



# St. Louis Community Foundation's GIVE STL DAY

## 2025 Recap Celebrating 12 Years of Generosity

On May 8, 2025, the St. Louis region came together once again to show the power of generosity. During the 12th annual Give STL Day, our community raised an incredible **\$3.5 million** in support of the nonprofits that strengthen and sustain our region every day.

Give STL Day is more than a fundraiser—it's a call to action. Each year, we invite individuals across the region to rally behind causes that matter most to them. This year, **15,178 donors** responded with generosity, making **25,209 donations** to **1,090 participating nonprofits**.

These organizations shared stories of impact and mobilized their supporters through creative outreach and engagement. Donors also helped boost fundraising by launching peer-to-peer campaigns, and nonprofits unlocked more than **\$607,800 in matching funds**, maximizing the impact of each gift.

Thanks to the support of our sponsors, an additional **\$220,000 in cash prizes** was awarded to participating organizations throughout the day.

Since its inception in 2014, Give STL Day has raised **more than \$37 million** for nonprofits across the Greater St. Louis metropolitan area. This year's event once again highlights the strength of our region's philanthropic spirit—and the incredible things we can accomplish when we work together.

Thank you to everyone who gave, shared, and supported Give STL Day 2025.

On Give STL Day, people **come together** to make an impact on nonprofits from a variety of sectors within our **community**.

**St. Louis said YES to generosity this year!**

## How is Give STL Day made possible?

Each year, The St. Louis Community Foundation encourages philanthropy across the St. Louis Region. From paid media opportunities to training sessions, nonprofits are given a number of tools to help aid in their success on Give STL Day.

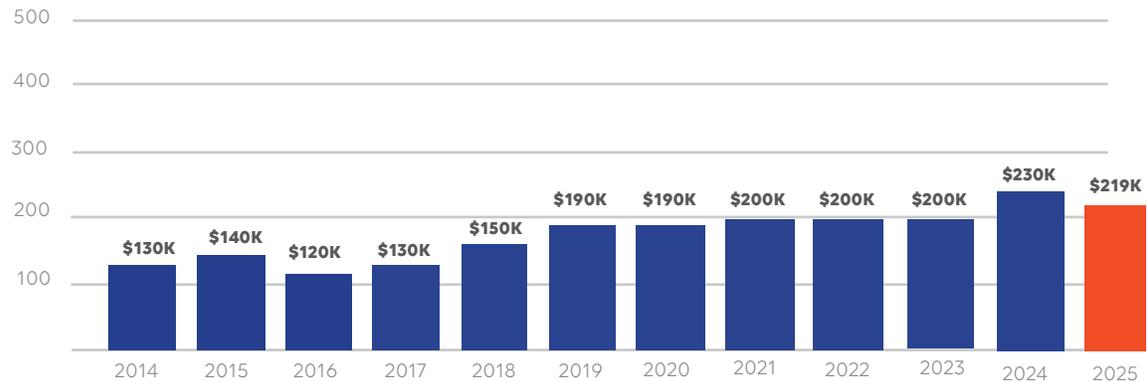
Still, the day would not be possible without two groups of people: **sponsors and donors**.

Their generosity gives us the opportunity to show up in community and host Give STL Day year-over-year.

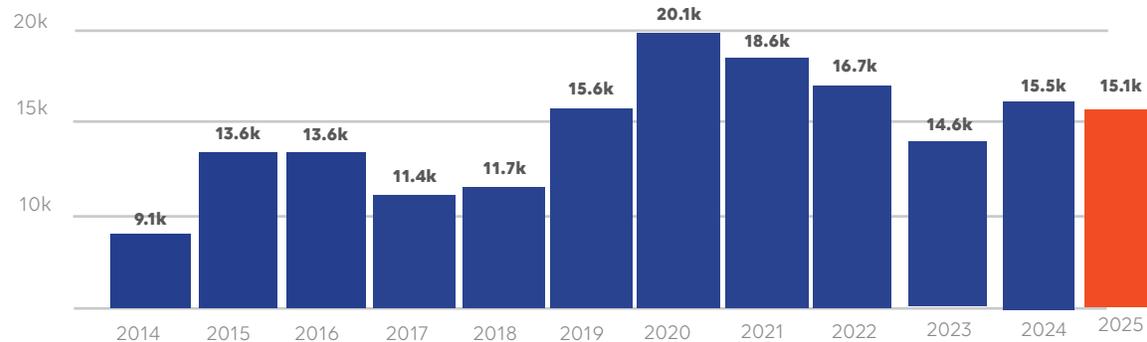
The consistent support of both donors and sponsors over the years highlights a collective desire to see Give STL Day continue across our community.

