

2020 OG! REPORT

Together we gave!

★ AMERICAN NATIONAL BANK

OMAHA GIVES!

Powered by



Omaha Community
Foundation

Good grows here.

On May 20, 2020 our community supported nonprofits, bringing together donors from across the region—and the world—during the eighth annual Omaha Gives. A total of \$8.5 million was raised through this year’s giving day from 23,375 donors through a record 65,160 donations.

This year’s event was also consistent with previous Omaha Gives Days as almost one-third of donations were first-time gifts and 74% of the total donations were \$100 or less.

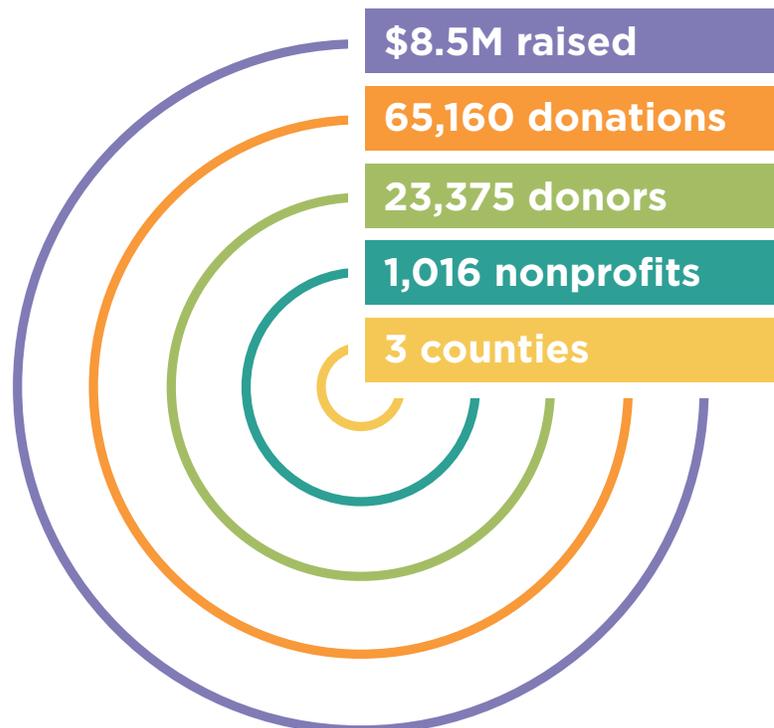
In its eight years, Omaha Gives raised \$58 million for local nonprofits through 358,384 donations and more than \$5 million of those gifts have been from first-time donors.

Highlights from 2020 include:

- A new record number of participating nonprofits
- A record number of donations and unique donors
- An increase in participation, dollars raised, and the percentage of Cheer Pages who met their goal—all records
- The amount given year-round on the Omaha Gives platform doubled from 2019 to 2020

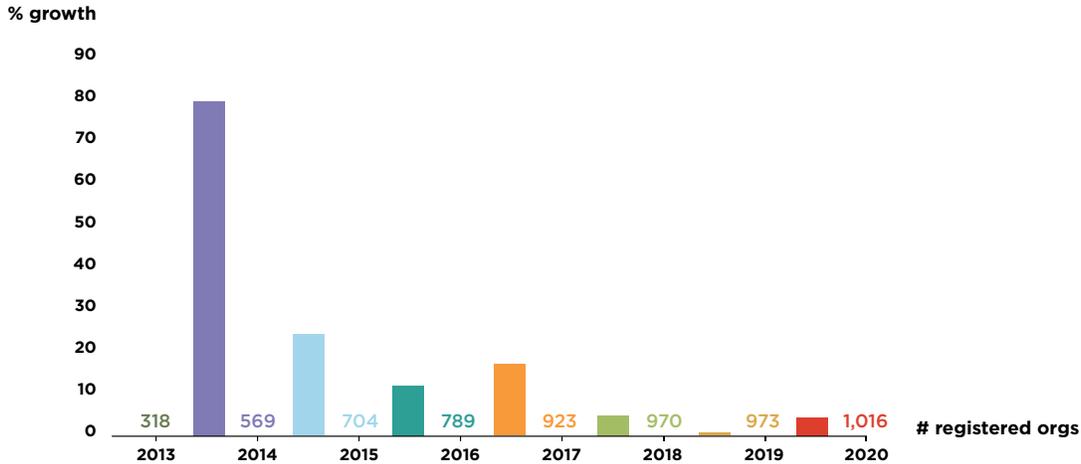
Since its inception in 2013, Omaha Gives has had three primary goals: to engage a new audience of donors, to build capacity for local nonprofit organizations, and to bring the community together around giving.

