



Give STL day.orgSM

2022 RECAP

Powered by

ST. LOUIS



COMMUNITY
FOUNDATION

Presented by



BERGES FAMILY
FOUNDATION
Enriching Saint Louis. Encouraging Giving.

SUMMARY AND RESULTS

The ninth annual Give STL Day on May 5, 2022, raised a total of **\$4.24 million** for area nonprofits. Give STL Day is presented by the Berges Family Foundation and powered by the St. Louis Community Foundation.

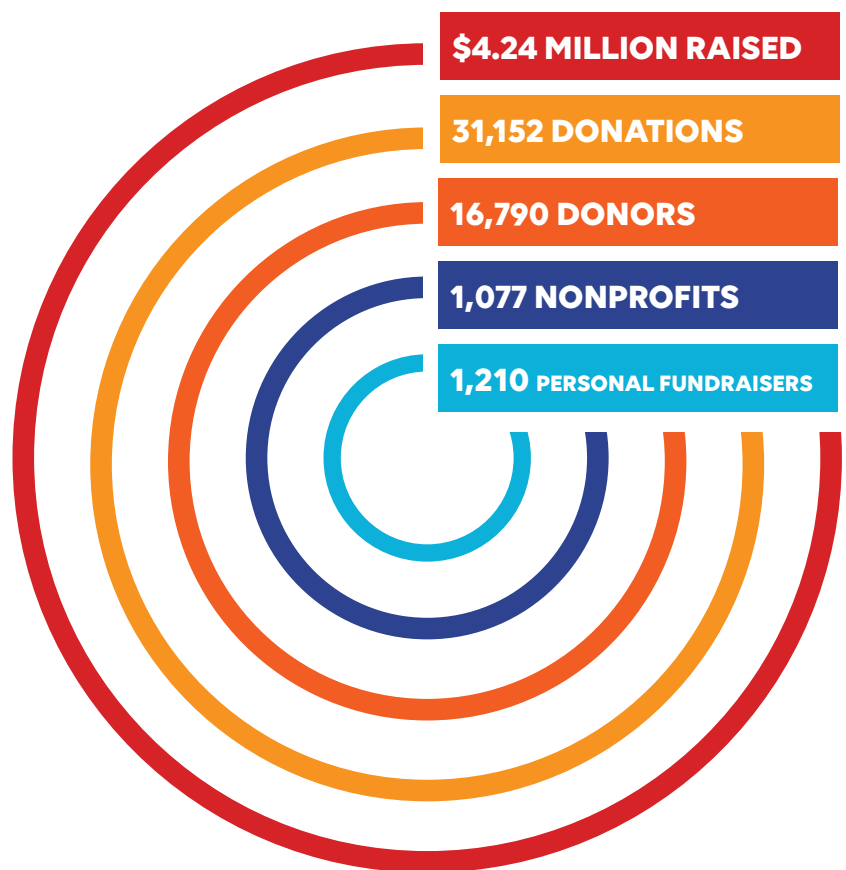
1,024 nonprofits rallied donors across the region, inspiring generosity through sharing the impact of their missions. **16,790 unique donors** from St. Louis and beyond made **31,152 donations**, with 1 in 4 donors self-identifying as first-time donors to an organization. In addition, over 71% of donors opted to make an additional gift at checkout to cover processing fees.

Community members created **1,210 peer-to-peer fundraisers**, raising almost **\$235,000**. The number of active fundraisers is more than twice the number in 2021.

2022 also saw a 229% increase from 2021 in matching fund donations. Nonprofits also reported over **\$5 million in matching funds**.

Since its inception in 2014, Give STL Day has raised over **\$26 million** for nonprofit organizations in the greater St. Louis metropolitan area. For donors, this day of giving has become an anticipated spring tradition. It is viewed by many as an opportunity to support familiar organizations as well as find new deserving causes.

