



# give STL day.org<sup>SM</sup>

CELEBRATING 10 YEARS

## 2023 RECAP

Powered by

ST. LOUIS



COMMUNITY  
FOUNDATION

Presented by



BERGES FAMILY  
FOUNDATION  
Enriching Saint Louis. Encouraging Giving.

# SUMMARY AND RESULTS

The tenth annual Give STL Day on May 10, 2023, raised a total of **\$3.84 million** for area nonprofits. Give STL Day is presented by the Berges Family Foundation and powered by the St. Louis Community Foundation. In celebration of ten years, the giving period was extended by ten hours, through 10 a.m. on May 11.

A record-setting **1,126 nonprofits** rallied donors across the region, inspiring generosity through sharing the impact of their missions. This included **201** organizations that had participated in Give STL Day every year since 2014.

**14,608 unique donors** from St. Louis and beyond showed their generosity with **26,031 donations**. 1 in 4 donors self-identifying as first-time donors to an organization. Additionally, more than 73% of donors opted to make an additional gift at checkout to cover processing fees. Community members created **521 peer-to-peer fundraisers**, raising almost **\$185,000**. Nonprofits reported **\$1.2 million** in matching funds.

In its ten-year history, Give STL Day has raised over **\$30 million** for thousands of 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.

**\$3.84 MILLION RAISED**

**26,031 DONATIONS**

**14,608 DONORS**

**1,126 NONPROFITS**

**521 PERSONAL FUNDRAISERS**

**"Give STL Day impacted our organization in a fantastic way! It helped us tremendously in raising funds that we would have never received. We were able to reach many more people than we have in the past."  
-Four Hearts Foundation**

# DATA SUMMARY

DATA	2021	2022	2023	CHANGE	RATE OF CHANGE
Total Processed Through Payment Processor	\$3,388,928	\$3,091,392	<b>\$2,686,510</b>	-\$415,665	-13.45%
Number of Transactions	22,981	20,536	<b>17,230</b>	-3,216	-15.66%
Number of Donations	35,192	31,152	<b>26,031</b>	-5,121	-16.44%
Number of Unique Donors (Using Email)	18,656	16,790	<b>14,608</b>	-2,182	-13%
Number of First-Time Donors	8,993 (25.55%)	7,630 (24.49%)	<b>6,270 (24.09%)</b>	-1,360	-17.82%
Number of Nonprofits	1,124	1,077	<b>1,126</b>	49	4.55%
Number of Nonprofits that Received a Donation	1,076 (96%)	1,023 (95%)	<b>1,049 (93%)</b>	26 (-2%)	2.54% (-2%)
Average Donations Per Transaction	1.53	1.52	<b>1.51</b>	-0.01	-0.65%
Number of Donations with Fee Covered	25,379 (71.57%)	22,301 (71.48%)	<b>19,054 (73.02%)</b>	-3,247 (1.54%)	-14.56% (102.15%)
Total amount of Matching Funds Entered by Nonprofits	\$1,520,982	\$5,013,916	<b>\$1,245,283</b>	-\$3,768,633	-75.16%
Number of Peer-to-Peer Fundraisers	582	1,210	<b>521</b>	-689	-56.84%
Total Processed through Fundraisers	\$257,209	\$234,948	<b>\$184,941</b>	-\$50,008	-21.28

# DONATIONS

In 2023, Give STL Day raised **\$3.8 million** for organizations in 12 different categories. Donors persisted through website connectivity issues to show up for our region's nonprofits, making more than 26,000 donations.