This report offers insight into the experiences of both nonprofits and donors who participate in the giving day. Data was collected from the Omaha Gives platform and the post-event surveys of participating nonprofits and donors.



Who Participated?

In 2020, 1,016 nonprofits participated with 1,010 organizations receiving a donation. There were six organizations who did not receive any donations, lower than the 12 organizations who didn't receive a donation in 2019. Growth in the number of registered nonprofits this year was 4.4%, significantly higher than in 2019.



Almost half (45%) of participating organizations had budgets less than \$100,000. About one-fourth of nonprofits (22%) had budgets of more than \$1 million. This was consistent with 2017, 2018, and 2019 participating nonprofits. Organizations were most likely to identify having services in the following categories: Education (17%), Health (16%), Arts & Culture (12%), and Religion (12%). These categories were consistent with the previous years.

ALMOST

1 IN EVERY 3 DONATIONS

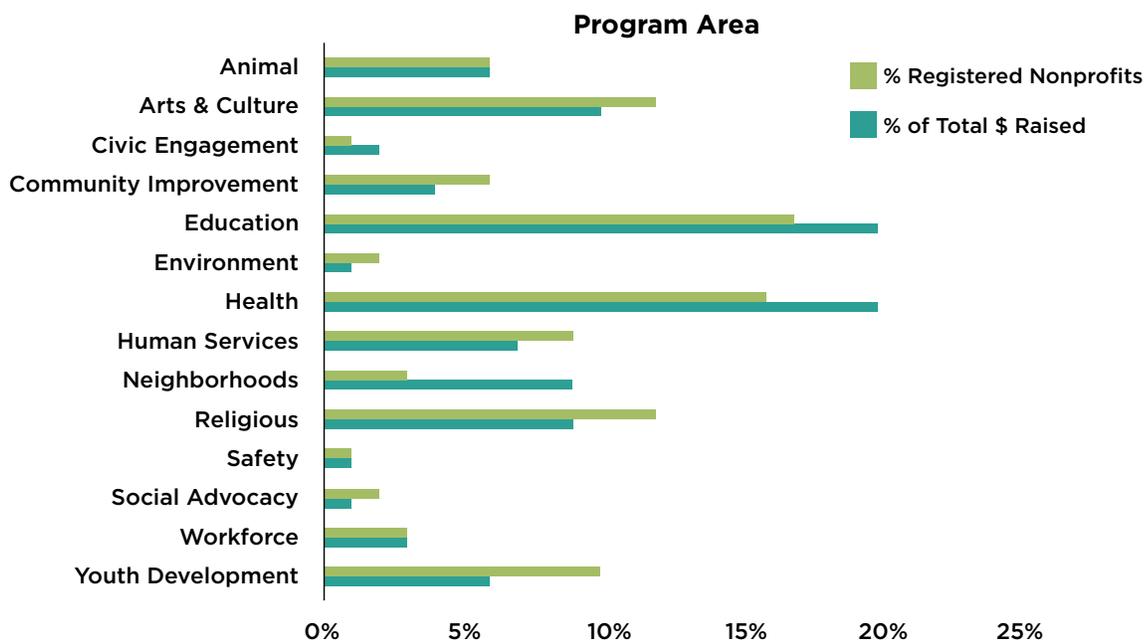
went to a nonprofit with a budget less than \$100,000

Consistent with previous years, organizations most often reported that they participated in Omaha Gives to:



How Much Did They Raise?

During the 2020 Omaha Gives Day, \$8.5 million was raised including prizes (\$132,000) and Challenge Funds (\$883,286). The total amount raised by organization service type was fairly consistent with the percentages of organizations who registered. The top three categories of organizations who raised the most were: Education (20% of the total \$ raised), Health (20%) and Arts & Culture (10%).



Health, Education, and Animal organizations raised a slightly higher percentage of the total dollars.

Top Performing Organizations

Of the top five organizations that raised the most money during Omaha Gives, one was an education nonprofit, two focus on neighborhoods, and two are human services organizations. For organizations who had the most unique donors, one was an animal organization, one was a human services nonprofit, and three were neighborhood organizations. All but one of the organizations who performed in the top five in each category (dollars raised and number of unique donors) have budgets of over \$1 million.

Siena Francis House and Open Door Mission were in the top five nonprofits for both total dollars raised and total number of unique donors. Two of the five organizations who performed best in each category were also in the top five during the 2019 giving day.