For nonprofits, Give STL Day has proven itself a vital fundraising tool. Most participating nonprofits state that it is one of the largest—if not *the* largest—fundraising day for their organization all year.



DATA SUMMARY

DATA	2020	2021	2022	CHANGE	RATE OF CHANGE
Total Processed Through Payment Processor	\$3,244,383	\$3,388,928	\$3,091,392	-\$297,535	-8.78%
Number of Transactions	24,783	22,981	20,536	-2,455	-10.64%
Number of Donations	38,450	35,192	31,152	-4,040	-11.48%
Number of Unique Donors (Using Email)	20,157	18,656	16,790	-1,866	-10.00%
Number of First-Time Donors	12,028 (31.28%)	8,993 (25.55%)	7,630 (24.49%)	628	107.90%
Number of Nonprofits	1,018	1,124	1,077	-47	-4.18%
Number of Nonprofits that Received a Donation	977 (96%)	1,076 (96%)	1,023 (95%)	-53 (-1)	-4.93% (-1%)
Average Donations Per Transaction	1.55	1.53	1.52	-0.01	-0.65%
Number of Donations with Fee Covered	29,519 (76.77%)	25,379 (72.12%)	22,301 (71.59%)	-3,078 (-0.53)	-12.13% (-0.83%)
Total amount of Matching Funds Entered by Nonprofits	\$1,392,306	\$1,520,982	\$5,013,916	\$3,492,934	229.65%
Number of Peer-to-Peer Fundraisers	535	582	1,210	628	107.90%
Total Processed through Fundraisers	\$264,959	\$257,209	\$234,948	-\$22,261	-8.65%

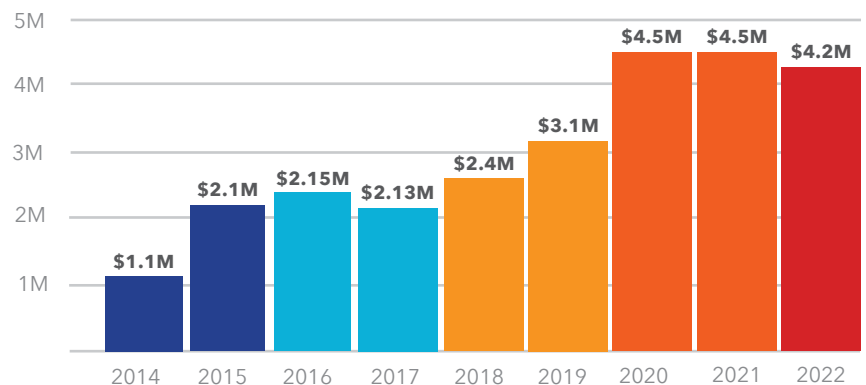
DONATIONS

In 2022, Give STL Day raised **\$4.2 million** for organizations in 12 different categories.

Human services, animal, and health organizations raised the most money.