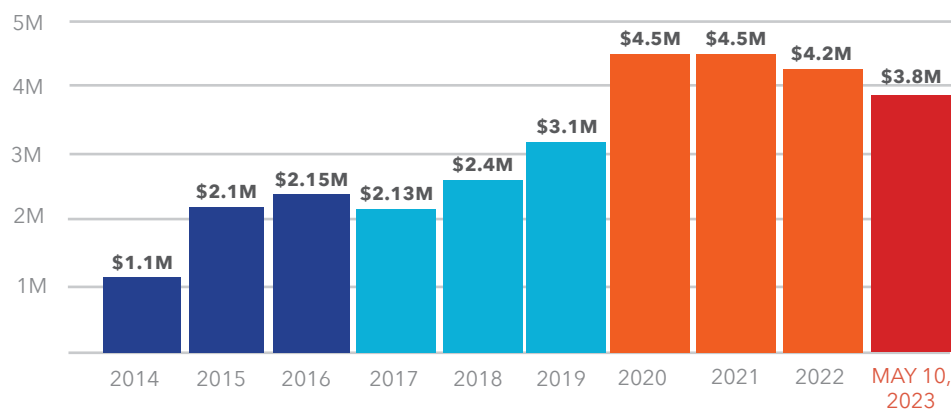
**\$3.8M**

raised in 2023

**12**

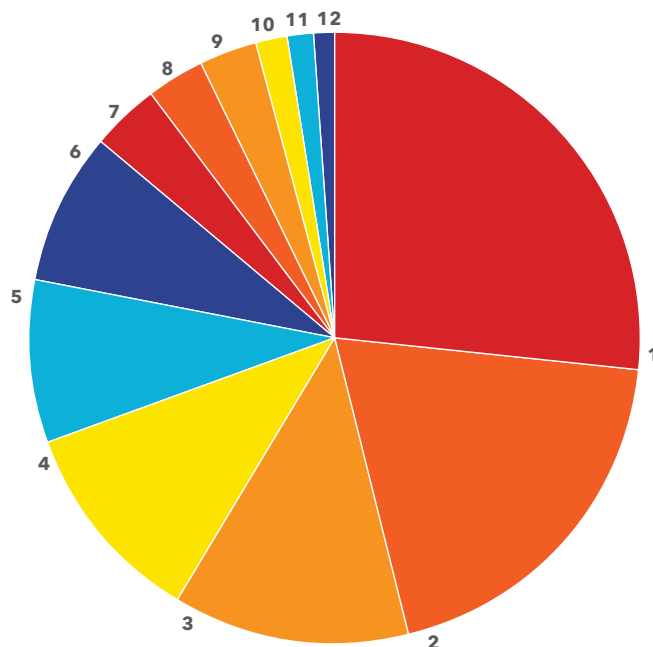
nonprofit mission  
categories

## Total Dollars Raised Year-Over-Year



## Donation Dollars by Category\*

1. Human Services: \$718,957
2. Animal: \$521,023
3. Health: \$332,061
4. Schools: \$286,879
5. Arts and Culture: \$229,421
6. Education: \$215,473
7. Community Development: \$97,560
8. Social Justice: \$86,682
9. Environment: \$80,355
10. Black-Led and Black-Benefiting: \$43,709
11. Religion: \$38,120
12. Other: \$23,820

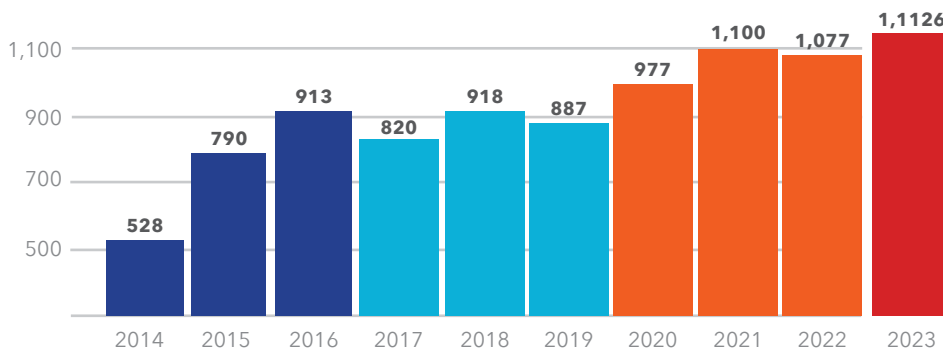


\*Dollars through payment processor - does not include matching funds or prizes.

# NONPROFITS

In 2023, a record-setting **1,126 nonprofits** participated in Give STL Day, including 201 organizations that had participated every year since 2014. Nonprofits reported they participated in Give STL Day to fundraise, raise awareness of their missions, and find new donors.

