

Presented by the
Community Foundation of Sarasota County



COMMUNITY
FOUNDATION

of Sarasota County

2024

Nonprofit Survey

&

Giving Challenge
Summary Report



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Introduction & History



The 2024 Giving Challenge marked the ninth event since the online giving day's inception in 2012. The Giving Challenge has fostered connections and support, enabling donors across our region to contribute more than \$92 million in unrestricted funding to local nonprofits through nine challenges in 12 years. This 24-hour virtual event unites more than 700 local nonprofits, listed on The Giving Partner, with enthusiastic donors and community members. Together, they support causes they care about and drive meaningful outcomes.

To participate, each nonprofit maintains an up-to-date profile on The Giving Partner. This profile ensures year-round grant eligibility and enables ongoing donations. It also facilitates connections, collaborations, and partnerships between nonprofit organizations, and informs charitable giving for individuals, families, and a variety of philanthropic funders.

Thanks to our community's generosity, the Giving Challenge has grown, helping nonprofits:

- Develop fundraising plans to address community needs year-round, not just during the challenge.
- Build lasting relationships with donors who may first engage with their mission through the challenge.

The 24-hour Giving Challenge raises more than just money; it strengthens our community's hope for the future and highlights the generosity of our residents. It demonstrates our ability to unite for a common cause: Preserving and enhancing our community's social, historical, cultural, and environmental assets. The Giving Challenge is one of the most active, long-running online giving days hosted by a community foundation in the United States. Its success is thanks to our partner, The Patterson Foundation, which provides a generous matching gift incentive. This drives community engagement and reinforces our shared belief that everyone can be a philanthropist. The Giving Challenge support enables nonprofits in Charlotte, DeSoto, Manatee, and Sarasota counties to provide services crucial to our high quality of life.

After each Giving Challenge, participating nonprofit organizations are asked to complete a survey, providing feedback on their experience fundraising during the community-wide event. In 2024, 724 nonprofit organizations participated in the Giving Challenge. We received 386 survey responses, representing 53% of participants. This report provides insights into their experiences of participating in the event. Additional data insights were collected through GiveGab, our platform partner since the 2020 Giving Challenge.



2024 Giving Challenge Highlights

- \$6.7 million in matching funds from **The Patterson Foundation**
- 724 nonprofits in Charlotte, DeSoto, Manatee & Sarasota counties participated
- 53,552 donors participated, with four donors giving \$100 to all 724 nonprofit organizations
- 90,382 donations received
- \$10.5 million in donations
- Total of \$17.2 million raised
- Since 2012, more than \$92 million in total donations and matching funds
- Since 2012, The Patterson Foundation has provided nearly \$37 million in matching funds

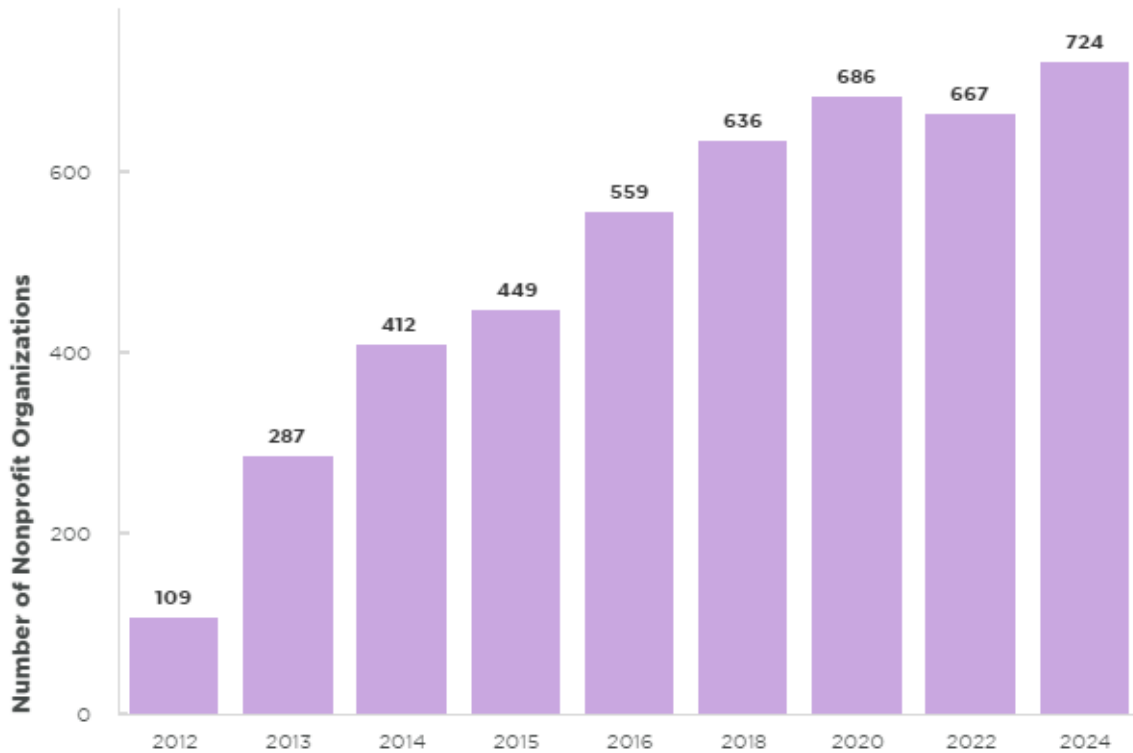
The Community Foundation of Sarasota County analyzes survey responses and GiveGab data to improve the Giving Challenge experiences for nonprofits, donors, and communities.



Nonprofit Participation

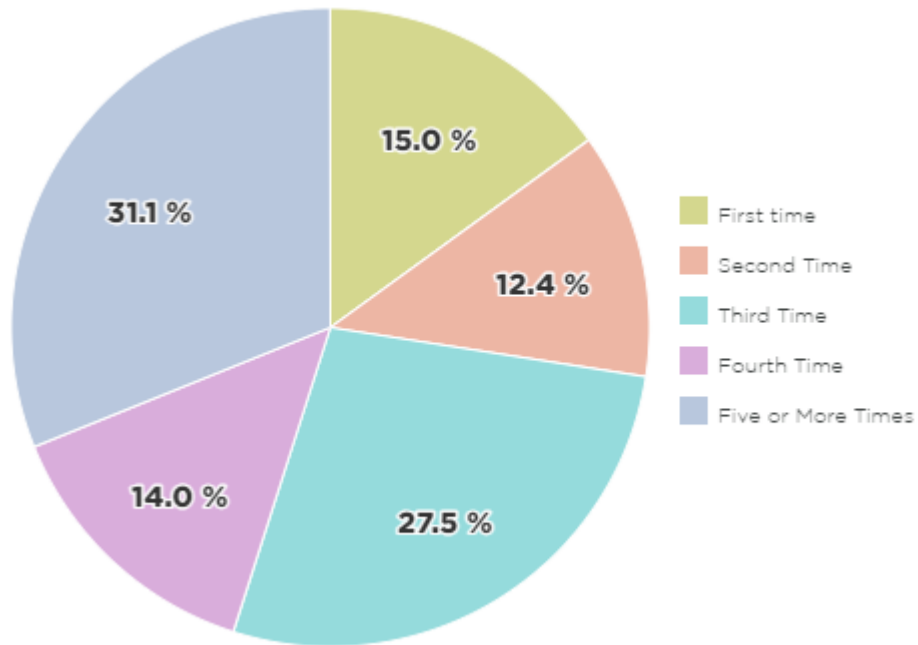
The 2024 Giving Challenge featured 724 nonprofit organizations, showing how important participation in the event has become for raising funds, gaining visibility, and engaging with the community. Between 2012 and 2024, the number of participating nonprofits has grown from 109 to 724, highlighting a steady and strong interest. These nonprofits work in areas like health, education, arts, human services, and the environment. The event helps them connect with donors, raise needed funds, and improve their outreach efforts.

Nonprofit Participation 2012-2024



Number of Times Nonprofit Organizations Have Participated in the Giving Challenge

The chart data is based on 386 Giving Challenge Survey responses.



First Timers

15%

Seasoned Vets

31%



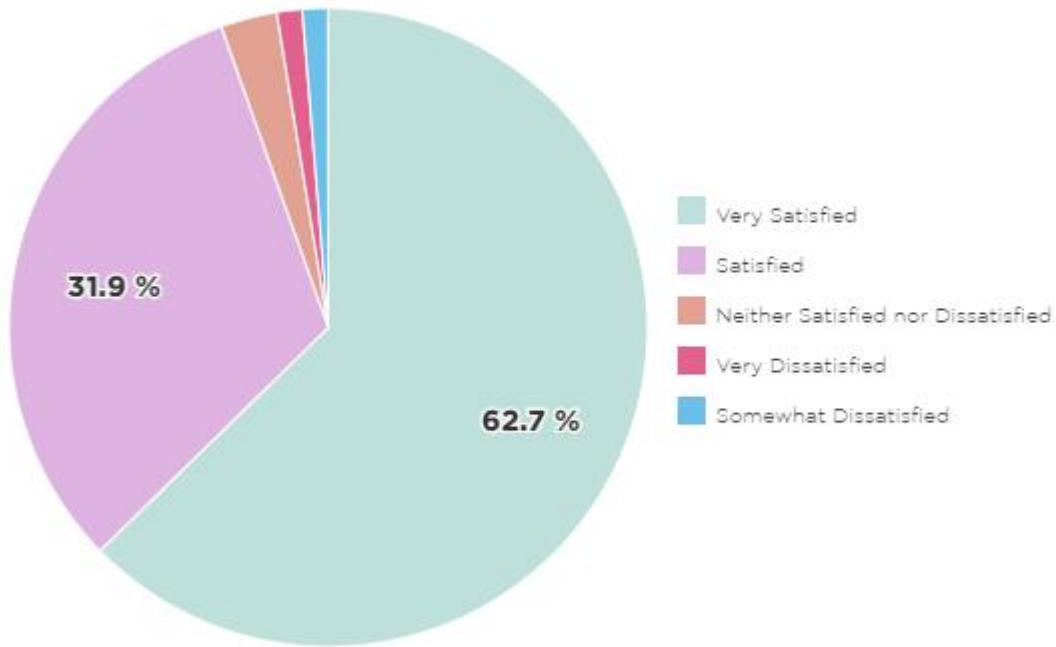
15% of survey respondents indicated they were first-time participants for the 2024 Giving Challenge and eligible for the Best Newbie Prize opportunity, like Margwine Organization, Inc.



More than 31% of survey respondents have participated in 5 or more Giving Challenges, making them giving day veterans like Girl Scouts Of Gulfcoast Florida Inc.