Top 5 Most Raised

Organization	Total \$ Raised
Food Bank for the Heartland	\$367,030.07
Siena Francis House	\$204,308.00
Open Door Mission	\$143,942.02
Project Harmony	\$131,412.52
Creighton Preparatory School	\$119,325.00

Top 5 Most Unique Donors

Organization	# Unique Donors
Food Bank for the Heartland	1,658
Nebraska Humane Society	1,258
Siena Francis House	1,103
Open Door Mission	757
inCOMMON Community Development	557

Cheer Pages

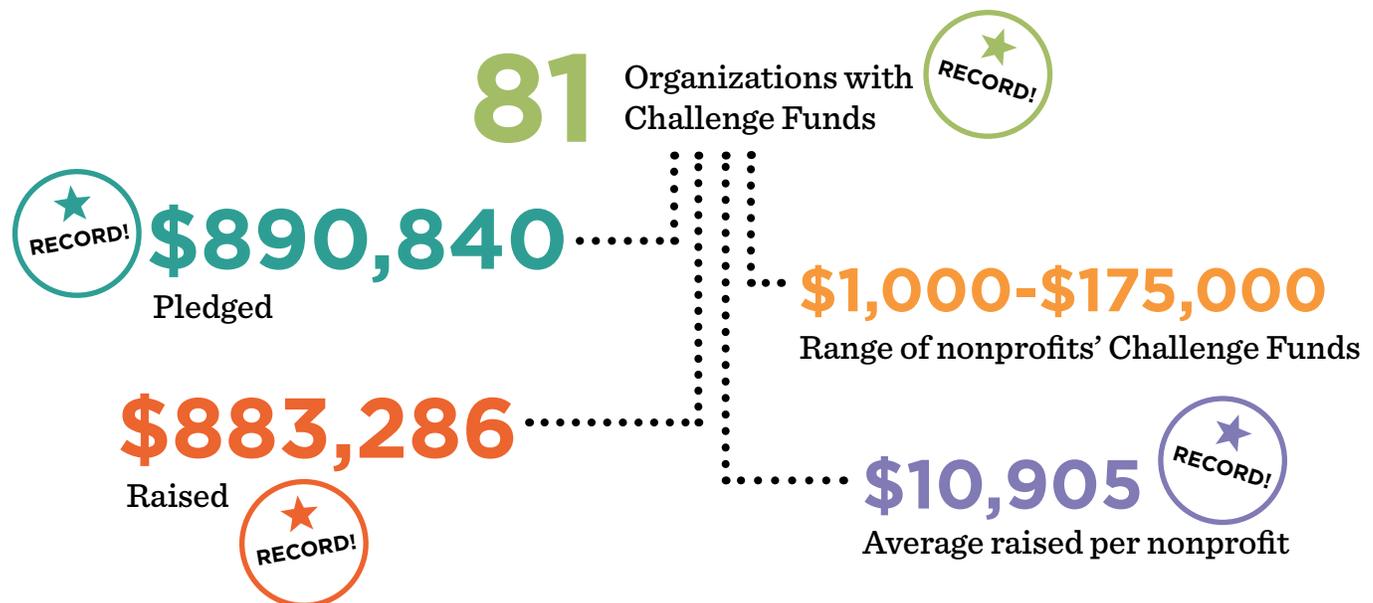
For the fifth year, individuals could create Cheer Pages to support their favorite nonprofit. Cheer Pages allow supporters to build a custom webpage with photos, set a fundraising goal, and raise money from their own networks on behalf of an organization of their choice. This year 235 nonprofits—an increase up from 209 last year—had at least one Cheer Page created on their behalf during Omaha Gives.



The number of organizations who utilized Cheer Page, and the total number of Cheer Pages increased over last year, along with the total amount raised cumulatively from Cheer Pages. Additionally, the percentage of pages meeting their goal increased from 16% in 2019 to 22% in 2020.

Challenge Funds

Nonprofits can offer their own Challenge Funds to further incentivize donors to give. Challenge Funds are structured as a dollar-for-dollar match. 2020 was a record-setting year for challenge funds, with the most dollars pledged and raised since Challenge Funds were introduced to the giving day in 2015.



Prizes

Since Omaha Gives began in 2013, prizes have been an essential part of the day meant to incentivize participation for both nonprofits and donors. Nonprofits use prizes to communicate urgency with their donors, while donors feel that their donation goes farther when prizes are available and communicated. Donors also frequently cite prizes and Challenge Funds as a driving reason for their participation in Omaha Gives.