## Nonprofit Participation Year-Over-Year



## 2023 Nonprofits by Mission Category

CATEGORY	# OF NONPROFITS
Animal	89
Arts and Culture	136
Black-Led/Black Benefiting	28
Community Development	101
Education (other than schools)	155
Environment	35
Health	126
Human Services	284
Religion	22
Social Justice	30
Schools	85
Other	35

**1,1126**

nonprofits

**93%**

received at least one donation

**114**

secured matching funds



# NONPROFITS

## Nonprofits by Budget Size

In 2023, almost half (47%) 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	532
Small	247
Medium	114
Large	233

## 2023 Top Performing Organizations by Budget Category

	NONPROFIT	UNIQUE DONORS	\$ RAISED
Micro	First Step Back Home	48	\$44,785
	Zugunruhe Experience	43	\$20,225
	June Jessee Memorial Foundation	41	\$16,475
Small	Tenth Life Cat Rescue	174	\$32,164
	Animal House Cat Rescue and Adoption Center	159	\$31,044
	Dogs For Our Brave	22	\$25,908
Medium	CARE STL	262	\$34,429
	Saint Louis Ballet	74	\$32,245
	Gateway Pet Guardians	207	\$27,111
Large	ThriVe	296	\$275,503
	Foster & Adoptive Care Coalition	299	\$231,996
	Stray Rescue of St. Louis	1,287	\$181,875

**"Thank you for creating one of the most significant days on the calendar for fundraising and community camaraderie. It is wonderful for the whole community." –Animal House Cat Rescue and Adoption Center**

# DONORS

In 2023, **14,608 unique donors** made a total of **26,095 donations**. By giving to multiple organizations (donations per transaction averages 1.5), donors diversify their knowledge of our regional nonprofit landscape and increase their impact. Additionally, 43% of donors reported that they were giving to a particular nonprofit for the first time.