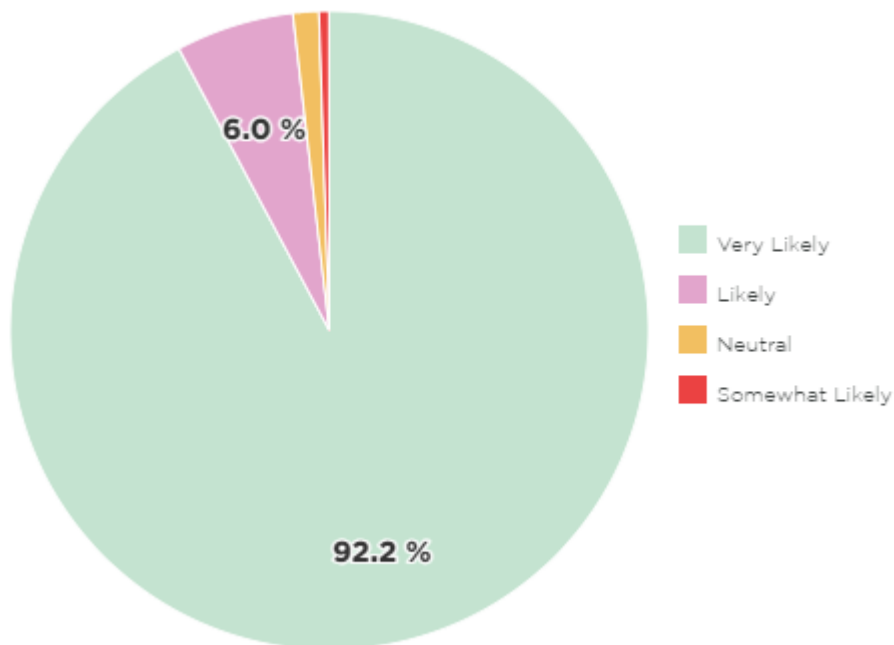
2024 Giving Challenge Overall Experience

Per survey responses, 94.6% of participating nonprofit organizations were very satisfied or satisfied with the Giving Challenge platform, level of engagement, and donations received per participant.



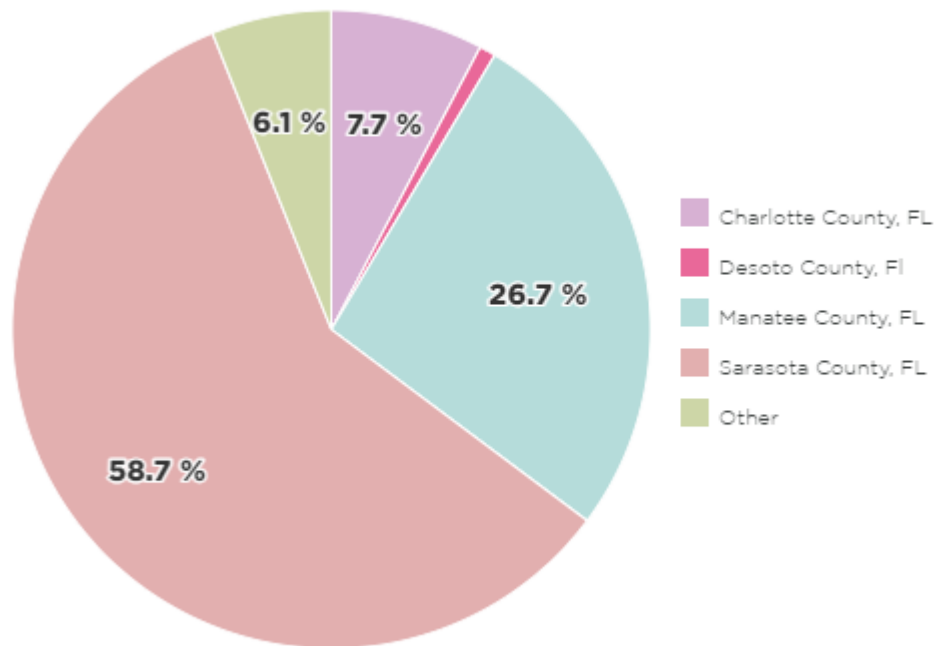
Likelihood of Future Giving Challenge Participation

98.2% of nonprofit organizations indicated they are very likely or likely to participate in future Giving Challenges per their survey responses.



Nonprofit Participation by County

The chart shares participation in the Giving Challenge by county. The greatest concentration of nonprofit organizations are those based in Manatee and Sarasota counties. Organizations based in all four counties provide services to communities throughout the region. The county an organization is based in is not an indicator of its scope of service. The 'Other' category includes organizations with major program offerings in our region but are based outside it. The Giving Challenge's inclusiveness suggests the potential for future nonprofit service growth in all four counties.



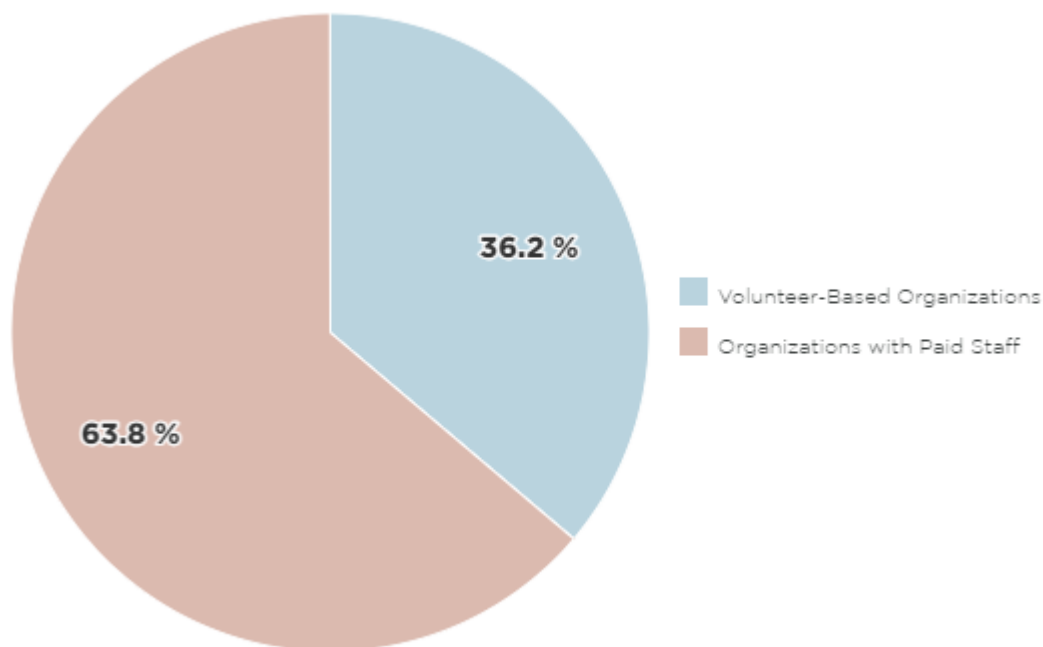
Participation by Volunteer-Led Nonprofit Organizations and Organizations with Paid Staff

The chart displays the distribution of organizations participating in the 2024 Giving Challenge, by volunteer-led and paid staff organizations. Volunteer-led organizations rely on volunteers for operations and program delivery, reflecting strong community involvement and lower overhead costs. This enables them to allocate more funds directly to programs.

Organizations with paid staff have structured roles for fundraising, program management, and administration. Their participation highlights capacity for managing complex projects and scaling their operations.

Both organization types contribute unique strengths to the nonprofit sector: volunteer-led organizations often excel at community engagement, while paid staff organizations provide community and program engagement, stability, and professional expertise. Together, they form a diverse and effective nonprofit ecosystem.

Recognizing and supporting both models is crucial for maximizing the impact of the Giving Challenge and engaging a broad range of community members in philanthropic efforts.



Organizations with Paid Staff

\$8.68 million

Total Raised

\$18,803

Average Raised per Organization

462

Number of Organizations



Volunteer Based

\$1.86 million

Total Raised

\$7,125

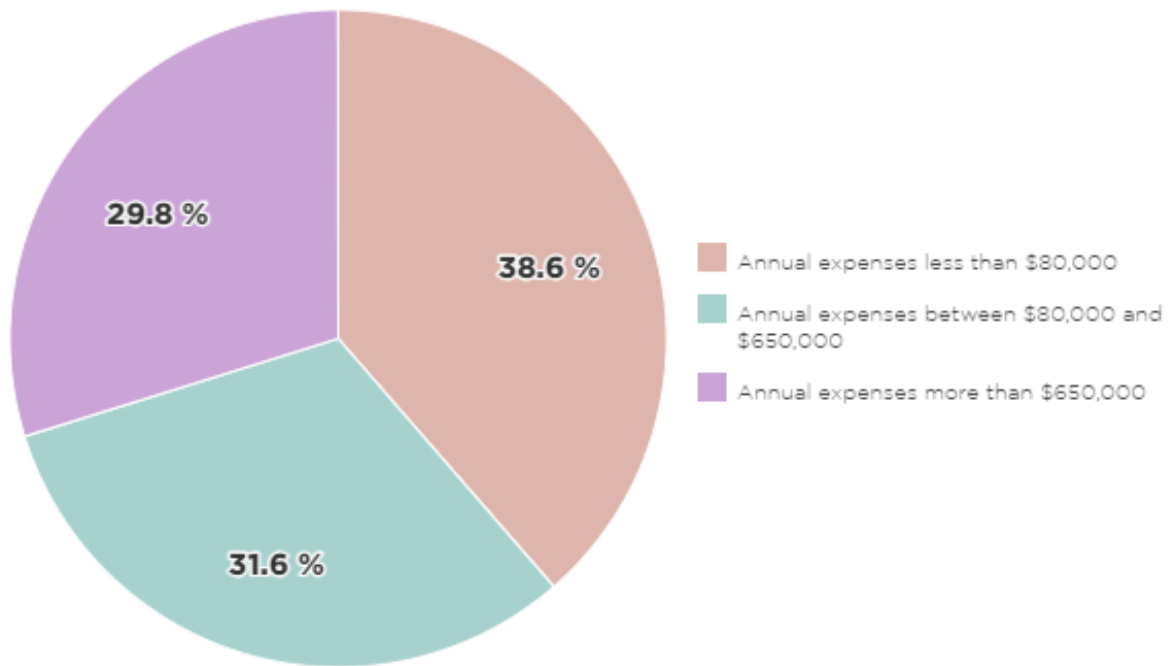
Average Raised per Organization

262

Number of Organizations

Giving Challenge Participation by Nonprofit Organization Expense Category

Giving Challenge participation by organization expense category shows an even size distribution that mirrors the [2024 State of the Nonprofit Sector report](#) published by the Community Foundation of Sarasota County earlier this year. The distribution of organizations by expense category demonstrates a healthy, vibrant nonprofit sector.



Number of the 724 participating organizations by annual expense size:

Annual expenses less than \$80K = 250 organizations

Annual expenses between \$80K and \$650K = 230 organizations

Annual expenses more than \$650K = 244 organizations

Total Amount Raised by Nonprofit Expense Category, Including The Patterson Foundation Match.

