



OMAHA GIVES!

powered by the Omaha Community Foundation

THANK YOU, THANK YOU, THANK YOU! We are grateful for the tremendous support shown in the third year of Omaha Gives! The Omaha Community Foundation organizes this event in order to:

- Raise awareness for nonprofits and philanthropy in general
- Engage younger and new donors
- Build the capacity of nonprofits, specifically in areas of communication and online fundraising

Thank you to everyone that was a part of this day—nonprofits, donors, and our sponsors! We couldn't be more proud to be part of this amazing community. A 40% increase in the total amount raised over last year makes Omaha Gives! the **FIFTH LARGEST GIVING DAY IN THE NATION!**

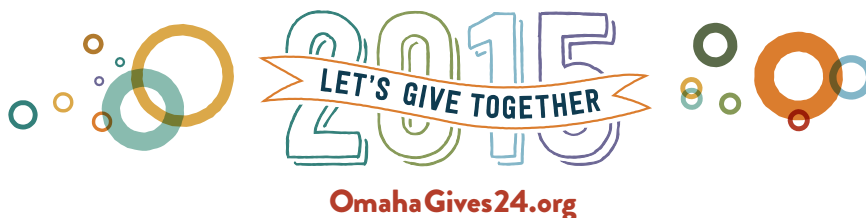
RESULTS

- Number of nonprofits // 704
- Number of donors // 20,684
- Number of donations // 47,131 (79% were \$100 or less)
- Total amount raised // \$8,867,886 (includes all incentives)
- Incentives // \$350,000 bonus dollars + \$114,000 prizes + \$509,722 extra bonus dollars
- Average amount raised by nonprofits // \$12,565 (\$11,178 in 2014)
- OCF donors gave over \$4.1 million (\$2.9 million in 2014)

	2013	2014	2015	GROWTH
NONPROFITS	318	569	704	24%
DONORS	11,075	18,112	20,684	14%
DONATIONS	19,038	35,600	47,131	32%
FIRST TIME DONATIONS	30%	47%	40%	-7%
AVG DONATION PER DONOR	\$226.68	\$304.15	\$380.59	25%
TOTAL RAISED	\$3,075,533	\$6,360,707	\$8,867,886	39%

DIGITAL HIGHLIGHTS

- 379 new Twitter followers over 3 month promotional period (18% increase)
- 1,037 new Facebook "likes" over 3-month promotional period (27% increase)
- Over 70,000 users accessed omahagives24.org on May 20 (65% were new users)
- #OmahaGives was the among the top trending hashtags in our region on May 20



DONOR SURVEY RESPONSES*

- 93% of respondents ranked their overall experience with Omaha Gives as good or excellent.
- 51% of respondents said that bonus dollars increased or greatly increased their decision to give.
- 30% of respondents will likely donate more than they originally planned this year.
- 60% of respondents supported two or more nonprofits—45 being the highest number supported.
- 74% said they talked about Omaha Gives with other people—the most common way they shared the event was through conversations with friends, family members or coworkers.

“This was a great experience for my 6th grade son, who researched nonprofits and helped choose recipients of his savings from allowance. Thank you for this opportunity for him to see the greater impact of philanthropy in our community.”

“As a donor, I am so grateful for the Omaha Gives event. Not only do the bonus dollars and prizes make me feel as if my support is making a greater impact, it provides an amazing opportunity to learn more about the nonprofit organizations who are doing great things for the community. Last year, I gave to a handful of organizations. This year, I specifically set aside money for my donations months in advance and I gave to 17 organizations, many for the first time. I plan to continue to donate to these causes throughout the year. Congratulations on an event well done!”

NONPROFIT SURVEY RESPONSES*

- 63% of nonprofits agreed or strongly agreed that Omaha Gives helped their organization build its capacity to raise more donations and reach out to new donors.
- 69% of nonprofits said that Omaha Gives slightly increased their overall funding in 2014.

WHY DID NONPROFITS PARTICIPATE?

- 89% To raise awareness about the organization
- 85% To reach new donors
- 79% To be part of a community-wide effort
- 67% To raise money for operations

“This was my first year working for a non-profit participating in Omaha Gives. I found the communication from OCF extremely helpful, from the emails and tool kits to the hands on training sessions. Well Done! I am looking forward to increasing our level of participation and trying additional strategies for next year.”

“Fantastic experience...again! The event creates such a sense of pride, commitment and collaboration in Omaha. It is a way to involve people and everyone feels engaged. Also, it is huge for small non-profits to receive recognition and revenue without having to spend tons of money they do not have! It is a win-win for non-profits, the people they serve and the community!”

*ALL SURVEY RESPONSES ARE PRELIMINARY RESULTS. A FORMAL EVALUATION WILL BE CONDUCTED LATER THIS YEAR BY THE UNIVERSITY OF NEBRASKA-OMAHA.