

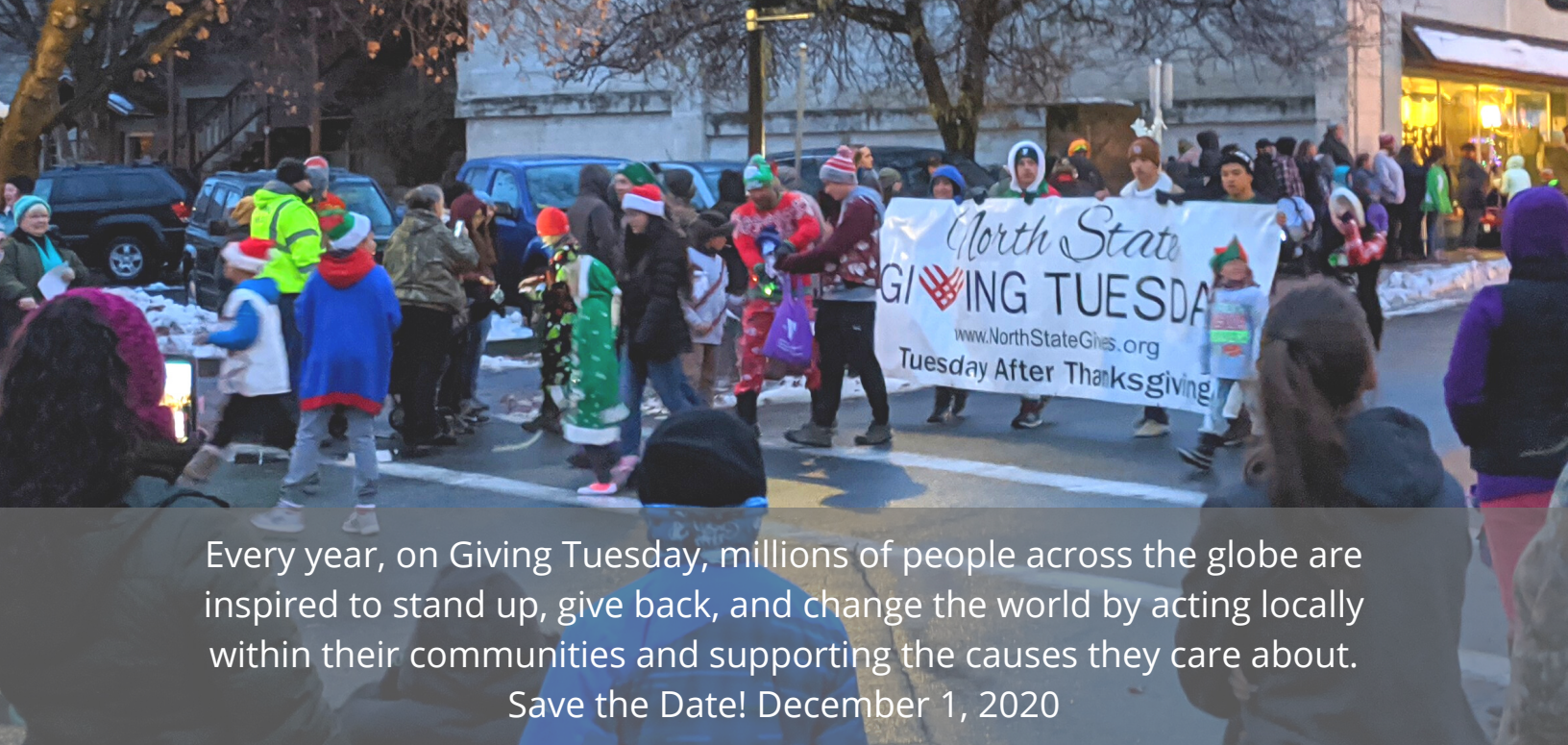
North State GIVING TUESDAY

powered by Shasta Regional Community Foundation



2019 Community Report

Unleashing Generosity!



Every year, on Giving Tuesday, millions of people across the globe are inspired to stand up, give back, and change the world by acting locally within their communities and supporting the causes they care about.
Save the Date! December 1, 2020

\$919,161

raised for 178 North State nonprofits in 2019

6,126

online donations

\$140

average gift per donor!

85%

of all gifts were \$100 or less

341

average donations received per hour



*What we've created together from your generosity
will last well beyond the online event,
impacting people far and wide across our region.*

- Kerry Caranci, CEO Community Foundation

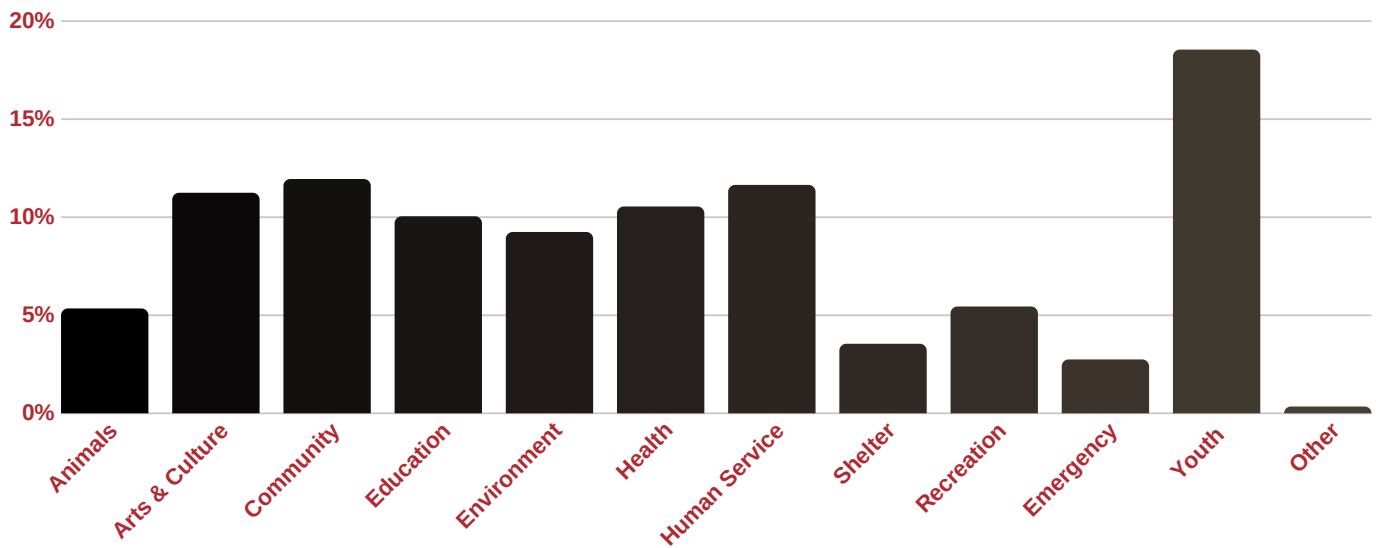
"It was great to be part of such an impactful day where we came together to give back and invest in our community through so many local non-profits!"

- Nonprofit participant



Every Nonprofit and Every Category Received Donations

% of total amount raised by category



81%

of donors covered the online transaction fees

25,000 +

people reached via Facebook, the preferred social media platform

30%

of donors gave to an organization for the first time



A heartfelt thank you to our 2019 Partners

Presenting Sponsor

Incentive Prize Sponsor

MERCHANTS

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Knodel Family Endowment Fund
of Shasta Regional
Community Foundation

14 Hourly Prize Sponsors



Additional Supporters



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



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