 **\$2,603,861**

Total Funds Raised

Organizations with Annual Expenses less than \$80K

 **\$4,439,938**

Total Funds Raised

Organizations with Annual Expenses between \$80K and \$650K

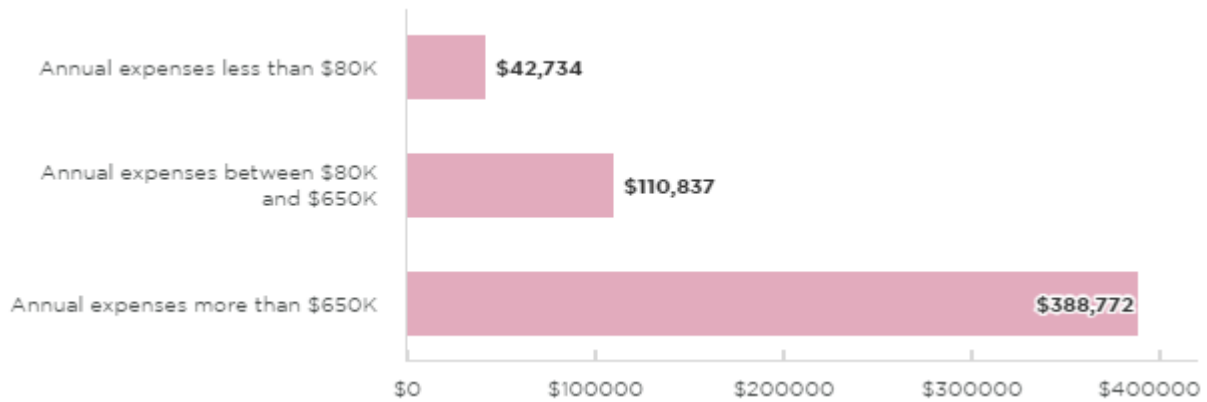
 **\$10,240,415**

Total Funds Raised

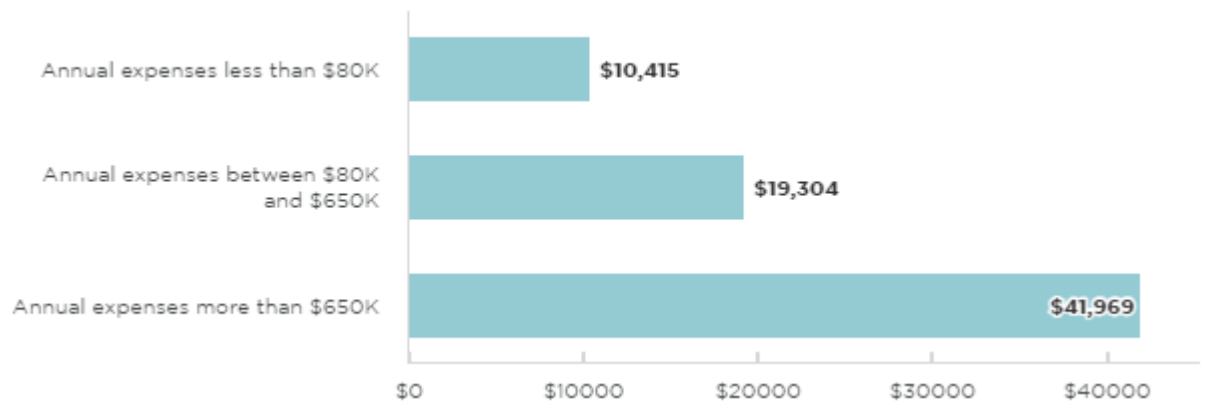
Organizations with Annual Expenses more than \$650K

Greatest Amount Raised by One Organization in Each Expense Category

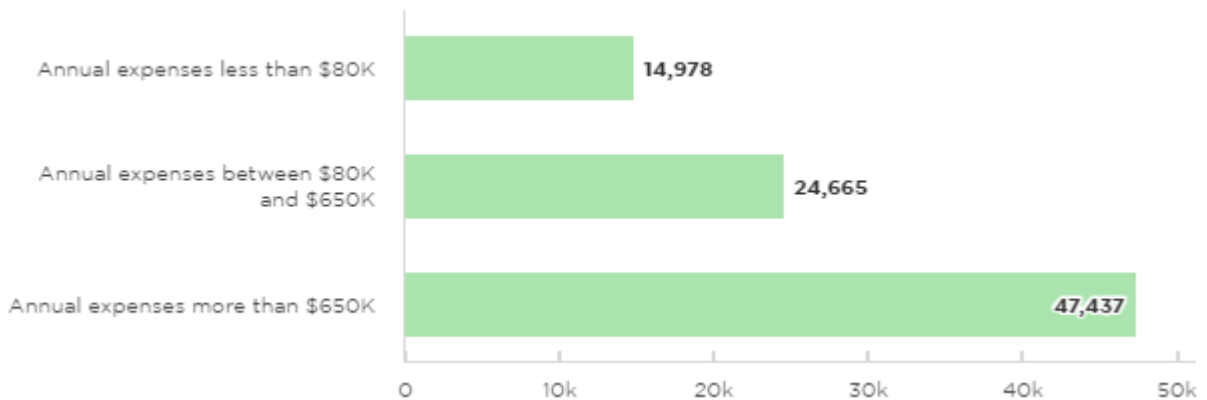
Organizations in all expense categories raised significant funds during the 2024 Giving Challenge. The greatest amount raised by an organization in each category is shared below:



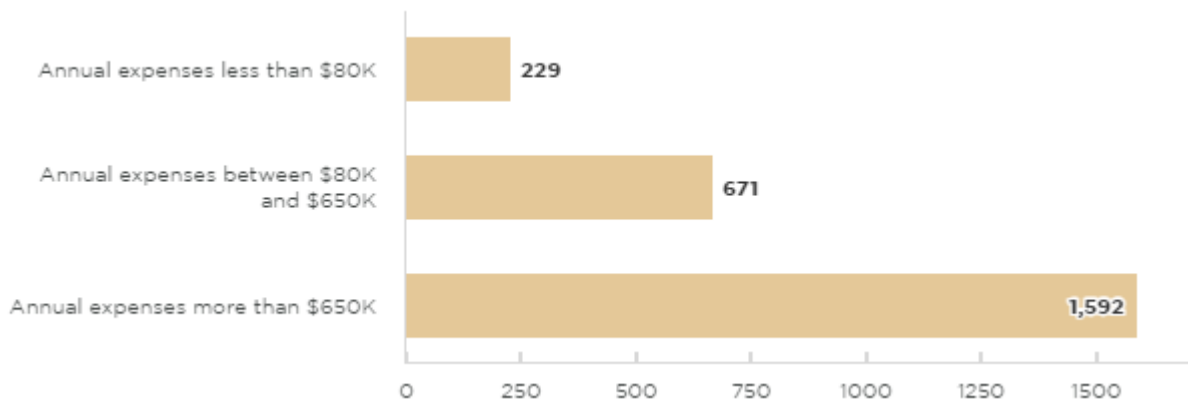
Average Amount Raised by Organizations in Each Expense Category



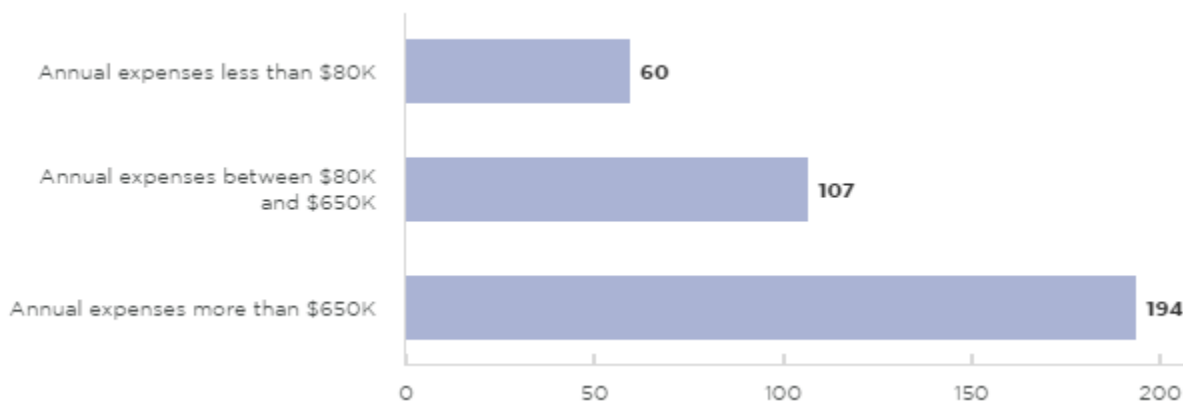
Total Number of Donations Received in Each Expense Category



Greatest Number of Donations Received by One Organization, by Expense Category



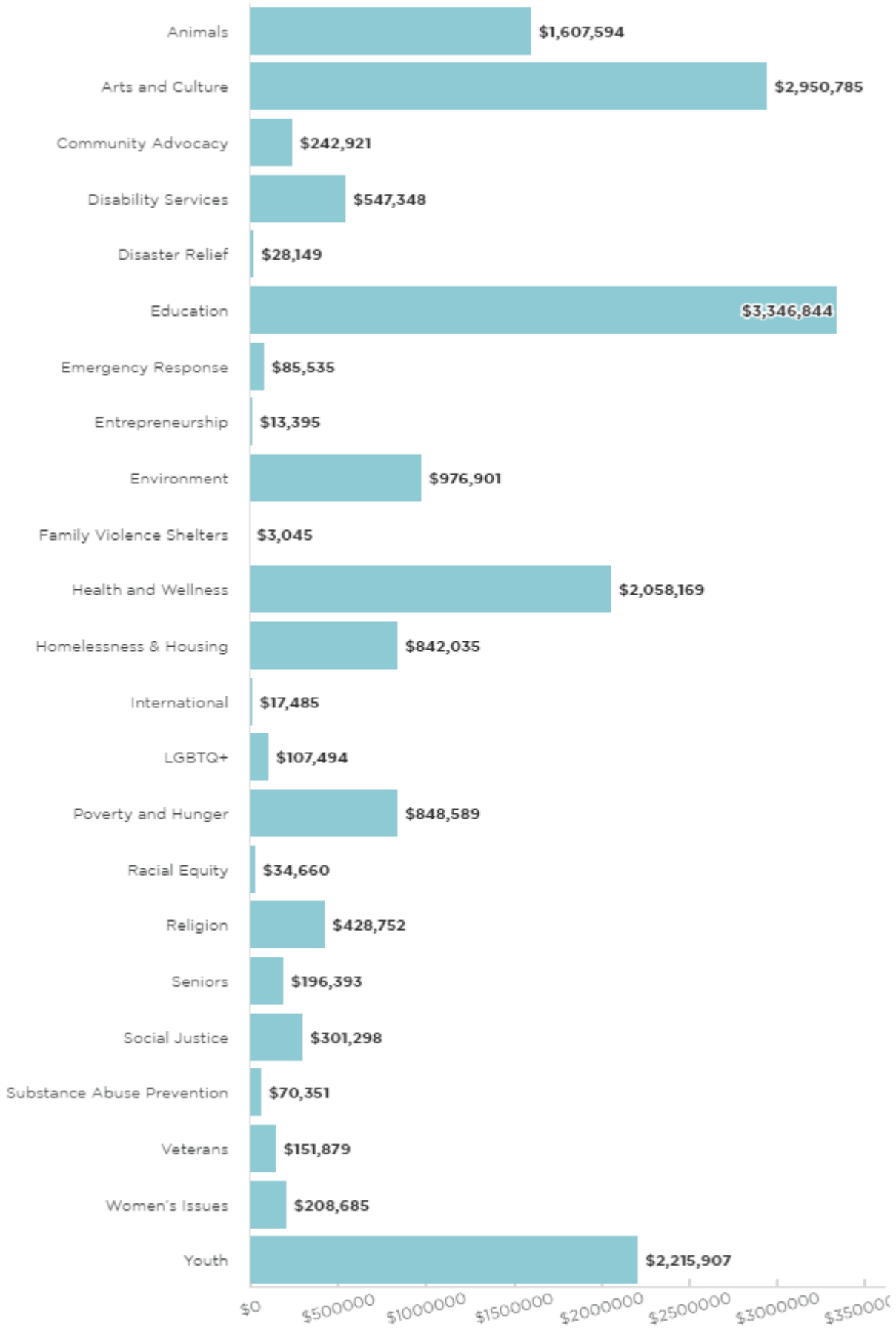
Average Number of Donations Received in Each Expense Category