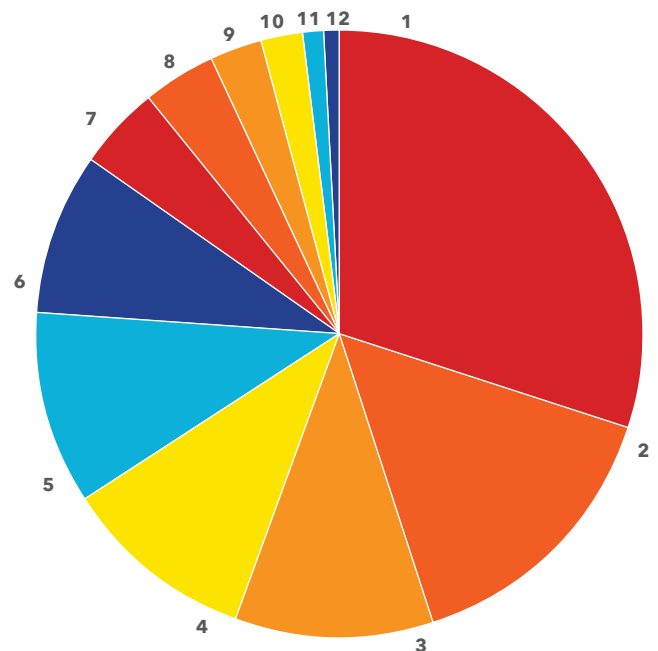
\$4.2M
raised this year

Total Donations Year-Over-Year



Donation Dollars by Category

1. Human Services: \$959,757
2. Animal: \$473,104
3. Health: \$337,102
4. Education: \$329,208
5. Schools: \$327,278
6. Arts and Culture: \$257,042
7. Community Development: \$142,013
8. Environment: \$128,873
9. Social Justice: \$82,468
10. Black-Led and Black-Benefiting: \$72,297
11. Religion: \$33,902
12. Other: \$25,904

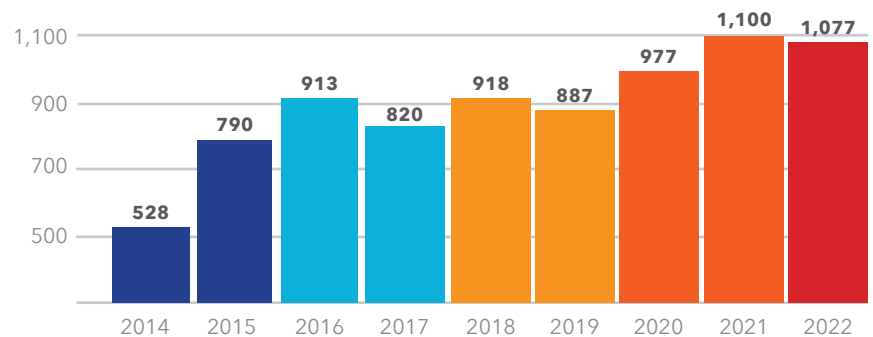


NONPROFITS

In 2022, **1,077 nonprofits** participated in Give STL Day.

Nonprofits reported that they participated in the event to fundraise, reach new donors, network with peer organizations, increase their online presence, and participate in a community-wide event.

Nonprofit Event Participation Year-Over-Year



2022 Nonprofits by Category

CATEGORY	# OF NONPROFITS
Animal	80
Arts and Culture	134
Black-Led/Black Benefiting	24
Community Development	96
Education (other than schools)	156
Environment	33
Health	109
Human Services	287
Religion	31
Social Justice	26
Schools	77
Other	24

1,077
nonprofits

95%
received at least one donation

130
secured matching funds

NONPROFITS

Nonprofits by Budget Size

In 2022, almost half (46%) of participating organizations were micro organizations.

- Micro: \$250,000 or less
- Small: \$251,000 to \$1 million
- Medium: \$1.1 to \$2 million
- Large: more than \$2 million

Budget categories were self-identified by each organization during registration.

