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

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

### 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
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**

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

1,077 nonprofits

95% received at least one donation

130 secured matching funds
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.

### 2022 Top Performing Organizations by Budget Category

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

In 2022 Top Performing Organizations by Budget Category
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**

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Unique Donors</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>9,124</td>
</tr>
<tr>
<td>2015</td>
<td>20,129</td>
</tr>
<tr>
<td>2016</td>
<td>12,717</td>
</tr>
<tr>
<td>2017</td>
<td>13,971</td>
</tr>
<tr>
<td>2018</td>
<td>-11,731</td>
</tr>
<tr>
<td>2019</td>
<td>15,605</td>
</tr>
<tr>
<td>2020</td>
<td>20,631</td>
</tr>
<tr>
<td>2021</td>
<td>18,656</td>
</tr>
<tr>
<td>2022</td>
<td>16,790</td>
</tr>
</tbody>
</table>

**Number of Donations Year-Over-Year**

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Donations</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>13,407</td>
</tr>
<tr>
<td>2015</td>
<td>20,260</td>
</tr>
<tr>
<td>2016</td>
<td>14,500</td>
</tr>
<tr>
<td>2017</td>
<td>19,536</td>
</tr>
<tr>
<td>2018</td>
<td>23,297</td>
</tr>
<tr>
<td>2019</td>
<td>24,107</td>
</tr>
<tr>
<td>2020</td>
<td>38,570</td>
</tr>
<tr>
<td>2021</td>
<td>35,192</td>
</tr>
<tr>
<td>2022</td>
<td>31,152</td>
</tr>
</tbody>
</table>

**16,790 unique donors**

**31,152 donations**

**71.59%** of donors opted to cover donation fees
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.

**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.
Data Overview

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

Traffic

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

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%
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%.

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.
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.

- **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%.
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
Organic Social Media Reach and Top Performing Posts (May 5)

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

Total reach: 147,937
**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!”
Presenting Sponsor

Gateway Sponsor

Community Sponsors

Friend of Give STL Day

Partners

Prize Sponsors: Association of Fundraising Professionals St. Louis Regional Chapter; Church Productions; Gladiator Consulting; Nonprofit Marketers Network-STL and Purina