



North State GI ING TUESDAY

powered by Shasta Regional Community Foundation

2018 COMMUNITY REPORT



\$872,884

Raised in 2018

Why Donors Give

6,462
donations

1,000 more than in 2017!

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



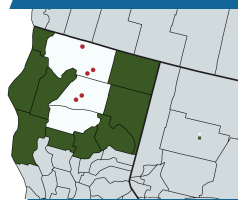
\$125

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.

View all 178 participating nonprofits and detailed results online at
www.northstategives.org

102

Shasta County

58

Siskiyou County

18

Tehama County

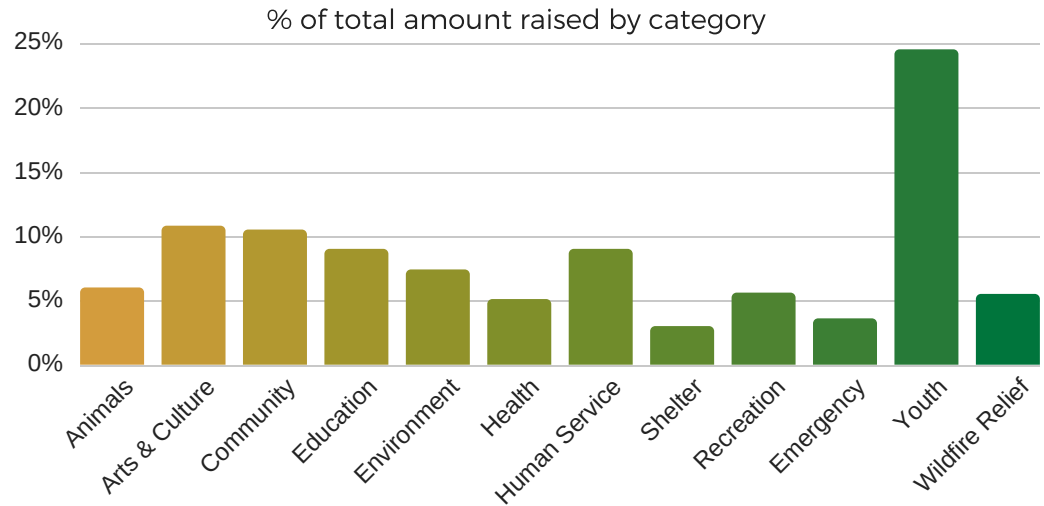
87%

of all gifts were
\$100 or less
Small gifts add up!

31%

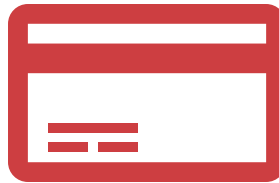
of donors gave to
an organization
for the first time

Every Nonprofit and Every Category Received Donations



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



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