BUDGET SIZE	# OF NONPROFITS
Micro	499
Small	246
Medium	102
Large	230

2022 Top Performing Organizations by Budget Category

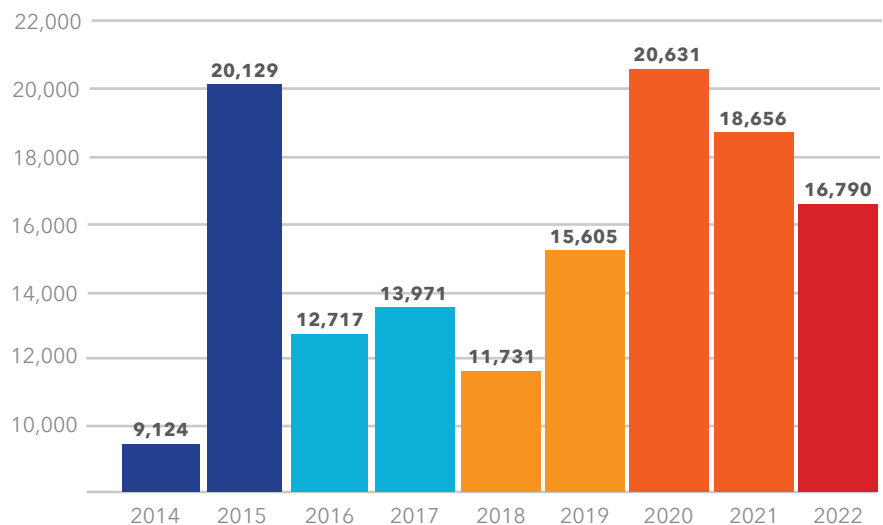
	NONPROFIT	UNIQUE DONATIONS	\$ RAISED
Micro	First Step Back Home	51	\$37,704
	June Jessee Memorial Foundation	74	\$31,450
	Zugunruhe Experience	62	\$23,990
Small	Mighty Oakes Heart Foundation	89	\$52,398
	Tenth Life Cat Rescue	212	\$35,010
	Animal House Cat Rescue and Adoption Center	181	\$31,019
Medium	CARE STL	264	\$46,276
	Catholic Urban Programs	154	\$39,645
	Soulard Education Center	66	\$34,132
Large	ThriVe	209	\$329,774
	Foster & Adoptive Care Coalition	506	\$265,595
	Stray Rescue of St. Louis	1,236	\$120,626

DONORS

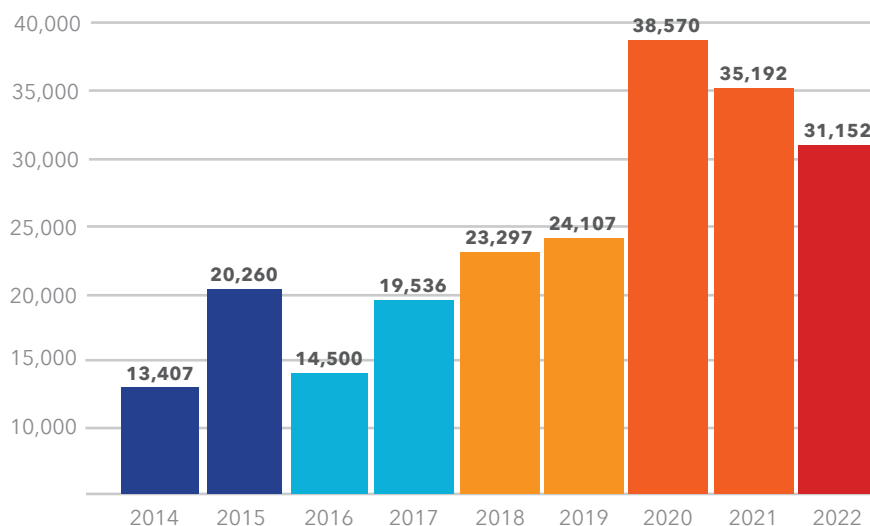
In 2022, **16,790 unique donors** made a Give STL Day donation, totaling **31,152 donations**.

Donors are encouraged to: **"Give to an organization you know, one you don't know, and one you want to know better."** By giving to multiple organizations (donations per transaction averages 1.5), donors diversify their knowledge of our regional nonprofit landscape and increase their impact.

