT

Here's how 401Gives 2020 stacked up for nonprofits.

NEW DONORS

- ⚓ New donors to the 366 nonprofits: 4,186
- ⚓ # of nonprofits who received at least one new donor: 323
- ⚓ Average new donors per nonprofits: 11

PEER TO PEER (P2P) FUNDRAISING CHAMPIONS

- ⚓ 75 nonprofits used P2P fundraising totaling \$175,286.20 which accounted for 17.5% of all online donations
- ⚓ Total donors that came through P2P feature: 1,844
- ⚓ Total number of P2P individuals who raised money: 220

MATCHING GIFTS

- ⚓ \$55,000 in matching funds were available from the Rhode Island Foundation (\$50,000) and Lorne Adrain from Zennovation (\$5,000) starting at 6am on 4/1/2020
- ⚓ Matched money utilized in first 27 minutes to 122 nonprofits
 - Five nonprofits featured their own match challenges with \$7,350 matching funds available
 - Average amount raised by organizations without = \$2,882
 - Average amount raised by organizations with matches/challenges = \$9,128
 - Raised 3.17x more!

TRAININGS AND MORE!

401Gives kicked off in November 2019 with an informational Open House. Additional trainings, networking and webinars including a guest speaker from *The Great Give* in New Haven, CT. In addition, the 401Gives website offers a wide array of on-demand training, videos and templates on topics such as emails, newsletters, peer-to-peer fundraising and board engagement. Everything for your nonprofit to be successful!

2021 trainings will be even more progressive as we have lessons learned from 2020. We will hear from various sizes and sectors of successful 401Gives nonprofits and their strategies. Trainings will help newcomers and original 401Gives nonprofits to help prosper in year two!





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A Statewide Day of Giving Participant Feedback

401GIVES NONPROFIT PARTICIPANTS SHARE

What 401Gives nonprofit participants shared about their 401Gives experience:

"These dollars will help us stay open during the coronavirus. All of our in person events have been canceled. We could not survive without this funding. We look forward to being able to see our clients and volunteers again once this is over."

*"The **Providence Singers** will be using the money raised to make our archival recordings available online, bringing great choral music to listeners and additional payments to the musicians who performed with us."*

*"**Business Innovation Factory** is incredible grateful for all donations received during 401Gives. We had a strong response and every dollar will go toward supporting our new program LunaYou: A Maternal Wellbeing Program. Pregnancy isn't easy and Covid-19 just made it a lot harder. It is important now more than ever to provide wellbeing support during this magical time of pregnancy in contrast with this overwhelming pandemic crisis. The donations raised via 401Gives will help us help others."*

*"The dollars raised for the **College Crusade** on 401Gives Day will directly benefit our students who are low-income, first-generation. While many students have been able to settle into distance learning quite easily, our students play a greater economic role in their families and have experienced barriers to their educational success. How do you focus on your courses when you are worried about your family keeping a roof over your head, or being able to buy groceries or pay utility bills? The dollars we raised on 401Gives Day will provide small grants to help our college students overcome these barriers so that they can stay on track to graduate."*

*"My organization, **HopeHealth Hospice & Palliative Care** is using the funds to support patients and families through hospice care. With restrictions placed in response to the Covid-19 coronavirus response, patients and families are separated at a very difficult time. Imagine if your parent or spouse were failing and you were unable to visit them or be with them? Our teams of nurses, hospice aides, social workers, chaplains and grief support counselors are using all of their tools to support our patients and families through this time."*

*"The money that was raised during 401Gives strengthens the **Domestic Violence Resource Center of South County's** basic needs response program right now during the Coronavirus shutdown that is severely affecting victims of domestic violence. At times like these, the HOME may not necessarily be a safe place for a victim to be and any way that we can alleviate stresses in the lives of clients is important."*

NONPROFITS – JOIN THE MOVEMENT IN 2021!

To be included on future trainings, communications and registration dates, please email your contact information to 401Gives@uwri.org.





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A Statewide Day of Giving Get Involved in 2021

SPONSORSHIP

For more details on becoming a 2021 sponsor, please visit www.uwri.org/401Gives or email Brooke Havens at brooke.havens@uwri.org or call 401-444-0625.

NONPROFITS

To be included in all communications, email your contact information to 401gives@uwri.org.

COMMUNITY LEADERS/MEDIA PARTNERS

For more information on how you can be involved, email Jenn Remmes at Jennifer.remmes@uwri.org or call 401-444-0612.



Lisa Guillette
@LisaGuillette

I'm reflecting today on my [@liveunitedri @401Gives](https://twitter.com/liveunitedri) experience. I'm no stranger to online shopping, but have never filled a shopping cart with more wonderful & priceless things: housing for all, economic opportunity, equity, quality data & advocacy, basic needs & dignity for all!

6:06 PM · 4/2/20 from Providence, RI · Twitter for iPhone

HOW CAN YOU BE INVOLVED?

Year 1 was amazing, what will we do in year 2? Our 2021 goals include engaging **500 local nonprofits** and raising **\$1.5 million** from **10,000 donors!**

AS A SPONSOR

Sponsoring the largest giving day in the Rhode Island provides an opportunity to be part of this philanthropic day and work to build a stronger community. Join 401Gives as a premier, matching or prize sponsor!

AS A NONPROFIT

Join the movement! 501c3 nonprofits of all sizes are eligible for 401Gives as long as you have an office in, or serve Rhode Islanders through your work. Whether joining as a startup or longstanding nonprofit, 401Gives helps organizations make a bigger impact by equipping you with trainings, tools and resources to attract new donors, tell your story, and take your missions even further.

BENEFITS OF PARTICIPATING IN 401GIVES

- 📍 Increased Awareness: Your nonprofit will receive more attention as a result of this collective effort.
- 📍 Inspired Support: Sharing your story with a larger audience will help you connect with more people.
- 📍 New Donors: Exposure from being part of a statewide giving movement attracts new donors.
- 📍 Amplified Fundraising: Nonprofits have found that participating in giving days increases fundraising.
- 📍 Matching & Prize Money: During the event, there will be prize challenges and matching gifts hours.

AS A COMMUNITY LEADER AND MEDIA PARTNER

Media partners and community leaders help spread the message by using their influence for impact! We need you to for 401Gives to continue to succeed in 2021.

...AND AS A DONOR

401Gives is a one-stop shop to help you with the organizations you care about! With missions ranging from the Arts to the Zoos, individuals and families can easily support the passions nearest and dearest to their hearts.