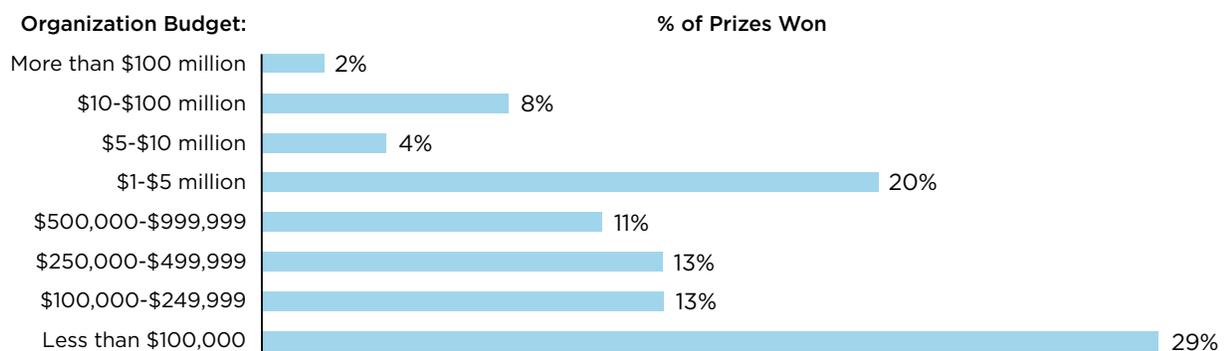
The majority of prizes were provided as hourly (48 prizes) and participation (45) prizes. There were also three Cheer Page prizes provided. In addition to the three prize types that have been available in past Omaha Gives! Days, 12 prizes were awarded to organizations who qualified for Pottawattamie Gives.

Finally, there were 4 new prizes for this year:

- **The Successful Scheduler** was awarded to the nonprofit with the most unique scheduled donations.
- **OG Original** was awarded to a nonprofit who participated in every Omaha Gives since the giving day began in 2013.
- **Fabulous Freshman** was awarded to a nonprofit who participated for the first time in 2020.
- **#WhyIGiveOG** was awarded to an individual who shared the hashtag on Instagram or Facebook. The winner was able to select a nonprofit who would receive the prize.

A total of \$112,000 in prizes were awarded throughout the day.

Consistent with 2019, organizations with budgets under \$100,000 earned almost 1 in every 3 prizes.



Nonprofit Feedback

Following each Omaha Gives, a survey is sent to nonprofits to gather feedback and input based on their experience participating in the giving day. Each year, these responses help inform any changes to the next giving day. Consistent with previous years, nine out of 10 nonprofits reported having a “good” experience using the platform.

The Omaha Gives platform was easy to use..... **85%**
Our overall experience with Omaha Gives was good..... **95%**

As part of the post-event survey, nonprofits were asked which were the most important features of the giving day. Consistent with prior years, marketing/awareness, visibility to new donors, and the OmahaGives.org website tools were the top three most critical features.

Top Omaha Gives Features

The marketing and general awareness that Omaha Gives provides us..... **35%**
Visibility to new donors we wouldn't normally have..... **31%**
The use of the Omaha Gives website and the administrative back-end to track my donors..... **24%**

New Giving and Return on Investment

In 2020, 29% of donations were new, equaling \$1,225,794.74 in new giving. The amount given in new donations was higher than in 2019.

Of this year's participating nonprofits, those that also participated in the 2019 event were asked about their overall funding for that year. Seventy-seven percent of respondents said their total fundraising had increased in 2019, higher than 2018's sixty-six percent.

Over three-fourths of organizations said their funding had increased after participating in Omaha Gives 2019.



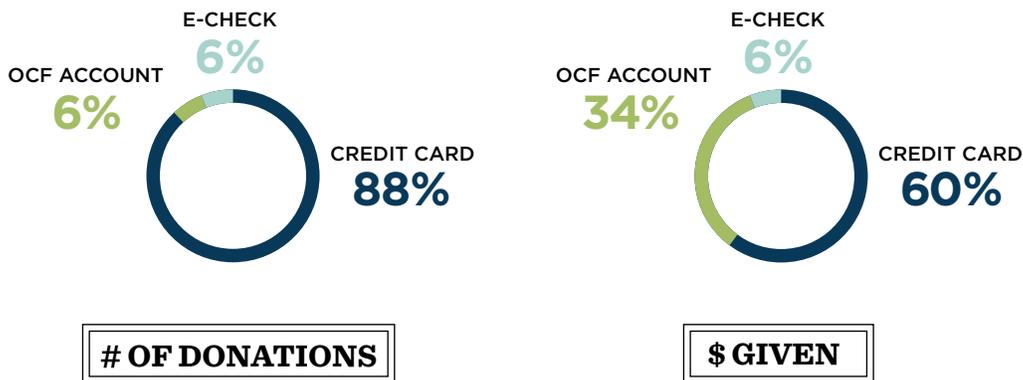
Nonprofits who completed the 2020 post-event survey reported an average return on investment (ROI) of \$24, higher than 2019. The ROI represents how much staff-time and resources the nonprofit invested in the day compared to how much they raised. Nonprofits also reported that the average cost to raise \$1 was \$0.25, much lower than 2019.

