



# St. Louis Community Foundation's GIVE **STL** DAY

## 2024 Event Recap







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Dear reader,

We are pleased to report that the 11th annual Give STL Day on May 9, 2024, raised a total of **\$4.053 million** for area nonprofits.

**1,068 participating organizations** rallied donors across the region, inspiring generosity by sharing the impact of their missions. From those serving animals or children to those improving our region's green spaces and schools, these nonprofits provide countless vital services to our community.

In total, **15,540 unique donors** from St. Louis and beyond said "YES!" to generosity and made **25,244 donations** during the giving period. Each of these gifts is a credit to the relationships our participating nonprofits have built with their donors.

33% of donors gave to an organization for the first time on Give STL Day and a record-shattering 93% of donors opted to make an additional gift at checkout to cover processing fees. Community members created hundreds of peer-to-peer fundraisers, raising more than \$128,000, and nonprofits reported **\$1.4 million** in matching funds.

Since its inception in 2014, Give STL Day has raised over **\$34 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.

We at the St. Louis Community Foundation are honored to power Give STL Day alongside the support of our many generous sponsors. **Thank you.**

Sincerely,  
The Give STL Day Team



# Year-Over-Year Comparison

DATA	2021	2022	2023	2024
Total Raised*	\$4,480,000	\$4,240,000	\$3,836,532	<b>\$4,053,799</b>
Total Processed Through Payment Processor	\$3,388,928	\$3,091,392	\$2,686,510	<b>\$2,578,728</b>
Number of Transactions	22,981	20,536	17,230	<b>25,113</b>
Number of Donations	35,192	31,152	26,031	<b>25,244</b>
Number of Unique Donors (Using Email)	18,656	16,790	14,608	<b>15,540</b>
Number of First-Time Donors	26%	25%	24%	<b>32%</b>
Number of Nonprofits	1,124	1,077	1,126	<b>1,068</b>
Number of Nonprofits that Received a Donation	1,076 (96%)	1,023 (95%)	1,049 (93%)	<b>985 (92%)</b>
Average Donation	\$95.50	\$99.38	\$102.95	<b>\$102.15</b>
Percent of Donations with Fee Covered	71%	71%	73%	<b>93%</b>
Total amount of Matching Funds Entered by Nonprofits	\$1,520,982	\$5,013,916	\$1,245,283	<b>\$1,442,878</b>
Amount Raised During Early Giving	582	\$427,869	\$341,627	<b>\$484,767</b>
Total Raised by Peer-to-Peer Fundraisers	\$257,209	\$234,948	\$184,941	<b>\$128,485</b>
Cash Prizes Awarded to Nonprofits	\$175,600	\$177,700	\$222,500	<b>\$226,750</b>

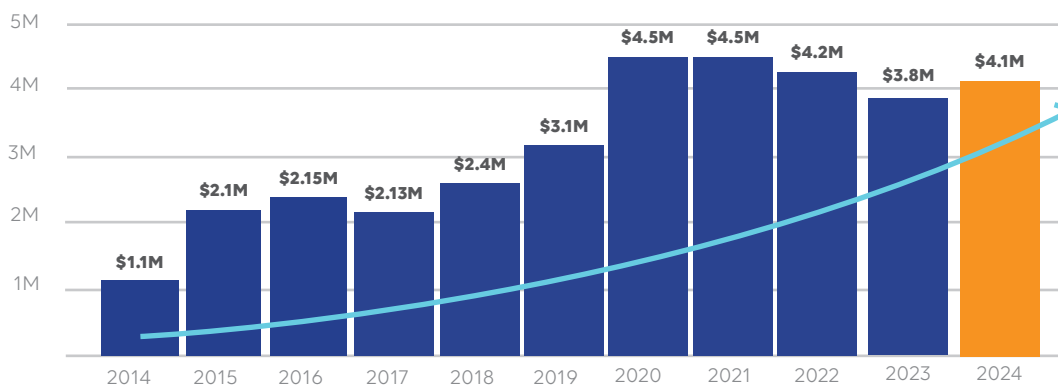
\*Total raised includes: online and offline gifts, distributed prize dollars, and earned match dollars.