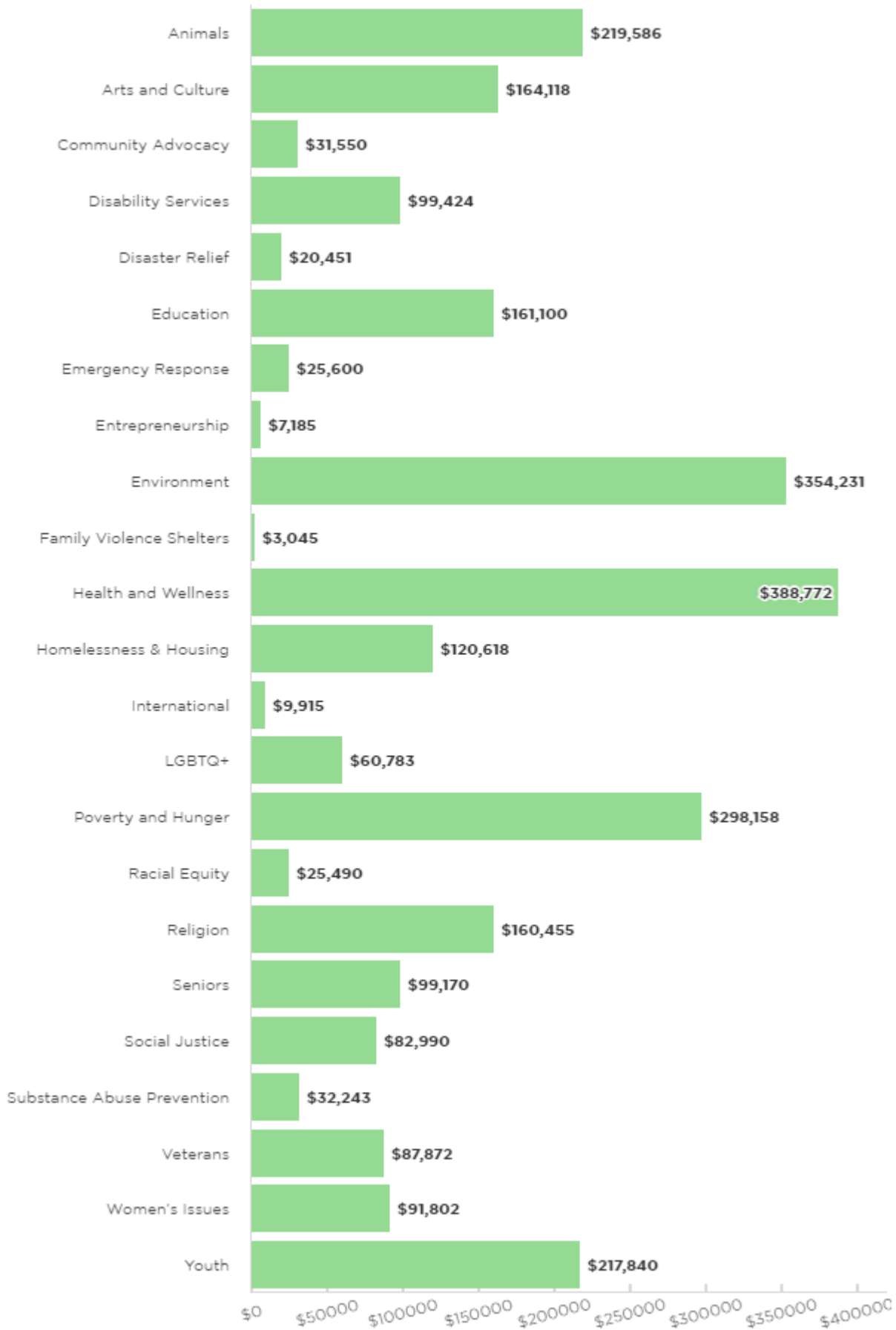
“The Giving Challenge shows us what we can accomplish when we come together for the unified goal of making our community a better place,” said **Roxie Jerde, President and CEO** of the Community Foundation of Sarasota County. “It’s a powerful event that democratizes giving, inviting everyone to be a changemaker and igniting our better selves. Look what we can achieve when we work together with a strong sense of purpose—these results will strengthen our community now, and long into the future.”

“This year’s Giving Challenge has, once again, demonstrated the community’s extraordinary generosity over the years,” said The Patterson Foundation President and **CEO Debra Jacobs**. “The Patterson Foundation supports this collective energy and emphasizes that everyone can make a difference. The foundation’s matching contributions show that each small act of kindness contributes to a larger wave of impact. Congratulations to the community for building a legacy of giving.”

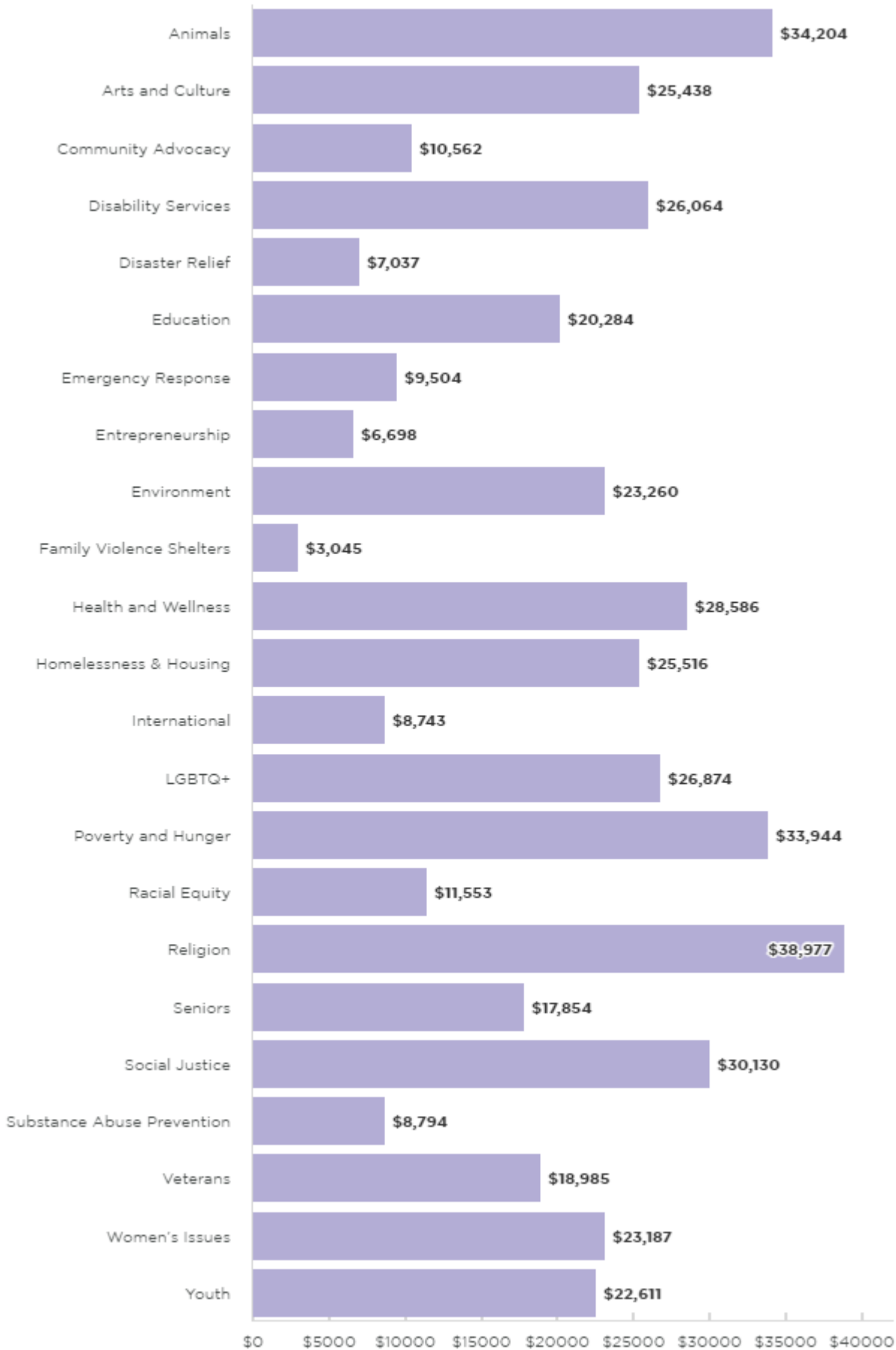
Total Raised by Primary Cause



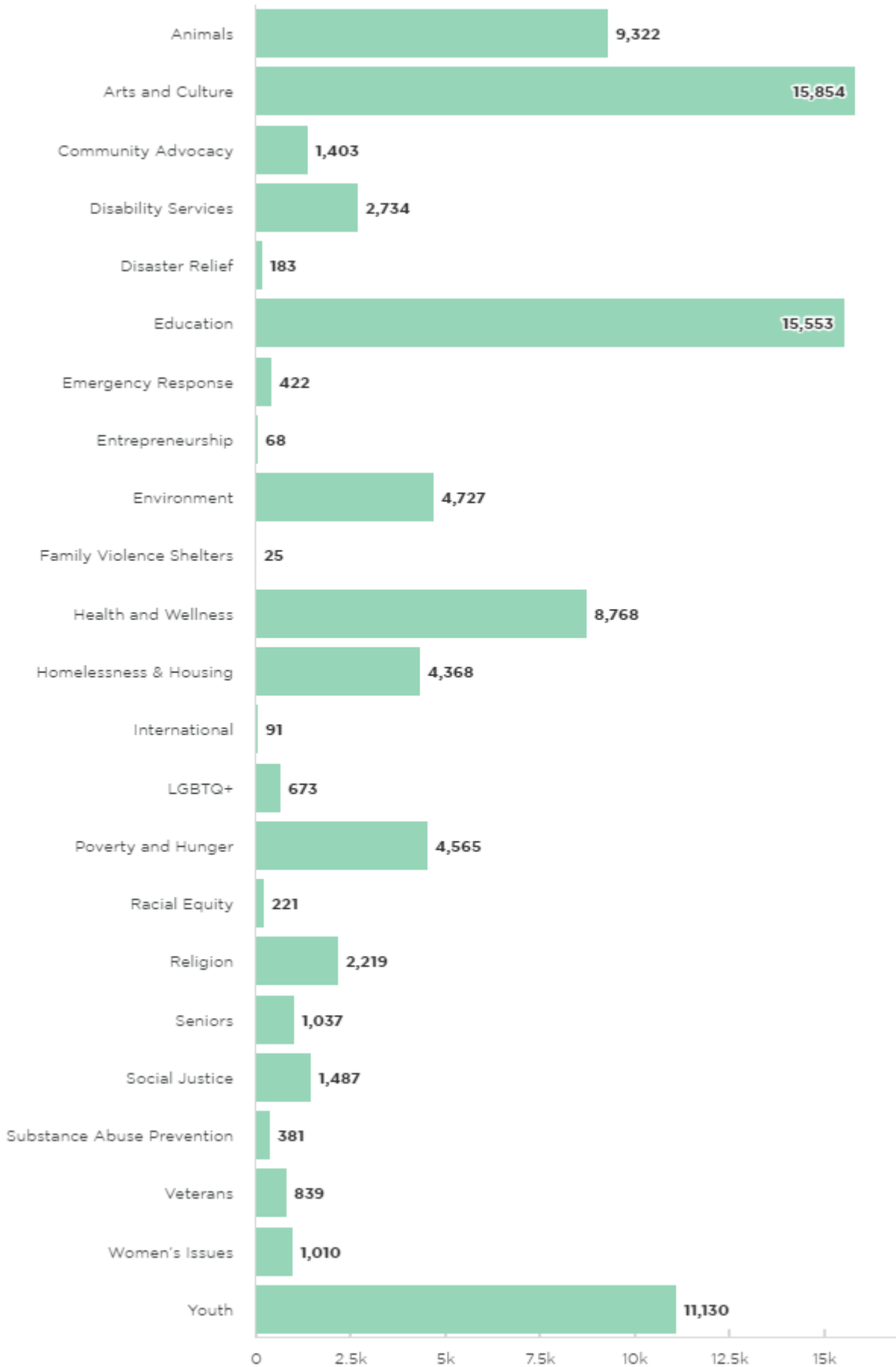
Highest Amount Raised by an Organization by Primary Cause