**14,608**

unique donors

**26,095**

donations

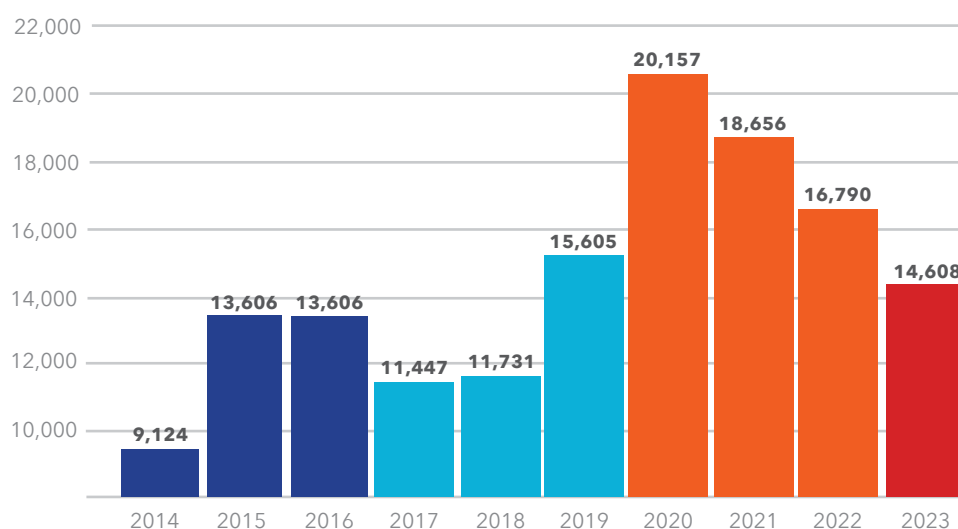
**73.02%**

of donors opted to cover  
donation fees

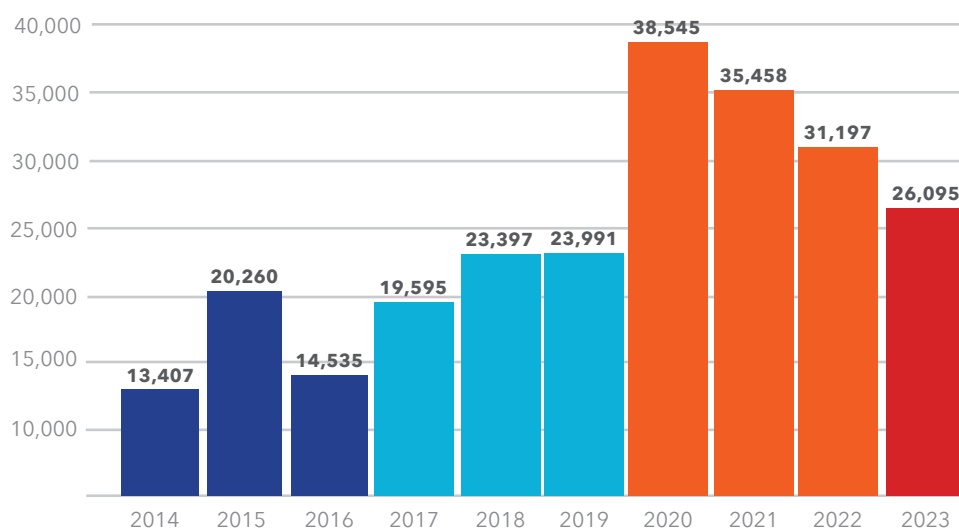
**43%**

of donors identified as  
first-time donors to an  
organization

## Number of Unique Donors Year-Over-Year



## Number of Donations Year-Over-Year



# INSPIRING GIVING

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**521**

**fundraisers**

**\$184,941**

**processed through fundraisers**

**5%**

**of total dollars raised**

## Personal Fundraisers

In 2023, **521** personal fundraisers were created, raising **\$184,941**—5% of total dollars raised. 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. They are easy to share on social media and give donors the opportunity to tell personal stories about the nonprofit they are supporting.

## Top Fundraisers by Dollars Raised

1. \$7,277 — "Get Outside!" with Great Rivers Greenway  
*Benefitting Great Rivers Greenway Foundation*
2. \$7,090—A Space of Hospitality, healing, and Transformation  
*Benefitting Mercy Conference and Retreat Center*
3. \$5,921—Join Bailey to Light the Way for Marian Middle School  
*Benefitting Marian Middle School*

## Matching Funds

Nonprofits entered **\$1,266,283** in matching funds. A match represents a commitment by a donor to double an organization's donations to a certain amount. Matching funds are a highly effective marketing tool.

**"The positive energy and momentum of Give STL Day is a great way to get the word out about our school and our mission." –South City Community School**



# PRIZES

**\$230,000** — **\$1,213,649**  
in prize dollars awarded raised during Power Hours

## Prizes

A record-setting **\$230,000 in prize dollars** were awarded to nonprofits in 2023.

This total included \$150,000 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.

Other prizes included hourly prize drawings based on metrics such as most unique donors, first and last donation prizes, professional development memberships, and advertising credits. 22% of organizations reported strategizing around prizes.

### Prize Winners:

African People's Education and Defense Fund, Inc.  
Action St. Louis  
Animal House Cat Rescue and Adoption Center  
Animal Protective Association of Missouri (APA Adoption Center)  
BHR - Behavioral Health Response  
CARE STL  
Caring for Kids, Inc.  
CASA of St. Louis  
CHAMP Assistance Dogs  
Christian Activity Center  
Deaconess Nurse Ministry  
First Step Back Home  
FirstLight Ministries  
Frizzy By Nature  
Gateway Housing First  
Gateway Pet Guardians  
Grace & Peace Fellowship  
Habitat for Humanity Saint Louis  
Happy Home Foundation

Helping Hurting Hearts Ministries  
Helping Strays  
Hope Animal Rescues  
Humane Society of Missouri  
Immaculate Conception  
International Institute of St. Louis  
June Jessee Memorial Fund  
Karlovsky & Company Dance  
Kinetic Tapestry Physical Theatre  
Laughing Bear Bakery  
Leverage Dance Theater  
Lift for Life Gym  
LOGOS School  
Marygrove  
Mercy Conference and Retreat Center  
Mission: St. Louis  
Missouri Faith Voices  
Modern American Dance Company  
Nine PBS  
NPower Inc.  
Open Door Animal Sanctuary