How Donors Gave

This year 23,375 unique donors gave \$7,643,067 for a total of 65,160 donations. Donations came from all 50 states and 4 continents including North America, Asia, Australia, and Europe.

Donors could give in one of three ways: using an Omaha Community Foundation (OCF) Fund, a credit card, or through an electronic funds transfer (EFT).

OCF fundholders gave \$2.6 million, slightly more than in 2018 (\$2.55 million). For the second year in a row, Omaha Gives donors using a credit card or EFT gave \$5 million, outpacing the total amount that OCF fundholders cumulatively gave.



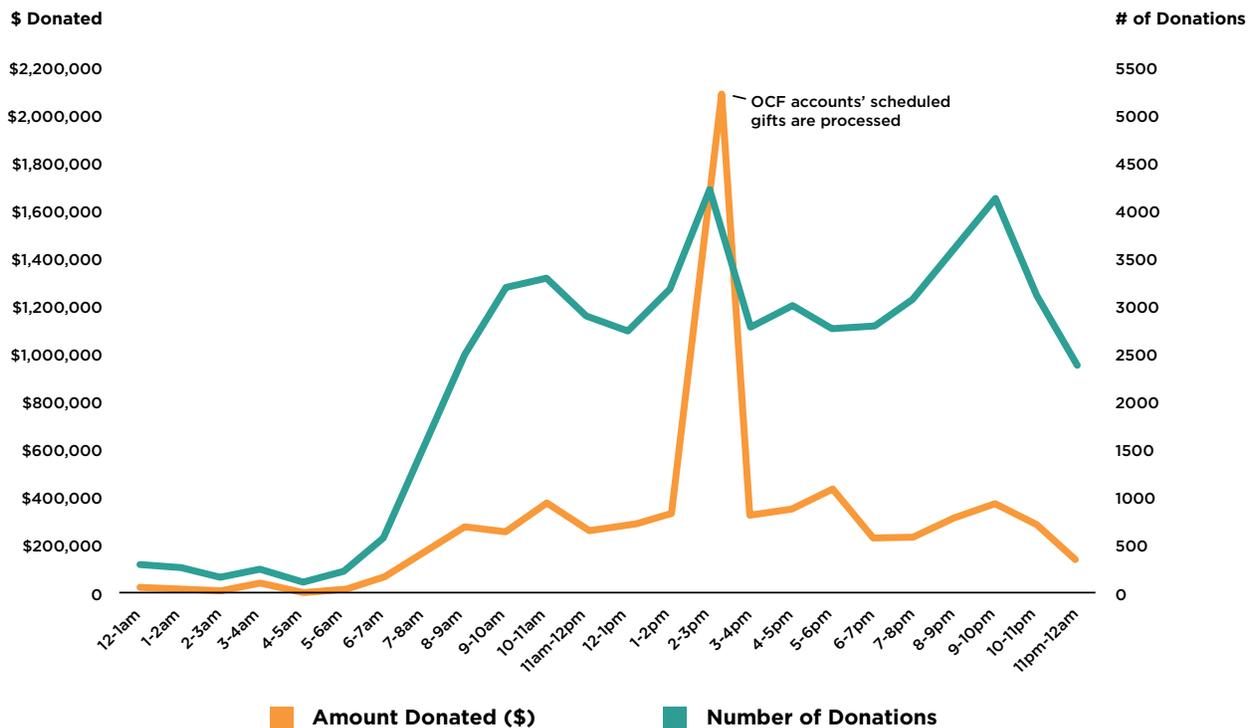
Similar to prior years, three-fourths of donations were less than \$100 and over half were less than \$50.



For the first time this year, the minimum required donation was lowered from \$10 to \$1. There were 4,308 donations under \$10 this year. Of those 4,000+ donations, 274 were donations to nonprofits of only \$1, and 68% of those individuals (186) made only a single \$1 gift on the site.

52% of all donors gave only **ONE** donation during the Giving Day.

Outside of OCF Fundholder scheduled gifts being processed, 5-6pm had the highest \$ donated and 9-10pm had the highest number of donations.



For the first time, scheduled gifts were processed prior to the giving day. There were over 12,000 scheduled gives amount to \$1.1M.