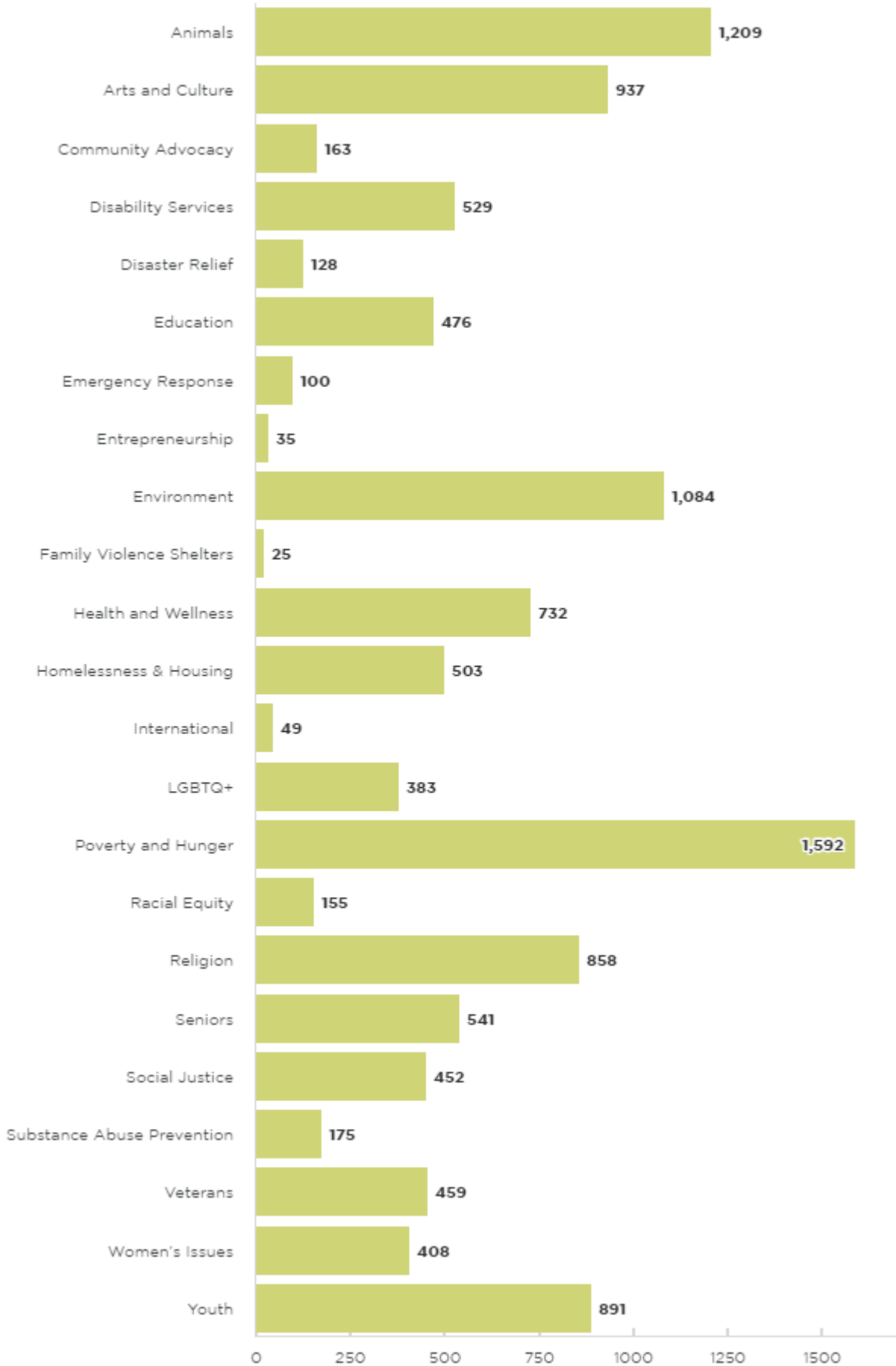
Average Raised Per Organization by Primary Cause



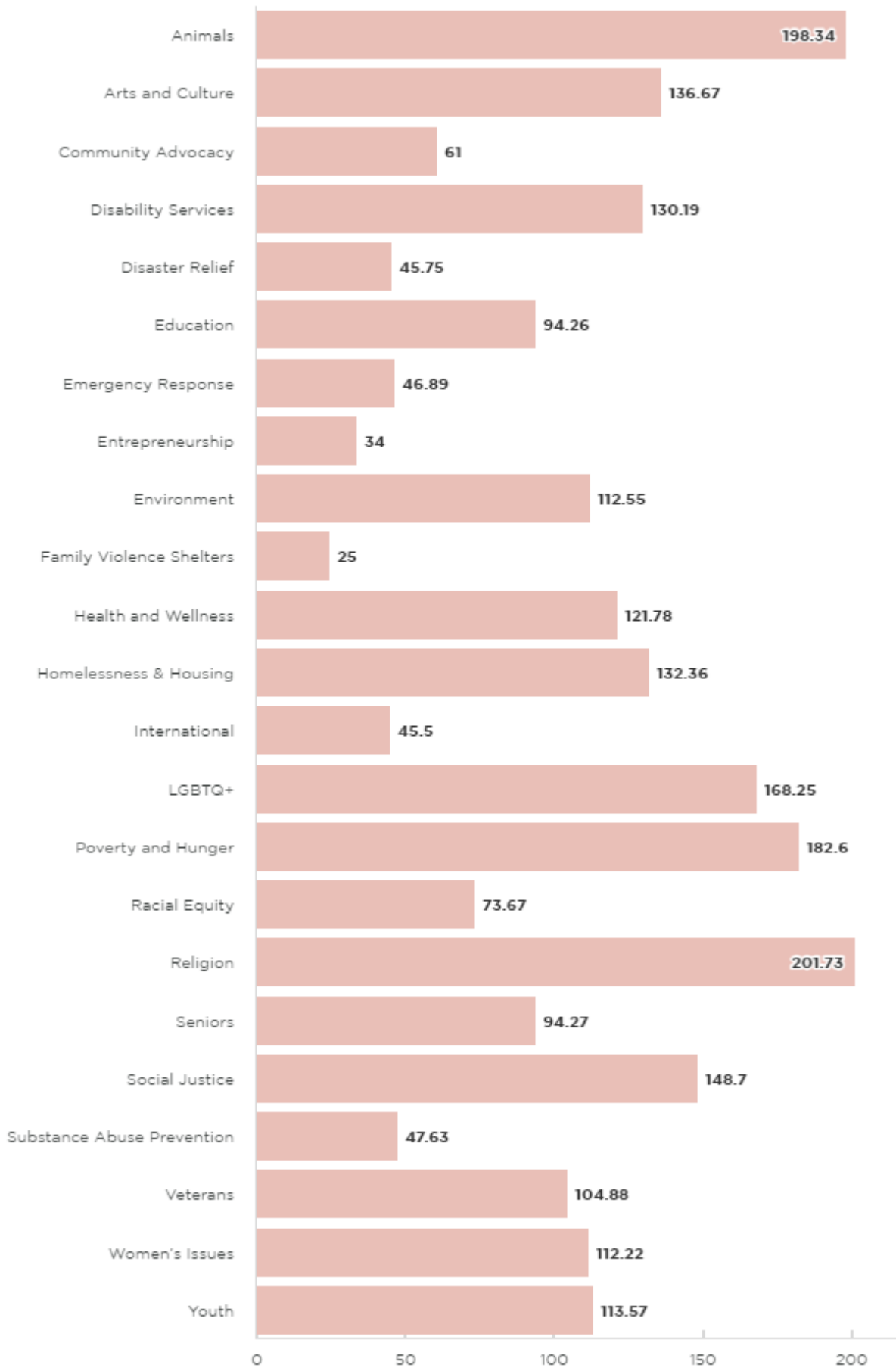
Total Number of Donors by Primary Cause



Greatest Number of Donations to An Organization by Primary Cause



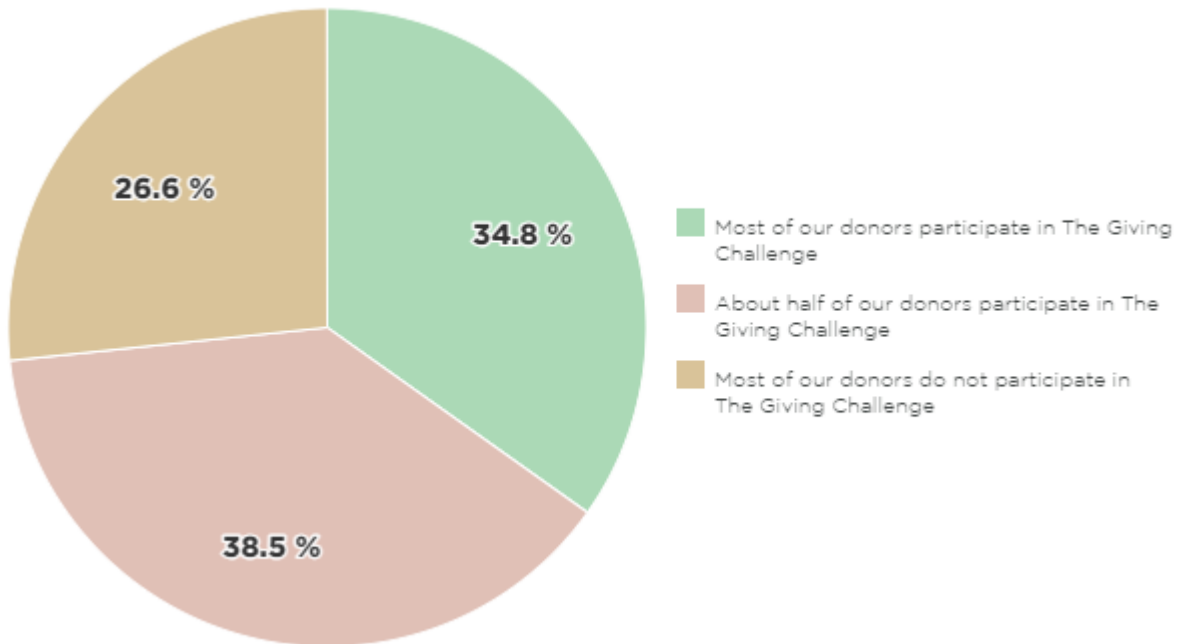
Average Number of Donations Per Organization by Primary Cause