Operation Food Search  
Partners for Pets Humane Society  
PROMO Fund  
Ranken Jordan Pediatric Bridge Hospital  
Ride On St. Louis  
St. Charles City-County Library Foundation  
St. Louis Area Foodbank  
St. Louis Black Repertory Co.  
St. Louis Volunteer Lawyers and Accountants for the Arts  
STL TreeLC  
Stray Rescue of St. Louis  
Tenth Life Cat Rescue  
Tenth Life Cat Rescue  
The Foster and Adoptive Care Coalition  
TREE House of Greater St. Louis  
Wildlife Rescue Center

# WEBSITE & SOCIAL MEDIA

## Website Traffic

During the Give STL Day period\*, givestlday.org received more than **1,021,033** page views from **87,989** users.

Organic social generated the most traffic, with direct in close second.



## Social Media

The St. Louis Community Foundation's social media pages saw increased activity throughout the Give STL Day period.

- **Facebook:** 496,793 reached
- **Instagram:** 31,250 reached
- **Instagram Stories:** 3,300 reached
- **Twitter:** 377 engagements
- **LinkedIn:** 424 engagements



**"It is always so heartening and exciting for us to see all the amazing community engagement every year for Give STL Day. This campaign is consistently one of our highest-earning fundraisers of the year!"**  
**-Migrant and Immigrant Community Action Project**

\* April 1–May 31, 2023.

# PROMOTION

Give STL Day was promoted widely across the St. Louis region on a variety of marketing channels, from television and billboards to print advertisements and digital targeting.

**Millions** of paid and earned media impressions were achieved in:

- 9 Network Magazine
- Fox 2
- KMOV Channel 4
- KPLR 11
- KSDK Channel 5
- Ladue News
- Outfront (billboards)
- Playbill Symphony
- Riverfront Times
- Sophisticated Living
- St. Louis American
- St. Louis Business Journal
- St. Louis Magazine
- St. Louis Public Radio
- STL Today
- Vector Media (bus shelters)



## Livestream

Nearly **80 nonprofits** were featured on a Facebook livestream hosted by Chris Strub, 'The Giving Day Guy'. Live viewership exceeded **7,775 unique viewers**.



## Media Appearances

Editorial placements and media interviews were pitched with key stakeholders and nonprofits, with Community Foundation staff participating in live interviews on multiple local news outlets.



# PROMOTION

## Digital Advertising

Digital advertisements were placed on a variety of platforms before, during, and after the giving day, totaling more than **1.5M impressions** with an average CTR of 0.24%,



## Television

For the first time, all three major local news stations provided earned and paid Give STL Day coverage to generate excitement and drive donations.

### Fox 2—1.8M impressions

- Three nonprofit interviews recorded live in-studio for Studio STL
- Run of site display advertising
- Commercial messages and mentions

### KMOV Channel 4—1.5M impressions

- Two nonprofit interviews recorded live at Oak Knoll for Great Day St. Louis
- Homepage takeover and run of site display advertising
- Commercial messages and mentions

### KSDK Channel 5—4M impressions

- Three nonprofit interviews recorded on-location for Show Me St. Louis
- Show Me St. Louis live at Oak Knoll Park
- Homepage and weather page takeovers
- Commercial messages and mentions



# SPONSORS

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## Presenting Sponsor



**BERGES FAMILY  
FOUNDATION**  
Enriching Saint Louis. Encouraging Giving.

## Gateway Sponsor



## Community Sponsors



## Friends of Give STL Day



Prize Sponsors: Association of Fundraising Professionals St. Louis Regional Chapter; Chemline Cares; CliftonLarsonAllen; Church Productions; Foss Swim School; Gladiator Consulting; Incarnate Word Foundation; Nonprofit Marketers Network-STL; SplyceHouse; SSM Health





**A foundation for the future of St. Louis.**

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