New this year, donors were able to give to the Foundation’s COVID-19 Response Fund as they were checking-out. There were 5,597 donations to the Response Fund for a total of over \$142,000 to the Fund. Donations ranged from \$1-\$5,000.

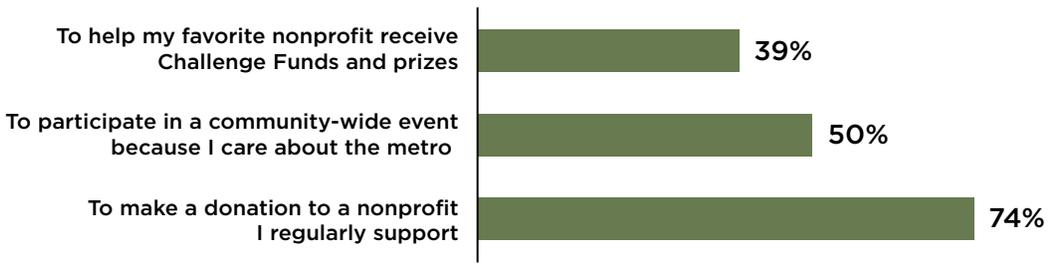
Why Did Donors Give?

Given the current COVID-19 pandemic, we asked donors how the pandemic impacted their giving. Of all respondents, 38% said it increased the amount given or number of nonprofits they gave to this year.

Each year following Omaha Gives, a survey is sent out to all donors who gave throughout the day. This survey helps collect feedback on the experience donors have during the giving day and their recommendations for improvement.

38% of respondents said that the COVID-19 pandemic increased the amount or number of nonprofits they gave to this year.

When asked why they participated in Omaha Gives, consistent with previous years, donors most frequently said they participated in the giving day:



Similar to previous years, nine out of 10 Omaha Gives donors had a good experience making a donation.



In 2020, more than 18,000 donations were new, for a total of \$1,225,795 in new giving. In the post-event survey, donors said they most frequently learned about new organizations by searching omahagives.org (36%) or from a friend (27%). This was consistent from previous years.

Over three-fourths of donors said they will continue to support the nonprofit organization(s) they gave to for the first time.



Social Media and Digital Engagement

Web Traffic

Page views: **526,715 on OmahaGives.org landing page**

- The average user spent **seven minutes** on the Omaha Gives! platform, including check out
- **24,771 unique users** accessed OmahaGives.org on May 20.
Including ages:
5,537 (25-34), **4,746** (55-64), **4,640** (35-44), **4,380** (65+), **3,942** (45-54), and **1,926** (18-24)
- **25,419 users** had traceable data pertaining to gender; **18,073 (female) and 7,374 (male)**

Facebook & Instagram (May 20)

Reach: **33,619**

Likes: **7,443**

Post Reactions: **4,598**

More than 300 people participated in the #WhyGiveOG prize contest

Twitter (May 20)

Tweet Impressions (Reach): **134,000**

Unique Profile Visits: **800**

More than 160 Tweets including #OmahaGives were sent between May 1-May 31

Nonprofit Training

- Significantly increased nonprofit training efforts, which may have influenced nonprofits' success in fundraising for Omaha Gives
- Implemented online nonprofit training sessions for the first time in Omaha Gives history
- Provided specialized nonprofit trainings for the first time on the following topics: Social Media, Cheer Pages, Challenge Funds, and COVID- 19 Communications



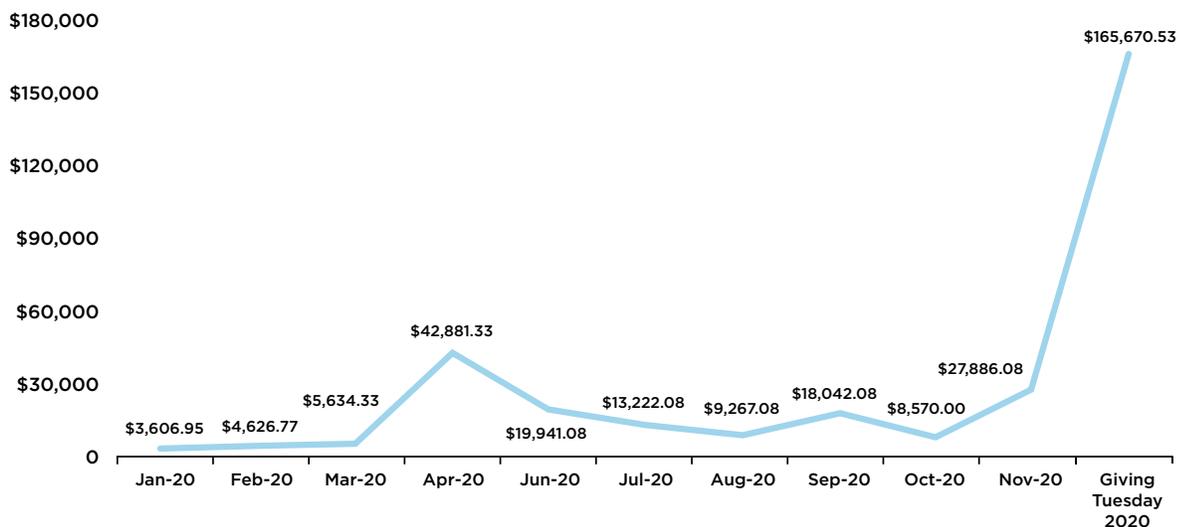
700 nonprofit staff attended Omaha Gives! trainings via uberconference compared to approximate 500 in-person attendees in 2019

