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.

“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

<table>
<thead>
<tr>
<th>DATA</th>
<th>2021</th>
<th>2022</th>
<th>2023</th>
<th>CHANGE</th>
<th>RATE OF CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Processed through Payment Processor</td>
<td>$3,388,928</td>
<td>$3,091,392</td>
<td>$2,686,510</td>
<td>-$415,665</td>
<td>-13.45%</td>
</tr>
<tr>
<td>Number of Transactions</td>
<td>22,981</td>
<td>20,536</td>
<td>17,230</td>
<td>-3,216</td>
<td>-15.66%</td>
</tr>
<tr>
<td>Number of Donations</td>
<td>35,192</td>
<td>31,152</td>
<td>26,031</td>
<td>-5,121</td>
<td>-16.44%</td>
</tr>
<tr>
<td>Number of Unique Donors (Using Email)</td>
<td>18,656</td>
<td>16,790</td>
<td>14,608</td>
<td>-2,182</td>
<td>-13%</td>
</tr>
<tr>
<td>Number of First-Time Donors</td>
<td>8,993 (25.55%)</td>
<td>7,630 (24.49%)</td>
<td>6,270 (24.09%)</td>
<td>-1,360</td>
<td>-17.82%</td>
</tr>
<tr>
<td>Number of Nonprofits</td>
<td>1,124</td>
<td>1,077</td>
<td>1,126</td>
<td>49</td>
<td>4.55%</td>
</tr>
<tr>
<td>Number of Nonprofits that Received a Donation</td>
<td>1,076 (96%)</td>
<td>1,023 (95%)</td>
<td>1,049 (93%)</td>
<td>26 (-2%)</td>
<td>2.54% (-2%)</td>
</tr>
<tr>
<td>Average Donations Per Transaction</td>
<td>1.53</td>
<td>1.52</td>
<td>1.51</td>
<td>-0.01</td>
<td>-0.65%</td>
</tr>
<tr>
<td>Number of Donations with Fee Covered</td>
<td>25,379 (71.57%)</td>
<td>22,301 (71.48%)</td>
<td>19,054 (73.02%)</td>
<td>-3,247 (-1.54%)</td>
<td>-14.56% (102.15%)</td>
</tr>
<tr>
<td>Total amount of Matching Funds Entered by Nonprofits</td>
<td>$1,520,982</td>
<td>$5,013,916</td>
<td>$1,245,283</td>
<td>-$3,768,633</td>
<td>-75.16%</td>
</tr>
<tr>
<td>Number of Peer-to-Peer Fundraisers</td>
<td>582</td>
<td>1,210</td>
<td>521</td>
<td>-689</td>
<td>-56.84%</td>
</tr>
<tr>
<td>Total Processed through Fundraisers</td>
<td>$257,209</td>
<td>$234,948</td>
<td>$184,941</td>
<td>-$50,008</td>
<td>-21.28%</td>
</tr>
</tbody>
</table>
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
11. Religion: $38,120
12. Other: $23,820

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

<table>
<thead>
<tr>
<th>Year</th>
<th># of Nonprofits</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>528</td>
</tr>
<tr>
<td>2015</td>
<td>790</td>
</tr>
<tr>
<td>2016</td>
<td>913</td>
</tr>
<tr>
<td>2017</td>
<td>820</td>
</tr>
<tr>
<td>2018</td>
<td>918</td>
</tr>
<tr>
<td>2019</td>
<td>887</td>
</tr>
<tr>
<td>2020</td>
<td>977</td>
</tr>
<tr>
<td>2021</td>
<td>1,100</td>
</tr>
<tr>
<td>2022</td>
<td>1,077</td>
</tr>
<tr>
<td>2023</td>
<td>1,1126</td>
</tr>
</tbody>
</table>

### 2023 Nonprofits by Mission Category

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

1,1126 nonprofits
93% received at least one donation
114 secured matching funds
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.

<table>
<thead>
<tr>
<th>BUDGET SIZE</th>
<th># OF NONPROFITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Micro</td>
<td>532</td>
</tr>
<tr>
<td>Small</td>
<td>247</td>
</tr>
<tr>
<td>Medium</td>
<td>114</td>
</tr>
<tr>
<td>Large</td>
<td>233</td>
</tr>
</tbody>
</table>

2023 Top Performing Organizations by Budget Category

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

“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
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.

**Number of Unique Donors Year-Over-Year**

- 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
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
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
- NPWner 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.
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.
Digital Advertising

Digital advertisements were placed on a variety of platforms before, during, and after the giving day, totaling more than \textbf{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.

\textbf{Fox 2—1.8M impressions}
- Three nonprofit interviews recorded live in-studio for Studio STL
- Run of site display advertising
- Commercial messages and mentions

\textbf{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

\textbf{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

Presenting Sponsor

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