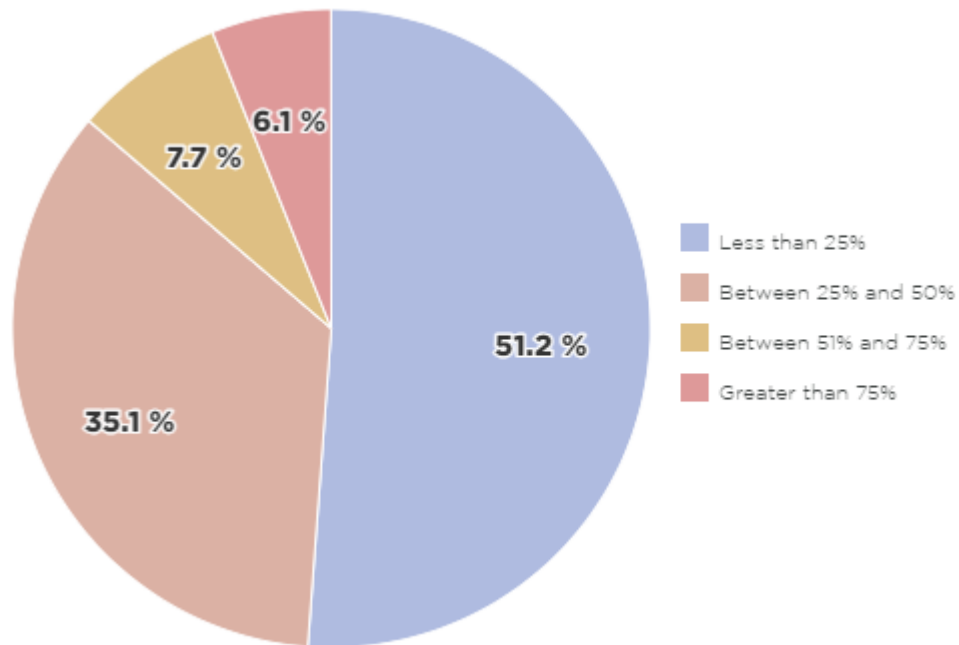
Donor & Fundraising Insights

Donor Participation

Nonprofit organization survey responses identified their donor base participation in the 2024 Giving Challenge as:



Percentage of New Donors Via the Giving Challenge



Donor Stewardship

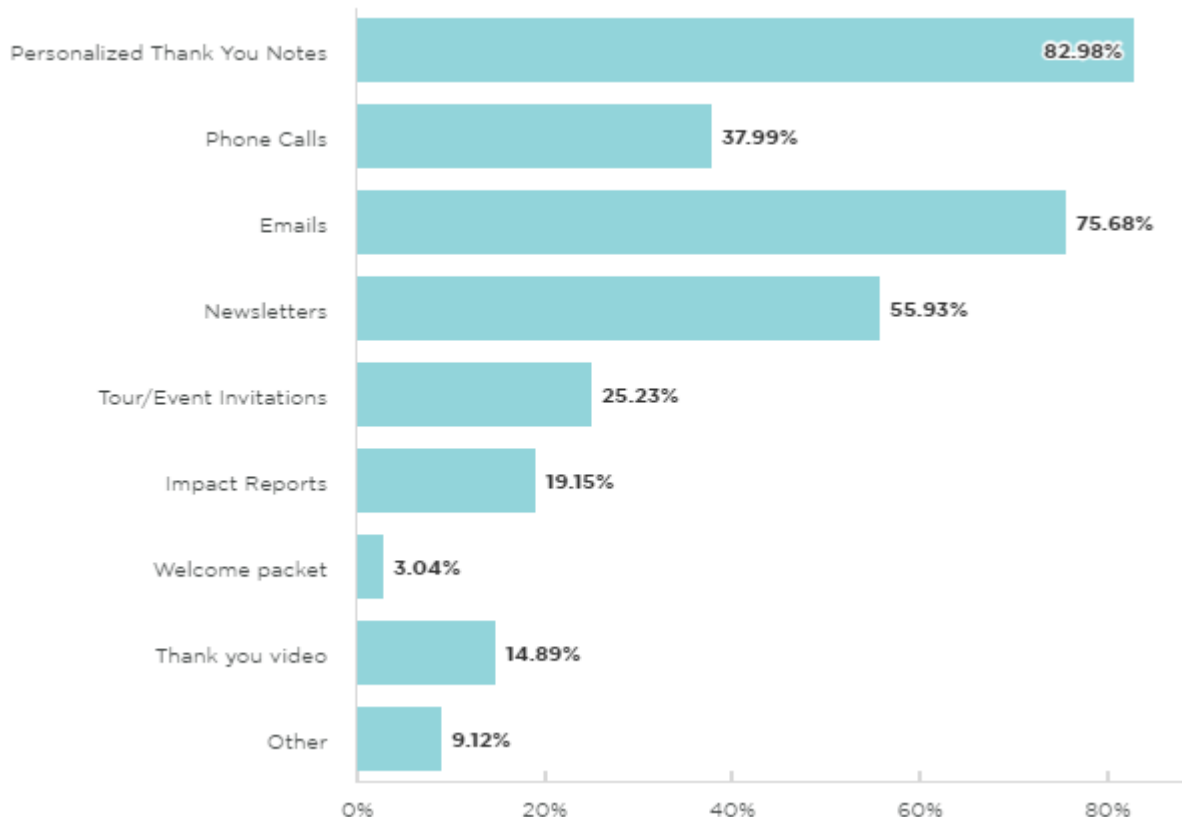
83.38% of participating nonprofit organizations have a new donor stewardship engagement plan.

16.62% of participating nonprofit organizations do not have a new donor stewardship engagement plan.

Why is donor stewardship engagement and orientation important?

- 1. Building Strong Relationships:** Effective stewardship helps establish a positive connection with new donors. By acknowledging their contributions and showing appreciation, nonprofits can foster lasting relationships and build trust.
- 2. Encouraging Future Support:** Engaging new donors and orienting them about the organization's mission and impact increases the likelihood of continued support. Educated and engaged donors are more likely to make repeat donations and deepen their involvement.
- 3. Maximizing Impact:** Proper orientation helps new donors understand how their contributions are used, which can enhance their sense of purpose and satisfaction. This understanding can lead to increased donations and advocacy.
- 4. Boosting Donor Retention:** Regular and meaningful engagement reduces the risk of donor churn. Donors who feel valued and connected are more likely to remain committed to the organization over time.
- 5. Leveraging Support:** Engaged donors can become advocates for the organization, spreading the word and attracting new supporters. Their enthusiasm can amplify the nonprofit's reach and impact.
- 6. Feedback and Improvement:** Engaged donors can provide valuable feedback on their experiences, which can help the organization refine its strategies and improve its outreach efforts.

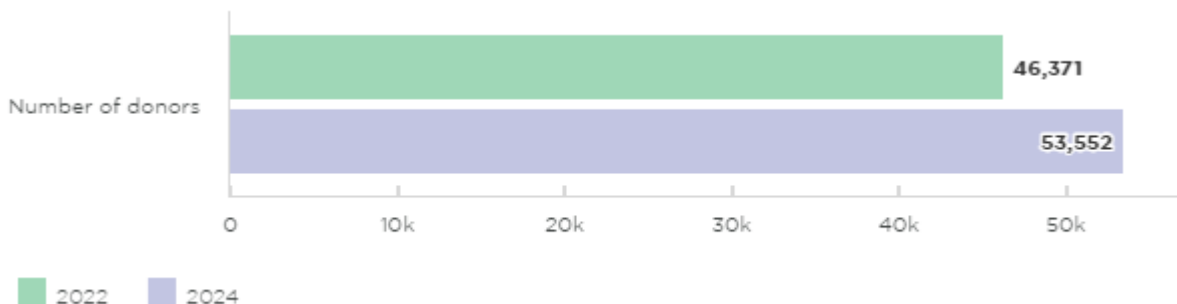
The bar graph below lists the percentage of organizations that utilize the following donor engagement resources:



Number of Donors 2024 and 2022 Comparison

The total number of donors is a key metric for assessing the success of the 2024 Giving Challenge. It shows how many people were inspired to donate and how effectively the event engaged the community.

An increase of 7,181 donors in 2024 compared to the 2022 Giving Challenge highlights the success of engagement strategies. This might include targeted outreach through social media, email campaigns, partnerships with influencers or local businesses, and community events. Analyzing strategies that led to increased donor participation provides valuable insights for future campaigns, helping to refine and optimize engagement efforts.

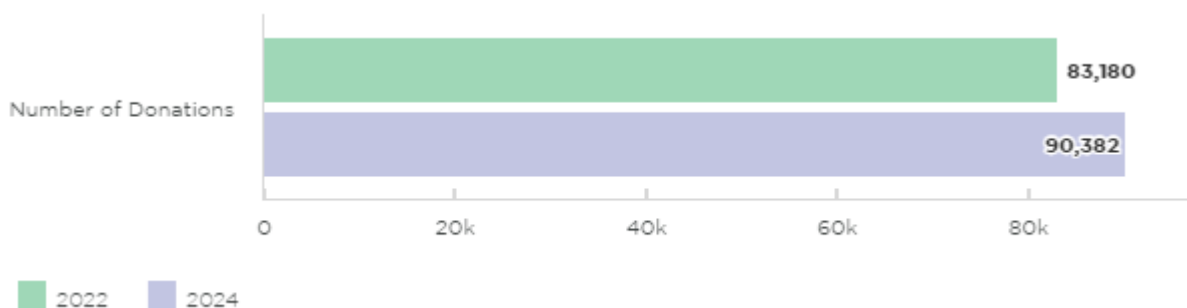


Total Number of Donations 2024 compared to 2022

The total number of donations shows how engaged and committed the community is. The data below includes all individual donations made during The Giving Challenge 2024, regardless of amount. This figure highlights broad support and deep involvement, as many donors contributed multiple times.

Donors who give to more than one organization often have varied interests and are dedicated to making a difference in multiple areas. They tend to be well-informed and selective, researching causes that align with their values. This suggests they are thoughtful and proactive about their giving.

Donors who contribute to multiple organizations may also have a higher capacity for giving, possibly due to greater affluence or a strong commitment to philanthropy.



Donations during the 2024 Giving Challenge came from all 50 states & some U.S. territories.

Top 10 States

1. Florida (71,683)
2. New York (1,014)
3. Michigan (706)
4. Illinois (686)
5. Pennsylvania (640)
6. Maryland (608)
7. Massachusetts (601)
8. Ohio (588)
9. California (542)
10. New Jersey (491)



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Nonprofit Fundraising Goals

Nearly three-fourths of the participating organizations set a fundraising goal for the 2024 Giving Challenge:



73.58%

Nonprofits

Organizations set Fundraising Goal

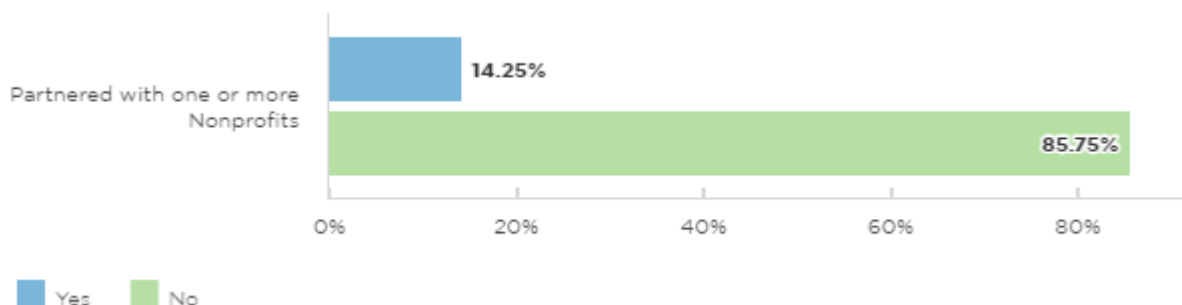
Approximately **57%** of the organizations met or exceeded their 2024 Giving Challenge fundraising goal.