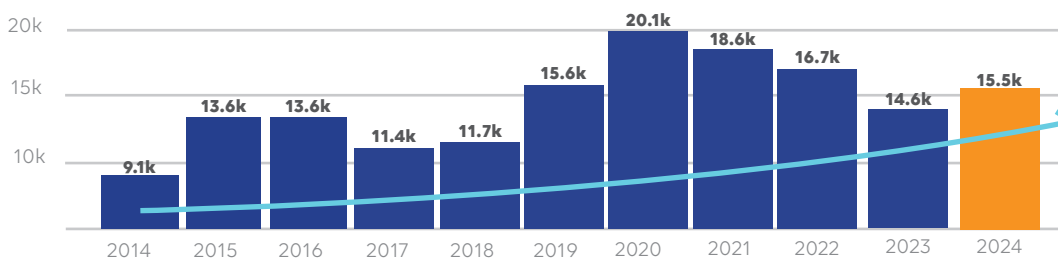
# Donations & Donors

In 2024, Give STL Day engaged **15,540** unique donors to raise **\$4.053** million for our region's nonprofits. The addition of many new mission and audience category search filters made it easier than ever for donors to find the causes that they were most passionate about.

## DOLLARS RAISED YEAR-OVER-YEAR



## NUMBER OF UNIQUE DONORS YEAR-OVER-YEAR



## 2024 DONOR SURVEY

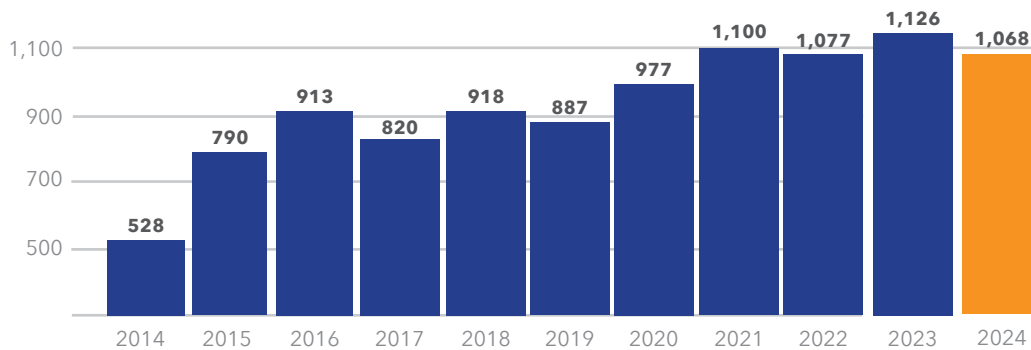
- **33%** donated on Give STL Day for the first time this year
- **28%** gave to nonprofits they had never donated to before
- **56%** gave on Give STL Day in addition to other charitable giving
- **65%** heard about Give STL Day from a nonprofit
- **90%** rated their overall Give STL Day experience as 4 or 5 out of 5 stars



# Nonprofits

**1,068** nonprofits registered for Give STL Day in 2024, with **92%** of participants receiving at least one donation.

## NONPROFIT PARTICIPATION YEAR-OVER-YEAR



## 2024 NONPROFIT SURVEY

- **65%** strongly agree or agree that the effort their organization puts into Give STL Day is worth the result
- **55%** strongly agree or agree that the funds their organization receives on Give STL Day are an important part of their annual fundraising plan
- **87%** utilized resources such as trainings and graphic templates
- **50%** said that Give STL Day helped their organization build skills that they will use year-round
- **19%** of respondents have participated every year since 2014
- **88%** answered that they would participate in Give STL Day again
- **68%** rated their overall Give STL Day experience as 4 or 5 out of 5 stars

**"Give STL Day has blessed us tremendously in ways we could not have imagined years ago! We have more exposure and contacts with other nonprofits and donors." –Inner City Youth Tutoring, Inc.**



# Nonprofits

In 2024, 68% of participating organizations had operating budgets\* of \$1 million or less.

- Mini: \$50,000 or less
- Micro: \$50,002 to \$250,000
- Small: \$250,001 to \$1,000,000
- Medium: \$1,000,001 to \$2,000,000
- Large: \$2,000,001 to \$5,000,000
- Giant: \$5,000,001 and above

BUDGET SIZE	# OF NONPROFITS
Mini	225
Micro	267
Small	231
Medium	125
Large	96
Giant	125