Number of Unique Donors Year-Over-Year



Number of Donations Year-Over-Year



16,790

unique donors

31,152

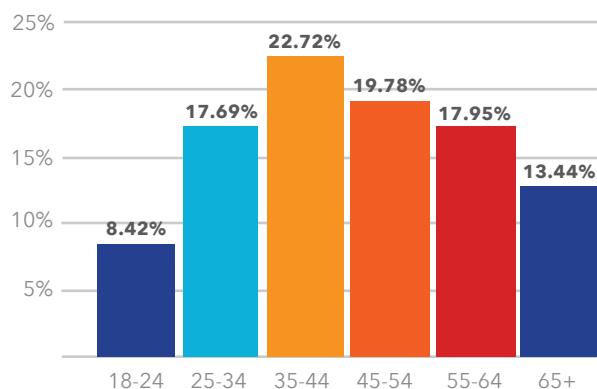
donations

71.59%

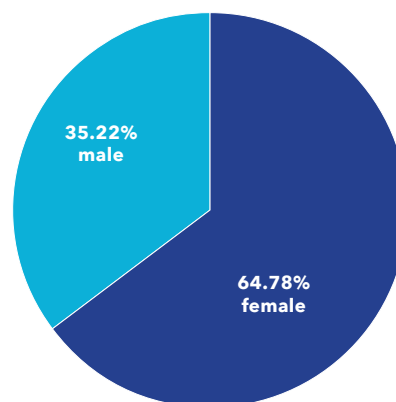
of donors opted to cover
donation fees

DONORS

Age



Gender Identity



Age and gender identity information was available for approximately 20% of donors.

Location

- Missouri: 54.93%
 - St. Louis: 31.69%
 - Kirkwood: 4.57%
 - Maryland Heights: 3.74%
- Illinois: 11.88%
 - Chicago: 43.84%
 - Belleville: 9.29%
 - Alton: 4.4%
- Other: 33.19%

Interests

- Food and Dining/Cooking Enthusiasts/30 Minute Chefs
- Media and Entertainment: TV and Book Lovers
- Banking and Finance: Avid Investors
- Lifestyles and Hobbies: Pet Lovers
- News and Politics: Avid News Readers

This year, **7,630 donors** (24.49%) self-identified as first-time donors. These new prospects will be a valuable resource for nonprofits beyond Give STL Day.

PERSONAL FUNDRAISERS

Inspiring Others to Give

Personal fundraisers, or peer-to-peer fundraisers, are a tool used by nonprofits and their supporters to raise more interest and awareness for a cause.

Fundraisers are simple to create and easy to share on social media, and give donors the opportunity to tell personal stories about the nonprofit they are supporting.

In 2022, a record-shattering **1,210** personal fundraisers were created, more than doubling the number created in 2021. These fundraisers raised **\$234,948**.

Nonprofits reported that they found the personal fundraising tool to be a benefit to their organization and that they would like the fundraising tool to continue to be available in the future.

1,210

fundraisers

\$234,948

processed through fundraisers

5.5%

of total dollars raised

Top Fundraisers

1. Give STL Day, by Kelli Braggs supporting Bridge of Hope Ministries: \$10,259
2. Supporting St. Louis Kids by Jillian Tedesco supporting Life for Life Gym: \$7,907
3. The Mercy J-Team Campaign by Judy Carron and Jan Hayes supporting Mercy Conference and Retreat Center: \$6,269
4. Mike Wind's Friends by Michael Wind supporting Rebuilding Together St. Louis: \$5,455
5. Sana & Kyle's Foster & Adoptive Care Coalition Fundraiser by Kyle Williams supporting Foster & Adoptive Care Coalition: \$4,253

PRIZES AND MATCHING FUNDS

\$177,700

in prize dollars awarded

\$1,110,078

raised during Power Hours

Prizes

\$177,700 in prize dollars were awarded to nonprofits in 2022.

This total included \$120,000 in Power Hour dollars sponsored by the St. Louis Community Foundation and the Berges Family Foundation. Power Hours are prize pools used to amplify donations made during different hours of the giving day. The most prize dollars won by a single nonprofit was \$7,000 won by Care STL.

Other prizes included hourly prize drawings based on metrics such as most unique donors, first and last donation prizes, professional development memberships, and staff headshots. 27% of organizations reported developing a strategy around certain prizes.