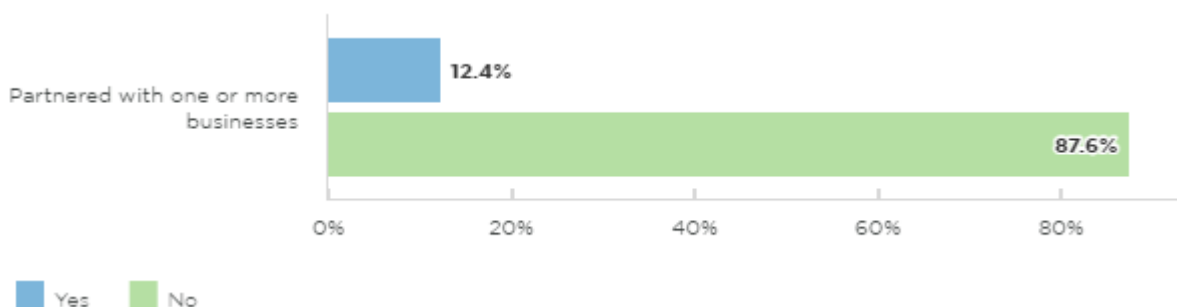
Partnerships with Other Nonprofits or Businesses

Partnering with another nonprofit during a fundraising campaign benefits both organizations. By leveraging each other's networks, both can expand their reach and enhance credibility, attracting more donors.

Collaborations can spark creative fundraising ideas and provide a more comprehensive approach to community issues. Additionally, these partnerships can build long-term relationships, leading to ongoing support and future joint initiatives. More than 14% partnered with another local nonprofit.



During the 2024 Giving Challenge, some nonprofits teamed up with local businesses to leverage their extensive networks and marketing resources. These partnerships helped nonprofits reach new audiences and benefit from business expertise in marketing, strategy, and event management. Businesses gained positive public relations, brand alignment with charitable causes, and increased customer engagement. Meanwhile, nonprofits received crucial support and resources. About 12% of participating nonprofits formed such partnerships during the event.



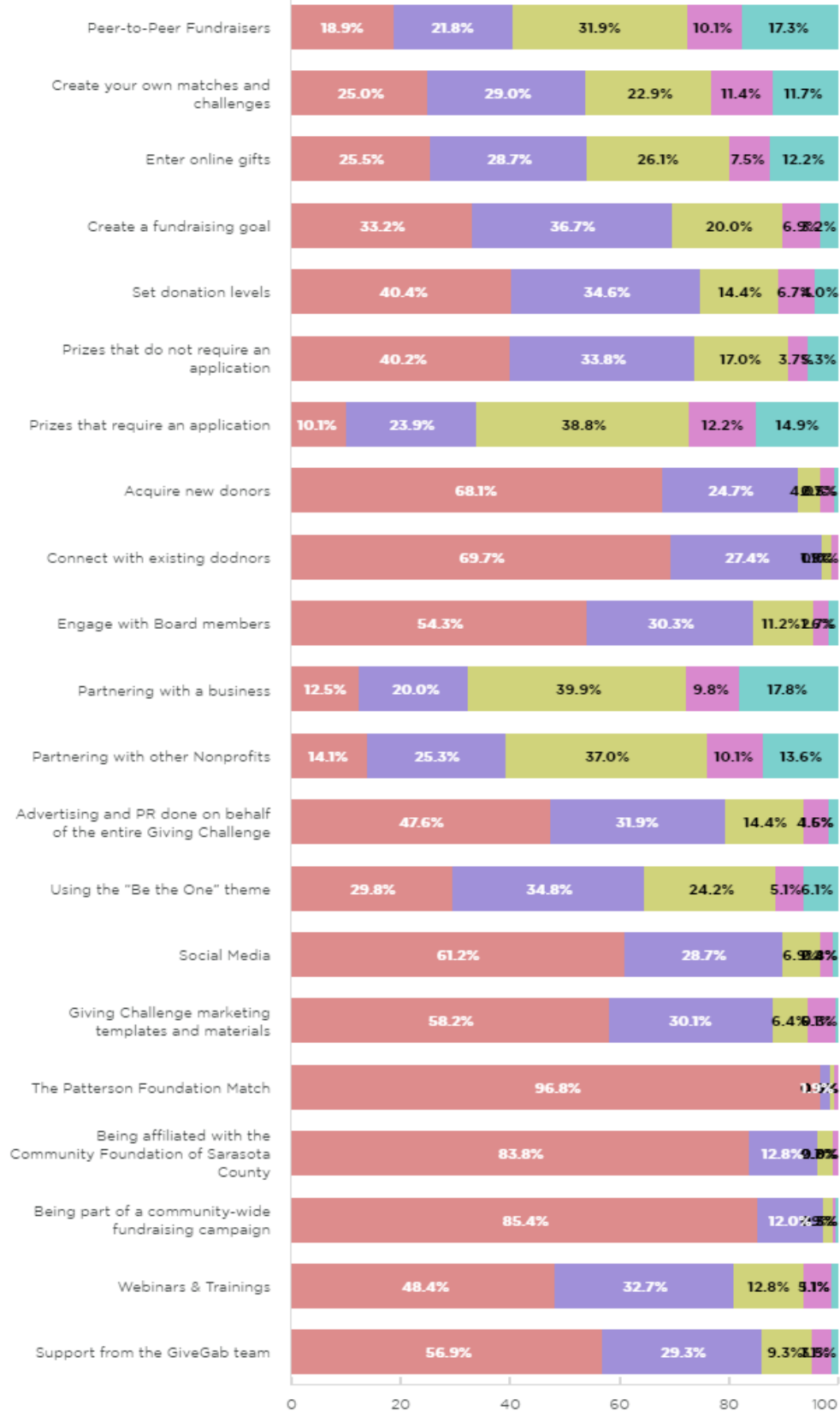
[CLICK HERE](#) to learn about the Giving Challenge partnership between the Library Foundation of Sarasota County, Inc and Cat Depot.



Training & Support

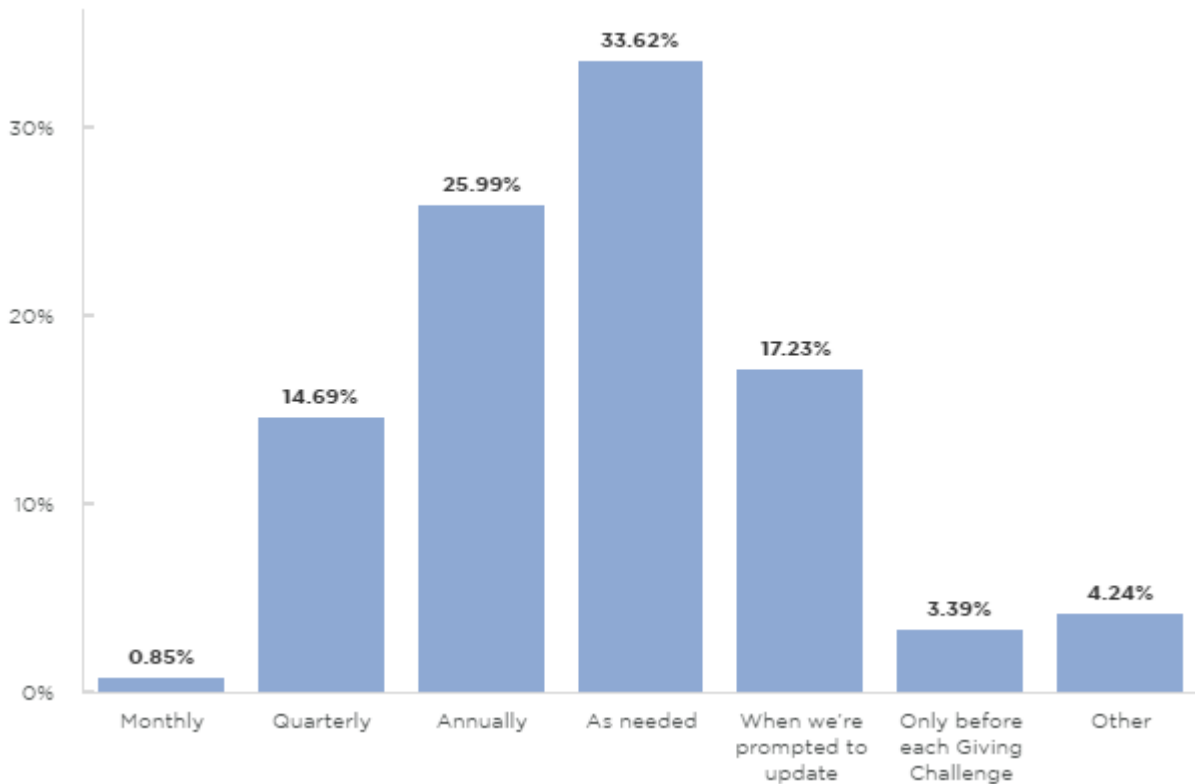
The Most Important Giving Challenge Elements as Rated by Nonprofit Survey Respondents

Left to right: Very Important, Important, Neutral, Somewhat Important & Not Important At All

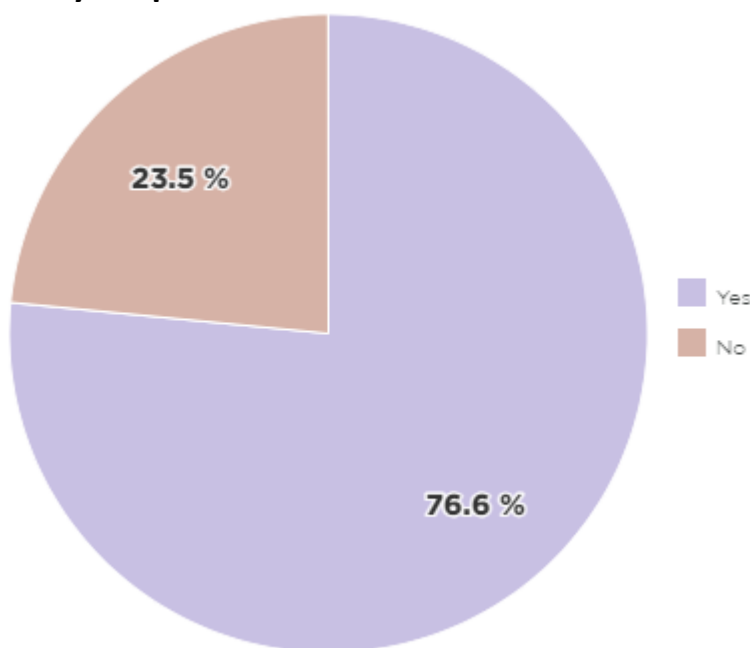


The Giving Partner Update Frequency

The Giving Partner helps donors, funders, and community members understand more about nonprofits in our region and discover how to engage in the causes they care about. The database helps establish credibility, make connections, and build support. To be eligible for grants, the Giving Challenge, and other opportunities through the Community Foundation of Sarasota County, nonprofit organizations must maintain a current profile, which signifies that the organization has updated key information. There is a benefit to regularly updating The Giving Partner profile as it is an invitation for the community to learn about and engage with nonprofits. Nearly **75%** of participating nonprofits update their profile regularly.