## TOP PERFORMING ORGANIZATIONS BY BUDGET CATEGORY

	NONPROFIT	UNIQUE DONORS	NONPROFIT	DOLLARS RAISED**
Mini	Even Chance Pit Bull Rescue	164	Event Chance Pit Bull Rescue	\$20,247
	Community Gospel Choir of St. Louis	144	Zugunruhe Experience	\$10,187
	Karlovsky & Company Dance	83	Saint Louis Samoyed Rescue	\$8,009
Micro	Kindness Begins with Me	203	First Step Back Home, Inc.	\$22,446
	Leverage Dance Theater	173	Shelter Friends	\$17,215
	Resilience Dance Company	145	Eleanor Grace Memorial Foundation	\$16,800
Small	Wildlife Rescue Center	322	Wildlife Rescue Center	\$18,552
	Randy's Rescue Ranch	240	A Seat at the Table	\$17,570
	Animal House Cat Rescue and Adoption Center	184	Animal House Cat Rescue and Adoption Center	\$17,012
Medium	Center for Animal Rescue & Enrichment of St. Louis	262	Home Sweet Home	\$21,873
	Five Acres Animal Shelter	212	Saint Louis Ballet	\$16,919
	Action St. Louis	153	Action St. Louis	\$15,947
Large	ThriVe St. Louis	256	ThriVe St. Louis	\$135,120
	Gateway Pet Guardians	213	St. Luke's Hospital	\$50,145
	Child Care Aware of Missouri	183	Villa Di Maria Montessori School	\$29,050
Giant	Stray Rescue of St. Louis	1,014	Foster and Adoptive Care Coalition	\$121,588
	Humane Society of Missouri	385	Stray Rescue of St. Louis	\$90,751
	Animal Protective Association of Missouri (APA)	234	Humane Society of Missouri	\$44,638

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

\*\*Dollars raised leaderboards reflect gifts made through the platform only and do not include offline donations.



# Inspiring Giving

## PERSONAL FUNDRAISERS

In 2024, personal fundraisers raised **\$128,485**. These 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 UNIQUE DONORS

1. 56 donors — Dear Donor, will you support our Even Chance?  
*Benefiting Even Chance Pit Bull Rescue*
2. 42 donors—Jonni McCaslin's Campaign  
*Benefiting Child Care Aware of Missouri*
3. 34 donors—United We Howl - Support American Red Wolves  
*Benefiting Endangered Wolf Center*

## MATCHING FUNDS

Nonprofits entered **\$1,441,878** 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. In fact, 33% of donor survey respondents said matching gifts were very important in making their decision to give

## EARLY GIVING

Give STL Day began with a two-week early giving period, during which nearly **\$485,000** was raised—12% of overall donations. This early giving total is the third highest in the event's history. Early giving provides nonprofits with extra opportunities to connect with their supporters.

**"All the information and resources provided were extremely helpful. We are even taking some of it beyond the giving day!" –Ladle of Ferns**

**"Thanks for doing a nice job with the Give STL Day process. You deal with many different organizations and their programs, and you give them every opportunity to succeed in fundraising." –The Green House Venture**





# Nonprofit Night

## NONPROFIT NIGHT AT THE ARMORY

**Nonprofit Night at the Armory**, the first event of its kind hosted by the Community Foundation, was a great way to kick off Give STL Day! Hundreds of attendees braved thunderstorms to celebrate our nonprofit community.

## EVENT METRICS

- **175** nonprofits signed up for tabling space to raise awareness of their work
- **400** trivia fanatics played to win a portion of the **\$10,000** cash prize pool for their favorite nonprofit
- **\$500** raised in food and beverage donations

**"We really enjoyed our time at Nonprofit Night. It was great to meet other nonprofits, and we even have a couple of partnerships in the works. You hosted an amazing event - thank you!" -Webster Arts**





# Prizes

## \$225,000 IN PRIZE DOLLARS AWARDED

Cash prizes totaling **\$225,000** and numerous professional development prizes were awarded to nonprofits in 2024. This prize pool is made possible by our generous Give STL Day sponsors.

## \$1.29M RAISED DURING POWER HOURS

Power Hours are prize pools used to amplify donations made during different hours of the giving day. They help nonprofits activate their donors and boost giving. In 2024, donors gave more than **\$1.29** million during Power Hours. These gifts were amplified by the \$130,000 Power Hour prize pool.