Prize Winners:

Animal House Cat Rescue
& Adoption Center
ArchCity Defenders
Big Brothers Big Sisters of
Southwestern IL
Big Muddy Dance Company
Books for STL Kids
Care STL
Cinema St. Louis
Deaf Empowerment Awareness
Foundation
earthday365
First Step Back Home
Five Acres Animal Shelter
Foster & Adoptive Care Coalition

Girls in the Know
Halo for Animals
HLH Heroes Foundation
Hope Animal Rescues
Humane Society of Missouri
Karlovsky & Company Dance
La Voute
Leverage Dance Theatre
Mercy Conference & Retreat Center
Mighty Oakes Heart Foundation
Modern American Dance Company
Nine PBS
Ollie Hinkle Heart Foundation
Rosati-Kain High School
Saint Louis Ballet

Seat at the Table
St. Louis Community College
Foundation
St. Louis Public Radio
St. Louis Senior Dog Project
St. Louis Volunteer Lawyers and
Accountants for the Arts
Stray Rescue
Tenth Life Cat Rescue
The BackStoppers, Inc.
The Cat Network
Thrive
UrbanReachSTL
Violence Prevention Center
Wildlife Rescue Center

Matching Funds

\$5,013,916 in matching funds was entered by nonprofits, a staggering 229.65% increase from 2021. Many organizations “met their match” on Give STL Day, effectively doubling their donations from the giving day.

WEBSITE

Data Overview

givetstlday.org	2020	2021	2022
Users	50,002	53,996	45,912
Page Views	405,990	374,365	313,588
Bounce Rate	43.79%	47.58%	45.72%
New Users	43,781	48,709	41,552
Avg. Session Duration (Min)	5:52	5:09	5:16
Avg. Pages per Session	5.12	4.59	4.57
Number of Sessions	79,340	81,530	68,638
Number of Sessions Per Users	6	2	1.49

Traffic

Type	Users	New Users	Sessions
Direct	24,103	22,548	32,038
Social	15,200	13,480	21,972
Organic Search	4,512	2,887	8,853
Referral	1,800	984	3,298
Email	1,144	906	1,572
Other	826	746	904



Social Media Channel Specific Traffic Data

• Facebook

3,610 users at
89.12%

• Instagram

701 users at
4.59%

• Twitter

525 users at
3.37%

• LinkedIn

358 users at
2.34%

• Instagram Stories

62 users at
0.08%

PROMOTION

Targeted Email Campaigns

Targeted email campaigns were sent to St. Louis Community Foundation donor advised fund holders and their advisors, past Give STL Day donors, and other audiences such as professional advisors and Community Foundation board members.

In total, over **40,000** individuals were emailed about the giving day over a period of six weeks.

The campaign schedule was strategically developed to raise awareness with key audiences and remind them how to make a Give STL Day donation.

These email campaigns typically had open rates of about 40% and as high as 56%.

40,000

email marketing contacts



Billboards

Promotional print billboards were placed around St. Louis in highly visible key locations ahead of the giving day.

Digital billboards were used on the day of the event to show the donation total, using a live feed from the givestlday.org website.



PROMOTION

Digital Advertisements

Digital ads were placed on a variety of platforms before, during, and after the giving day.

Facebook was the top performing ad space.

2,764,018

digital impressions

• Early Giving

- 1,605,803 impressions
- 11,586 clicks
- 0.72% CTR
- 324 reactions

• Give STL Day

- 197,199 impressions
- 1,560 clicks
- 0.79% CTR
- 119 reactions

• Thank You

- 349,075 impressions
- 3,184 clicks
- 0.91% CTR
- 251 reactions

Other digital placements rounded out ad coverage:

Audience:

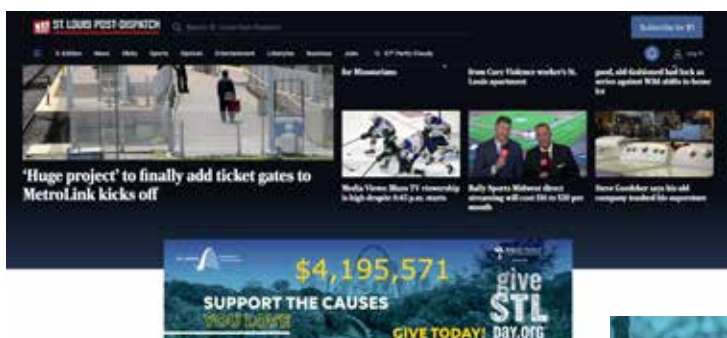
- 145,695 impressions
- 243 clicks
- 0.17% CTR

Remarketing:

- 351,246 impressions
- 337 clicks
- 0.10% CTR

Mobile location:

- 115,000 impressions
- 87 clicks
- 0.08% CTR



Industry average CTR is 0.06%.

PROMOTION

Partnership with KSDK - Channel 5

2,625,975

total impressions

- **Broadcast Schedule**

- 49 broadcasted ads
- 1,416,600 impressions

- **KSDK.com**

- Homepage takeover: 868,028 impressions
- Weather page takeover: 325,893 impressions

- **KSDK newsletter**

- Email with Give STL Day banner ad delivered to 260,762 contacts

- **Show Me St. Louis Segments**

- Girls Inc. of St. Louis: 20,808 impressions
- 100 Neediest Cases: 15,763 impressions
- The December 5th Fund: 8,191 impressions
- Live at the St. Louis Community Foundation: 10,692 impressions



Partnership with KMOV - Channel 4

334,461

total impressions

- **KMOV.com**

- Homepage wallpaper: 30,141 impressions
- Homepage billboard video: 41,186 impressions
- Run of site: 249,730 impressions

- **KMOV Facebook**

- 13,422 impressions



PROMOTION

Print

- St. Louis Business Journal
- St. Louis Magazine
- St. Louis American Newspaper
- Gazelle Magazine
- Webster Kirkwood Times

Other

- KWMU St. Louis Public Radio
"St. Louis on the Air" Segment
- Radio Arts Foundation



Give STL Day raises money for nonprofits

Updated: May 4, 2020 at 5:55 PM CDT



SOCIAL MEDIA

Organic Social Media Reach and Top Performing Posts (May 5)

147,937

Total reach



Facebook

Posts: 25
Page reach: 131,540
Comments and reactions: 270
Link clicks: 168
Shares: 53



Instagram

Posts and stories: 37
Page reach: 6,762
Comments and likes: 53
Shares: 40



Twitter

Tweets: 23
Likes: 127
Retweets: 37
Quotes: 12
Page reach: 8,900
#GiveSTLDay #1 trend in St. Louis



LinkedIn

Posts: 4
Page reach: 735
Reactions: 28

TESTIMONIALS

Nonprofits

"It's been very exciting and fulfilling to be a part of this mega-fundraiser in our region over the past 7 years. It seemed like this year went particularly well."

—Lana Kruse, First Step Back Home, Inc.

"We put all funds raised on Give STL Day to our Stracks Fund, which is our fund for medical emergencies. We are seeing so much sadness and abuse, so the funds raised are truly life-saving. Thank you for including us. We are more than honored to be a part of the day!"

—Natalie Thomson, Stray Rescue of St. Louis

"Our donors get really excited about days like Give STL Day. We have heard that they give generously to lots of organizations because they feel good about being part of something that makes such a widespread impact for the pets and people that make up our gorgeous city."

—Megan Fogliano, Tenth Life Cat Rescue

Community

"What a great day for St. Louis nonprofits doing amazing and important work. Thank you for making it happen!"

"Thank you so much for putting this huge event together! It truly helps spotlight all of the non-profits and makes such a big difference. Your hard work is greatly appreciated!"

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Presenting Sponsor



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