Awareness Regarding the Importance of Keeping The Giving Partner Profile Updated Per Survey Responses:



The Community Foundation of Sarasota County and other funders rely upon nonprofit organizations keeping their Giving Partner profiles up to date to be considered for funding.

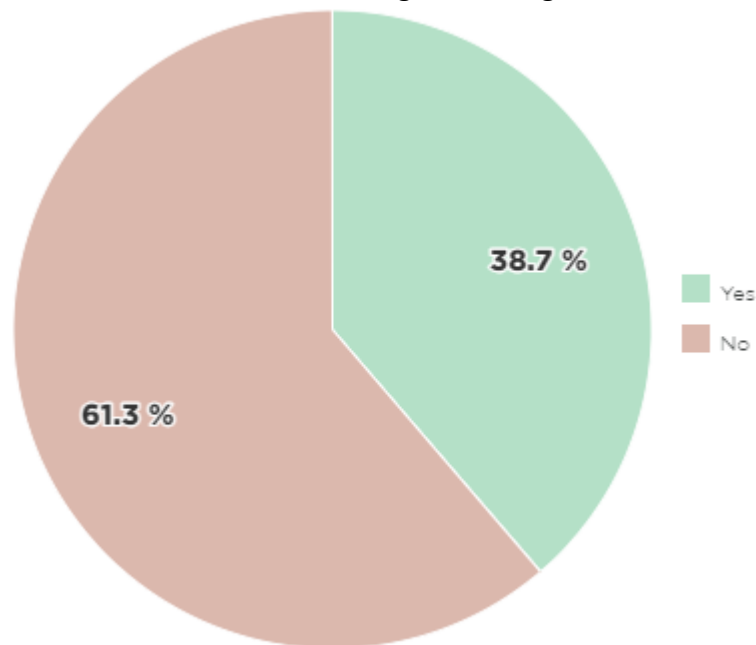
Percentage of Organizations that Experience Confusion Updating Their Profile

Over the past two years, the Community Foundation has worked to simplify the process of updating Giving Partner profiles. Some survey respondents expressed confusion about profile updating. Survey respondents offered the following suggestions to support regular profile updates:

61.9% of Giving Challenge survey respondents want more step-by-step tutorials

42.33% want more in-person training and assistance

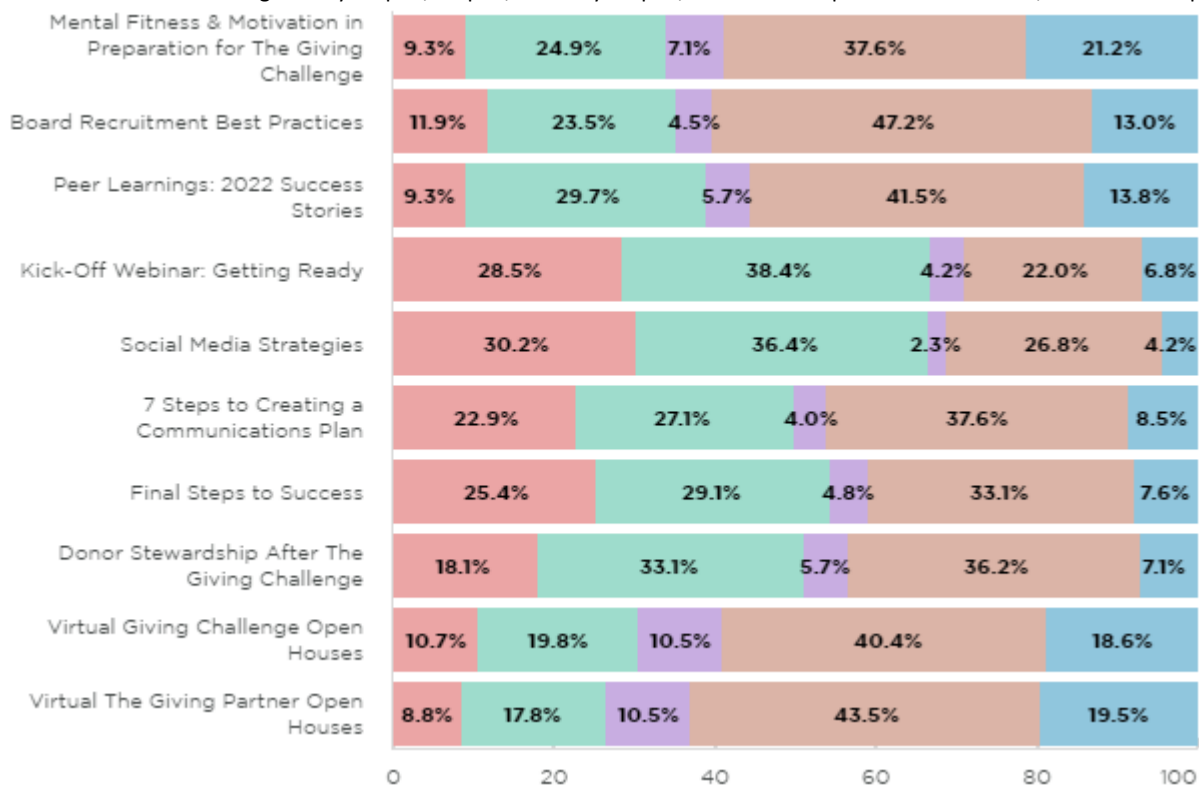
26.99% suggested assistance such as: Understanding The Giving Partner & Giving Challenge profiles.



Training Nonprofits Found Most Effective

Survey respondents shared the Giving Challenge training and support they found most effective.

From left to right: Very Helpful, Helpful, Not Very Helpful, Did Not Participate Would Consider, Did Not Participate & Would Not



2024-2025 Challenges

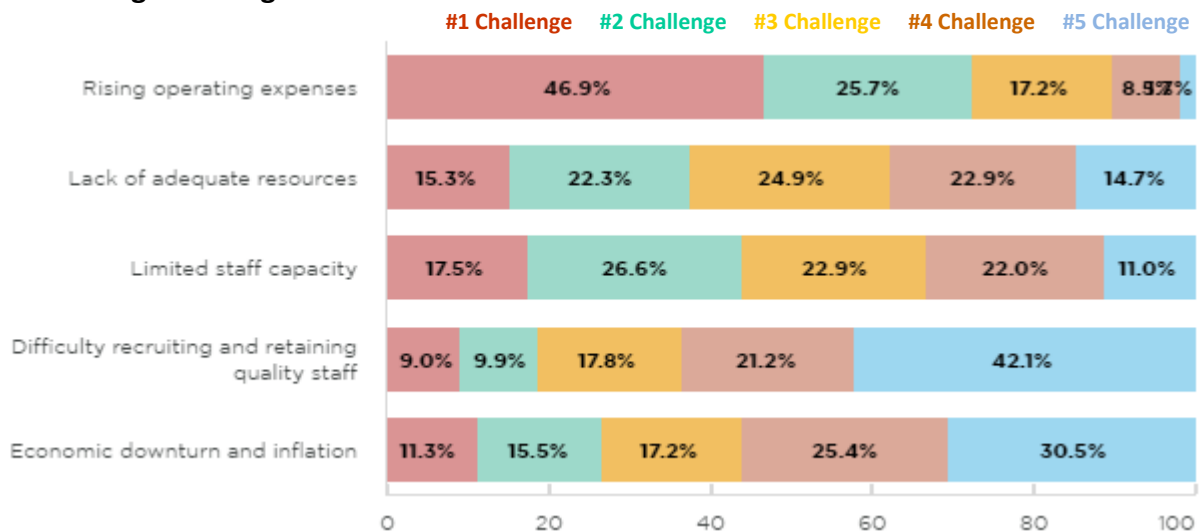
2024-2025 Anticipated Challenges Identified by Nonprofit Organizations

Survey respondents shared the organizational challenges they currently face. They ranked them from 1-5, with 1 being the most pressing and 5 being the least pressing. The most pressing challenges were:

1. **Rising Operating Costs**
2. **Limited Staff Capacity**
3. **Lack of Adequate Resources**
4. **Economic Downturn and Inflation**
5. **Difficulty Recruiting and Retaining Quality Staff**

The ratings closely match those of national surveys that posed the same questions to nonprofit organizations. Nonprofits in our region, however, indicated having significantly less challenge recruiting and retaining quality staff compared to the national surveys. This shows that the regional nonprofit sector provides rewarding jobs and staff involvement. Stable regional staff enhances program delivery and engagement with constituents and stakeholders.

Organizational Challenge Rankings:



Nonprofit Prizes

\$150,000 In Prizes Awarded

In addition to the funds raised through direct donations, more than \$150,000 in prize money was awarded to **270** of the 724 participating nonprofit organizations during the 2024 Giving Challenge with support provided by the Community Foundation of Sarasota County, the Selby Foundation, and Manatee Community Foundation. Some organizations were selected through random drawings for categories like Giving Challenge newcomers and volunteer-led organizations. Some organizations chose to enter prize competitions, in a maximum of up to three categories, where independent review committees decided on awards for creativity and execution of communications and development campaigns. Several organizations earned multiple prizes through competitive contests, earning as much as \$6,500 in addition to what they received via Giving Challenge donations.

Competitive prize categories were designed to inspire organizations to strengthen their campaigns across many areas, including video production, social media strategies, storytelling, business partnerships, and more.

2024 Giving Challenge Application-Based Prizes:



Our Partners

Local foundations and media organizations provided matching dollars and competitive prizes that created meaningful connections and strengthened results beyond the 24 hours on April 9 - 10, 2024. Thanks to the generosity of these partners, everyone could be a philanthropist and enhance the efforts of the 724 participating nonprofit organizations to build the community we all want to live in.

Thank you to all our inspiring partners for 'Being the One' to make an enduring difference in our community!

Giving Strengthened By



Foundation Partners



Media Partners



Sarasota Magazine



Herald-Tribune

LOCALiQ



Thank You!



Thank you to our communities for Being the One during the #GivingChallenge2024!

Our community's many passionate donors offered an outpouring of support during the 2024 Giving Challenge providing flexible, unrestricted funding to 724 nonprofit organizations across Charlotte, DeSoto, Manatee, and Sarasota counties to care for our families, friends, and neighbors.

Nonprofit organizations shared the Giving Challenge opportunity with their stakeholders and supporters through comprehensive digital marketing campaigns, in-person programs known as pop-up giving stations, and partnering with other nonprofit organizations and businesses.

Media partners spread the word about the 2024 Giving Challenge, helping donors connect with nonprofits and sharing stories of help, hope, and community service.

Together, we made the 2024 Giving Challenge the best one yet!

— 2024 —
**GIVING
CHALLENGE**

Be The One

Presented by the
Community Foundation of Sarasota County



**COMMUNITY
FOUNDATION**

of Sarasota County

2635 Fruitville Road | Sarasota FL 34237 | 941.955.3000 | CFSarasota.org