### SPONSORSHIP DOLLARS YEAR-OVER-YEAR

*\*\*not including STLCF contributions*



### NUMBER OF DONORS YEAR-OVER-YEAR





## BY THE NUMBERS

**\$3.5 MILLION RAISED**

**25,209 DONATIONS**

**15,178 DONORS**

**1,085 NONPROFITS**

**\$103.13 AVG DONATION**

**AMPLIFIED BY \$225,000  
IN PRIZE DOLLARS**

### DONATION BREAKDOWN BY ORGANIZATION SIZE

Micro	\$401,723
Mini	\$146,317
Small	\$539,444
Medium	\$299,748
Large	\$393,665
Giant	\$802,959

*For many organizations in the Micro, Mini, and Small categories, Give STL Day serves as their largest fundraising day of the year - often raising between 10-40 percent of their annual budget.*

*"Thank you to everyone who contributed to our Give STL Day campaign! It's because of you that we are able to provide our programs that enable St. Louis youth to connect with themselves, with others, and the world around them. We at Sherwood Forest are so excited for the next summer season to begin and we cannot thank you enough for your support and making this possible. Miss out on donating yesterday? You can still make a gift to Sherwood Forest by visiting [sherwoodforeststl.org/donate](https://sherwoodforeststl.org/donate)! Thank you again!"*

*Social Media Post shared by small nonprofit after Give STL Day*

**Every dollar makes a difference.**



DATA	2022	2023	2024	2025
Total Raised	\$4,240,000	\$3,836,532	\$4,053,799	<b>\$3,500,214</b>
Total Processed Through Payment Processor	\$3,091,392	\$2,686,510	\$3,578,728	<b>\$2,327,835</b>
Number of Transactions	20,536	17,230	19,654	<b>25,209</b>
Number of Donations	31,152	26,031	25,244	<b>25,218</b>
Number of Unique Donors (Using Email)	16,790	14,608	15,540	<b>15,178</b>
Number of First-Time Donors	25%	24%	32%	<b>29%</b>
Number of Nonprofits	1,077	1,126	1,068	<b>1,090</b>
Number of Nonprofits that Received a Donation	1,023 (95%)	1,049 (93%)	985 (92%)	<b>956 (90%)</b>
Average Donation	\$99.38	\$102.95	\$102.15	<b>\$103.13</b>
Percent of Donations with Fee Covered	71%	73%	93%	<b>94.6%</b>
Total amount of Matching Funds Entered by Nonprofits	\$5,013,916	\$1,245,283	\$1,442,878	<b>\$897,589</b>





## NONPROFIT MIX AND MINGLE

On Give STL Day, the St. Louis Community Foundation hosted a Nonprofit Mix and Mingle - the first event of its kind. This invitation-only reception was hosted at the St. Louis Community Foundation office in Oak Knoll Park. Approximately 100 organizations categorized in the Micro, Mini, and Small categories received an invitation. The goal was to allow these smaller organizations to have an opportunity to connect, form relationships, and encourage collaboration.

## EVENT METRICS

- **56** nonprofits RSVP'd for the event
- **100+** nonprofit and media representatives attended the event
- **\$10,000** donated across 18 organizations

*"I am so glad I came! I met organizations in my backyard and new friends to collaborate with ASAP. The laughter of new friends. THANK YOU ALL FOR YOUR HARD WORK TO GIVE US AN OPPORTUNITY TO LOVE ON COMMUNITY." -Unstoppable Extended Hands*

*"This was our best Give STL Day in memory. I had a wonderful time at the event meeting other NPO and finding out more about what they do. I appreciate all that you do for the St. Louis non-profit community." - TransParent*



## WHAT ARE THE NONPROFITS SAYING?



Give STL Day is a one-day event, but the impact is long-lasting.

For many of the participating organizations, Give STL Day is a crucial part in ensuring their programming continues.

**One Day.  
Long-Term Impact.**

*Let's Celebrate! THANK YOU! Because of our incredible community of parents, grandparents, staff, friends, and supporters, you raised \$47,827 for The Soulard School during Give STL Day! These funds directly support the unique experiences your children enjoy every day. This school thrives because of committed staff and community members who share their time, talents, and generosity. We appreciate each of you for entrusting us with your amazing kiddos and for participating in all the community-building moments that bring us together. Here's to 20 more years!! - The Soulard School*

*A HUGE Thank You to everyone who donated yesterday! We reached all of our goals and raised \$5,801 for the tigers!! And that doesn't include prize money and the power hour money, so the total will be even higher! Thank you so much, we really could not provide the highest quality of care to our cats without your donations!- Crown Ridge Tiger Sanctuary*



*Because of YOU, we raised \$11,500 on Give STL Day to support refugee families in St. Louis! Every dollar goes toward programs that create real change—English classes, driving lessons, academic tutoring for kids, housing support, job assistance, family partnering, and our cooking program.*

*From all of us at Welcome Neighbor STL: thank you for helping us build a more welcoming community.*



# Give STL Day is made possible by the generous support of our sponsors. Thank you!

Giving Partner:



Gateway Sponsor:



Community Sponsors:



Friends of Give STL Day:  
First Alert 4, DDI Media

Local Heroes:

St. Louis American, Clifton Larson Allen LLP, Wildflower Communications, George Sells Media



Give STL Day is powered by the St. Louis Community Foundation.  
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