Year-Round Giving

Since 2015, the Omaha Gives website has been available for donors and nonprofits to use as a year-round giving platform. The amount donated through the site in 2019, was at the time a record at \$156,496. This year, donations on Giving Tuesday exceeded cumulative 2019 gifts at \$165,670. The total giving for 2020 on the year-round platform through December 1 was \$319,341.

\$319,341
given
in 2020!

2020 Year-Round Giving



Learnings

2020 created a unique urgency for the community to support nonprofits through the COVID-19 pandemic. This likely contributed to the record number of donations and dollars given during this year's final Omaha Gives. The total amount raised in the history of the 24-hour giving day hit a peak of \$8.9M in 2016. However, since 2017, the total amount raised had been declining year over year, dipping below \$7M in 2019 until this year.

Pivoting in response to a global pandemic, the Omaha Gives team relied heavily on COVID-19 sensitive messaging, social media, digital promotion, and online conferencing tools, such as Zoom and UberConference, to build the same level of excitement for the 2020 giving day in a new fundraising climate, with exacerbated need.

Nonprofits were encouraged to host online events during the giving day. They were also given a new capability to highlight their unique needs in a call-out on their profiles, creating that additional urgency that makes giving days successful. This urgency also helped create records in Cheer Pages and Challenge Funds. While the reason why donors participated in the giving day remained unchanged from years prior, over one-third of respondents said that COVID-19 increased the amount or number of donations they gave this year.

Thank you to the donors who showed up to support and the nonprofits working hard to meet new needs during this unprecedented year. This community came together in an incredible way on May 20.

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OMAHA GIVES!

8 YEAR REVIEW

Together we gave!

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After an incredible 8 years and \$58M raised, Omaha Gives day has ended. Since it's launch, Omaha Gives has had three goals:

- To bring the community together around giving
- To engage a new audience of donors
- To build capacity for local nonprofit organizations

This addendum report will take a look at the last eight years and the impact Omaha Gives has had on the community, nonprofits, and the Omaha Community Foundation. Thank you to everyone who played such an important role in making Omaha Gives successful.



Bringing the Community Together Around Giving

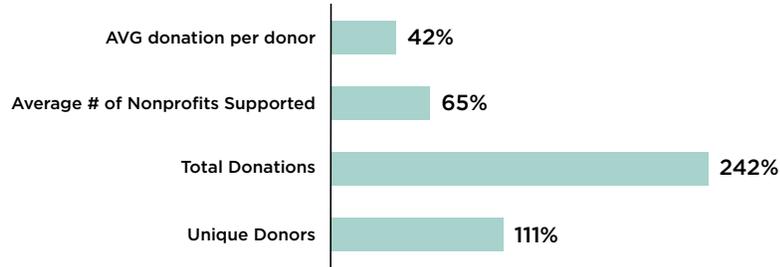
Omaha Gives has raised over \$57M with the largest amount raised in 2016.

2013	2014	2015	2016	2017	2018	2019	2020
\$3.1 million	\$6.4 million	\$8.9 million	\$9 million	\$7.8 million	\$7.4 million	\$6.8 million	\$8.5 million

	2013	2014	2015	2016	2017	2018	2019	2020
Donations	\$2,510,533	\$5,508,717	\$7,874,114	\$7,955,071	\$7,139,712	\$6,671,664	\$5,910,206	\$7,512,935
Incentives	\$565,000	\$852,000	\$993,772	\$1,036,446	\$700,452	\$745,778	\$883,364	\$1,015,286
Total Raised	\$3,075,533	\$6,360,717	\$8,867,886	\$8,991,517	\$7,840,164	\$7,417,442	\$6,793,570	\$8,528,221
Unique Donors	11,075	18,112	20,684	18,915	18,767	18,548	18,612	23,375
Total Donations	19,038	35,600	47,131	46,251	48,264	48,279	48,661	65,160
Avg. # of NPs Supported	1.7	2	2.3	2.5	2.8	2.7	2.6	2.8
Avg. donation per donor	\$227	\$304	\$381	\$421	\$381	\$360	\$318	\$322

In its eight year history, Omaha Gives saw the largest growth categories in total number of donations and the number unique donors. This signifies a broad reach of individuals supporting the giving day. In recent years, Omaha Gives donations came from all 50 states and multiple continents across the world.