## 2024 PRIZE WINNERS

A Red Circle	Citizens for Modern Transit	FamilyForward
A Seat at the Table	Collective Souls, Incorporated	FestAbility
Action St. Louis	Community Gospel Choir of	FIRST in Missouri
Angels Arms**	St. Louis	First Step Back Home, Inc.
Animal House Cat Rescue and	Community Power Project	Five Acres Animal Shelter
Adoption Center*	Create a Loop	Forest ReLeaf of Missouri**
Animal Protective Association of	Da Hood Connect, Inc.	Foster and Adoptive
Missouri (APA)	Delta Gamma Center for Children	Care Coalition
Archway (MO) Chapter of The	With Visual Impairments	Franklin County Foster Closet**
Links, Incorporated	Diamond Diva Empowerment	Franklin County Humane Society
Arts for Life	Foundation*	Freedom Arts and
Audubon Center at Riverlands	Diamonds in the Ruff Rescue, MO	Education Center
BARC	Different Dynamics	Freedom Community Center*
Be Art Gallery and Studio Inc.	Dirk's Fund Golden Retriever	Friends of the Pac
Belleville Area Humane Society	and Large Breed Rescue	Frizzy By Nature
Bi-State Pet Food Pantry	Dr. Patty Hagen Stem	Gateway Center For
Brain Buddies Nfp	Scholarship Fund	Performing Arts
Brightside St. Louis	Dreamflight Theatrical	Gateway Disabled Ski Program
Canterbury Enterprises, Inc.	Gymnastics, Inc.	Gateway Pet Guardians
Caring for Kids, Inc.	Dutchtown Outreach	GIA Community
Carol House Quick Fix Pet Clinic	East Side Heart and Home	Development Corporation
Center for Animal Rescue &	Family Center	Gifted Resource Council**
Enrichment of St. Louis	Eleanor Grace	Girls Incorporated of St Louis
CHAMP Assistance Dogs	Memorial Foundation	Girlz 4 Life
Child Care Aware of Missouri	Empower Missouri	GREEN HOUSE VENTURE
Child Care Aware of Missouri	Endangered Wolf Center	Green St Louis Machine
Cinema St. Louis	Even Chance Pit Bull Rescue**	Gwendolyn's Gifts

*Continued >*



# Prizes

## 2024 PRIZE WINNERS, CONTINUED

Habitat for Humanity Saint Louis  
Halo for Animals  
Harmony STL  
Harmony STL Foundation  
Heartland Humane Society  
of Missouri  
Helping Strays  
Hispanic Leaders Group of  
Greater St. Louis  
Hootie's Rescue Haven  
Hope Animal Rescues  
Humane Society of Missouri  
Humanitri\*\*  
Immigrant Home English  
Learning Program  
Inner City Youth Tutoring, Inc.  
Jewish Community  
Relations Council\*  
Judy's Forgotten Jewells  
Karlovsy & Company Dance  
Kindness Begins With Me\*  
Kinetic Tapestry Physical Theatre  
Ladle of Ferns  
Legal Services of Eastern Missouri  
Leverage Dance Theater  
Lifting Up STL  
Lindbergh Schools Foundation\*  
Lindenwood Area Senior Ministry  
Little Legacies  
Loaves and Fishes for St. Louis, Inc.  
Love a Golden Rescue  
Lucky Chance Rescue  
Lutheran High School South  
Making a Miracle  
Marcy's Project  
Metro East Diaper Bank  
Metropolitan  
Congregations United  
Metro Theater Company\*\*  
Mighty Oakes Heart Foundation  
Mightiest Mamas\*\*  
Migrant & Immigrant Community  
Action Project  
Mission: St. Louis\*  
Missouri Alliance for Animals

Missouri Historical Society  
Missouri Miss Amazing  
Missouri Veterans Endeavor  
Missouri Women in Trades  
Modern American Dance  
Company (MADCO)  
MS Bright Spots of Hope  
Navigate STL Schools\*\*  
Needy Paws Rescue  
New Music Circle  
Nine PBS  
Ninjas Fighting  
Lymphedema Foundation  
North Newstead Association  
Northside Youth And Senior  
Service Center  
NPower Inc.  
Nurses for Newborns  
Ollie Hinkle Heart Foundation\*  
One Classroom  
Operation Food Search  
Operation SPOT (Stop Pet  
Overpopulation Today)  
Opossum Rehab & Education  
of Missouri  
Pack Dance, formerly CKDC  
Partners for Pets Humane Society\*  
People Helping Paws Dog Rescue  
Pet's Second Chance Corgi Rescue  
Pink Ribbon Good  
Places for People  
Pound Pals  
Project Animal Freedom  
Project MEGSSS  
PROMO Fund  
Prosperity Connection  
Randy's Rescue Ranch  
Ready Readers  
Resilience Dance Company Stl  
Saint Louis Concert Choir  
Saint Louis Samoyed Rescue  
Saint Louis Science Center  
Seven More Cats Rescue  
Shelter Friends  
Slightly Askew Theatre Ensemble

