North State GIVING TUESDAY
powered by Shasta Regional Community Foundation

2018 COMMUNITY REPORT
$872,884 Raised in 2018

Why Donors Give

- I believe it's important to give locally
- I wanted to help a nonprofit increase its capacity
- I usually support these nonprofits in my annual giving
- I wanted to be part of a community event
- I was moved by a story

6,462 donations
1,000 more than in 2017!

$125 Average gift per donor

Where Donors Live
Gifts were received from 37 States and 4 other countries

The top 5 cities to give by number of gifts
- Redding
- Mt. Shasta
- Yreka
- Weed
- Anderson

When Donors Gave
$240,765
in pre-scheduled gifts account for 30% of the total raised

Gave on November 27th
70%
30%
Pre-scheduled their gifts

On November 27, 2018, Shasta Regional Community Foundation completed its fourth year as hosts of North State Giving Tuesday at www.northstategives.org, where donations totaled $872,884 for 178 nonprofits in Shasta, Siskiyou and Tehama counties.
87% of all gifts were $100 or less. Small gifts add up!

31% of donors gave to an organization for the first time.

Every Nonprofit and Every Category Received Donations

% of total amount raised by category

Animals: 5%
Arts & Culture: 7%
Community: 8%
Education: 8%
Environment: 9%
Health: 10%
Human Service: 12%
Shelter: 12%
Recreation: 13%
Emergency: 13%
Youth: 24%
Wildfire Relief: 25%

82% increase in social media reach over 2017 meant more online exposure for participating organizations.

79% of donors covered the online transaction fees, ensuring nonprofits received the full impact of their gifts.

Save the Date!
12.03.19

The 14-hour online giving campaign is designed to raise awareness of philanthropy in the region and to offer nonprofits an opportunity to gain exposure and new donors. This year, over $44,000 for Carr and Camp Fire immediate relief efforts was also generated.
Give Where You Live
Since 2015, North State Giving Tuesday donors like you have raised
$3,061,859
for regional nonprofit organizations

A heartfelt thank you to our 2018 Partners:

Presenting Sponsor

Incentive Prizes Sponsor

Knodel Family Endowment Fund of Shasta Regional Community Foundation

14 Hourly Prize Sponsors

Additional Support Provided By

Data derived from CiviCore website at www.northstategives.org and survey respondents

Shasta Regional Community Foundation

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