2013-2020 Omaha Gives % Growth

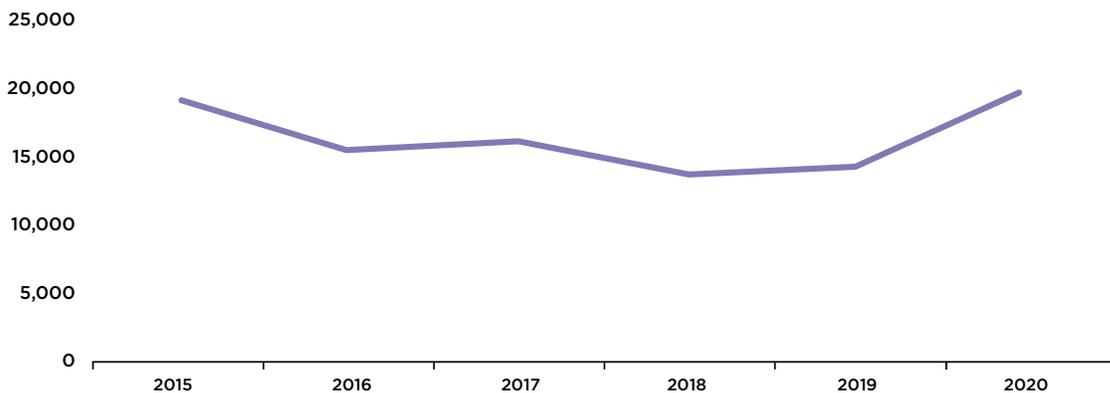


Engaging a New Audience of Donors

One of the key goals of Omaha Gives was to engage a new audience of donors. Since 2015, (when new giving was able to be tracked) there have been:



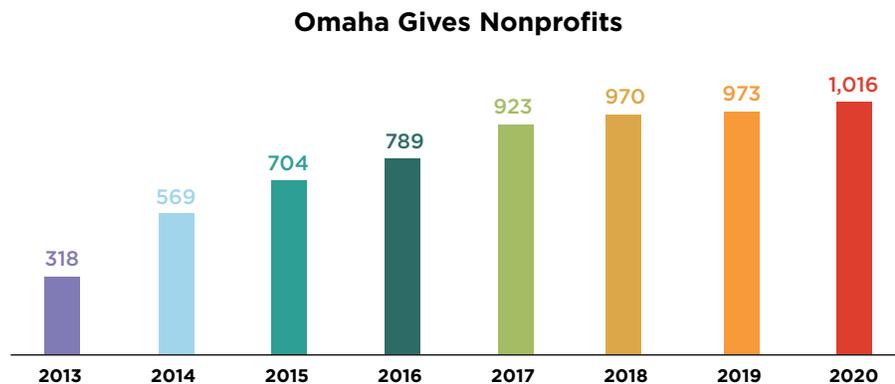
Number of New Gifts



Building Capacity for Local Nonprofit Organizations

Omaha Gives created a new opportunity to bring more nonprofits into the digital fundraising space and provided a platform for nonprofits to use—a tool particularly beneficial for smaller organizations who didn't have the resources or capacity to have their own system.

As awareness of the giving day grew, so too did the number of nonprofits who registered to participate. There was a 281% increase in the number of registered nonprofits between 2013 and 2020.



71%

of nonprofits said participating in Omaha Gives helped increase their capacity to fundraise.

Omaha Gives' Impact on The Omaha Community Foundation

Omaha Gives created a unique opportunity for the foundation to bring people together around giving. In that process it also increased the foundation's visibility in the community and brought new donors to the community foundation.

- Awareness of the Omaha Community Foundation grew from 53% in 2013 to 71% in 2020
- 120 new funds were opened at OCF for Omaha Gives
- \$24M of the \$57M raised was donated by OCF fundholders

As Omaha Gives ends, we want to thank all of the sponsors, nonprofits, and donors who helped make this day possible. We also want to honor the late Kali Baker, who had the vision and leadership to bring a giving day to Omaha and create an incredible celebration of giving in our community.