Smelly Cat Rescue  
Sneakers With Soul  
Snuggle Pet Rescue  
Special Education Foundation  
St. Louis Arc  
St. Louis Area Diaper Bank  
St. Louis Aquarium Foundation\*\*  
St. Louis Classical Guitar\*\*  
St. Louis County  
Library Foundation  
St. Louis Integrated  
Health Network  
St. Louis Senior Dog Project  
St. Louis Symphony Orchestra  
St. Louis Wind Symphony  
STL Youth Jobs  
Stray Haven Rescue  
Stray Rescue of St. Louis  
Tabernacle Community  
Development Corporation  
TechArtista Foundation  
Tenth Life Cat Rescue  
The American Legion Boys State  
of Missouri, Inc.  
The Cat Network, Inc.  
The Community Reach  
The Core Collective at  
Saint Vincent  
The Little Bit Foundation  
The Noble Neighbor  
The SoulFisher Ministries  
The Women's Safe House\*\*  
Thrive St. Louis  
Unleashed Potential  
Animal Rescue  
Unleashing Potential  
Urban Harvest STL  
Webster Arts\*  
Welcome Neighbor STL\*  
Wild Bird Rehabilitation  
Wildlife Rescue Center  
YWCA Metro St. Louis  
Zugunruhe Experience

\* Won a Nonprofit Night at the Armory trivia prize

\*\* Won a non-cash or professional development prize



# Website & Social Media

## WEBSITE TRAFFIC

During the Give STL Day period\*, givestlday.org received more than **692,000** page views from **88,641** unique users. 48% of traffic occurred on Give STL Day, May 9. Direct traffic generated the most visits, followed by organic social.



## SOCIAL MEDIA

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

- Facebook: 71,763 reached
- Instagram: 101,491 reached
- LinkedIn: 8,198 reached

Posts across all platforms received thousands of reactions, comments, and shares.



**"Thank you so much for all your work to make Give STL Day possible. Give STL Day is so helpful for us to connect with our existing donors and hopefully reach a few new ones." –Mightiest Mamas**

**"We always look forward to Give STL Day. It is one of our major fundraisers." –Pet's Second Chance Welsh Corgi Rescue**

\*April 1–May 31, 2024.





# Promotion

## COMPREHENSIVE MEDIA EFFORT

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:

- Fox 2/KPLR 11
- KMOV Channel 4
- KSDK Channel 5
- Outfront (print and digital billboards)
- *Riverfront Times*
- *St. Louis American*
- *St. Louis Business Journal*
- *St. Louis Post-Dispatch*
- *St. Louis Magazine*
- Vector Media (bus shelters)

## LIVESTREAM

Nearly 80 nonprofits were featured on a livestream hosted by Chris Strub, 'The Giving Day Guy' and a number of Foundation staff members. Nonprofits spoke about their missions and the goals of their Give STL Day fundraising campaigns. Live viewership exceeded **6,800** individuals, and garnered more than **19,100** impressions.



## 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 **4M impressions** with an average CTR of 0.24%.



## TELEVISION

All three major local news stations provided media coverage of Give STL Day to generate excitement and drive donations.

### Fox 2—2M impressions

- Three nonprofit interviews recorded live, in-studio during Studio STL
- Homepage takeover with video
- Commercial messages and mentions



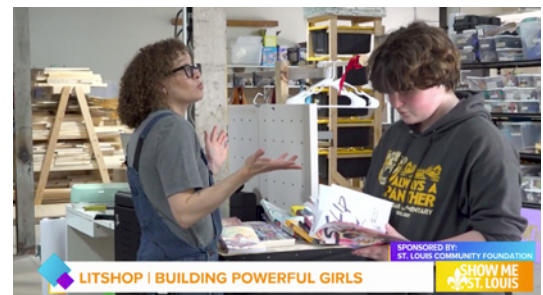
### KMOV Channel 4—1.5M Impressions

- Four nonprofit interviews recorded live, in-studio during Great Day St. Louis
- 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



**"We had a great experience with Give STL Day this year and are already looking forward to 2025!" –Community Power Project**



# 2024 Event Sponsors

Powered by:



Giving Partner:



Gateway Sponsors:



Community Sponsors:



Friends of Give STL Day:

Chemline Cares, Clean + UniFirst, Community Impact Network, Fox 2 KPLR 11, Pierce Media, Moore Computing, SSM Health, St. Louis American

Local Heroes:

Butler's Pantry, CliftonLarsonAllen, Gladiator Consulting, I Am Here LLC, Riverfront Times



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

**[stlgives.org](http://stlgives.org) | [info@stlgives.org](mailto:info@stlgives.org)**

