

# NORTH STATE GIVING TUESDAY

*Powered by the Community Foundation of the North State*

## 2020 COMMUNITY IMPACT REPORT



# THANK YOU!

During this year's North State Giving Tuesday event, generous people like you declared that philanthropy is resilient and that nothing can touch our region's giving spirit.

Amid a global pandemic that has caused so much hardship, thousands of kindhearted community members rallied behind the nonprofits that make our region healthier, stronger, and more vibrant. Thank you for your part in this collaborative and inspiring philanthropic event!

With an event of this magnitude, there are many sponsors and partners who ensure its success. For them we are so grateful! We thank our presenting sponsor, Merchants Bank of Commerce, for providing the critical support needed to launch this event, our media partners for widespread promotion, and 14 of the most-community minded businesses and organizations we know. Please join us in extending to them our deepest gratitude. Thank you, friends!

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ON THE COVER:

Nathan Knudsen & Owen,  
Redding Trail Alliance

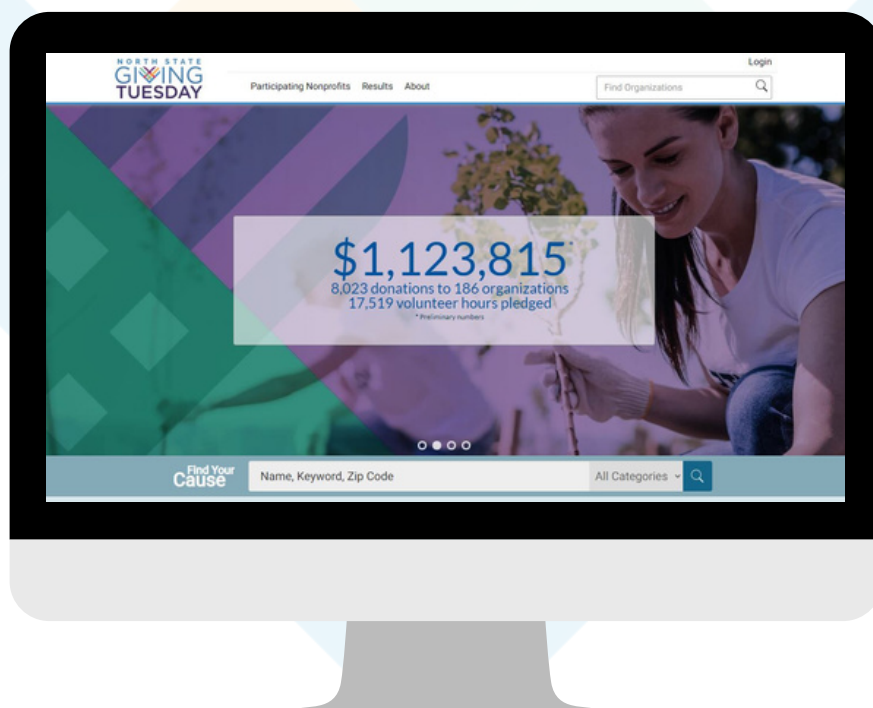
**\$1.1 million in cash**

**given by 2,981 donors,**

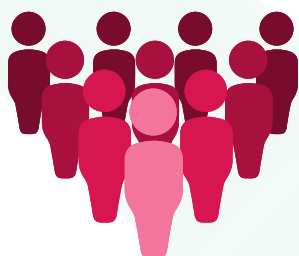
**who made 8,023 gifts**

**to 186 local nonprofits**

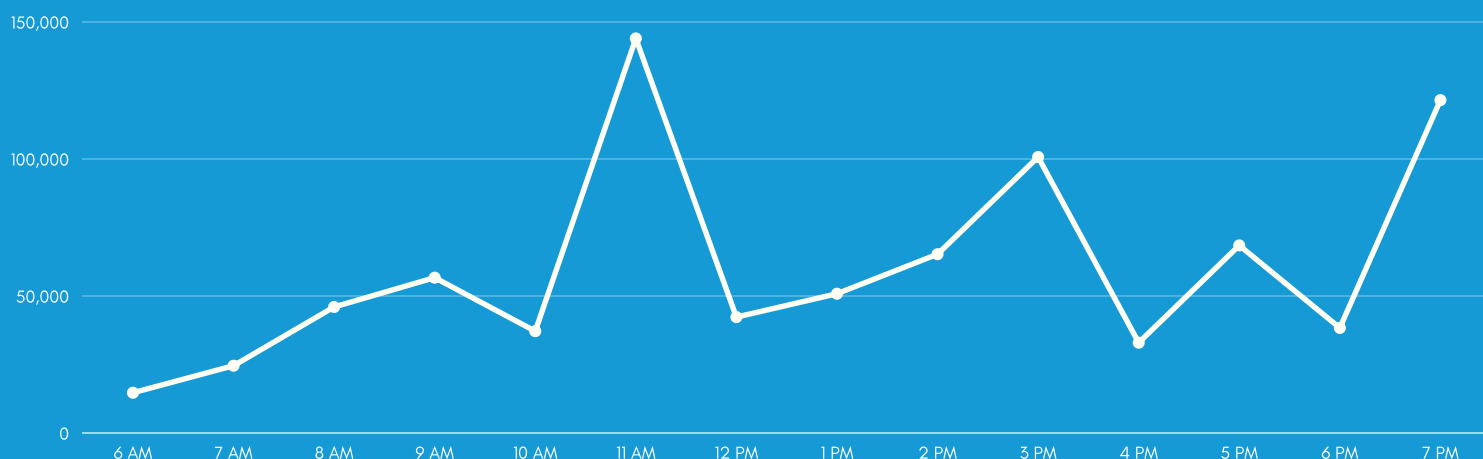
**during North State Giving Tuesday!**



# FAST FACTS



- \$191,013 raised through early giving
- 71% of all gifts were \$100 or less
- The average gift was \$128
- Donations came from donors in 43 states
- 2,261 first-time donors participated
- On average, a donor gave to two organizations per transaction
- 186 nonprofits participated this year
- EVERY single participating nonprofit received donations
- Each organization raised an average of \$5,500
- Organizations had an average of 15 donors



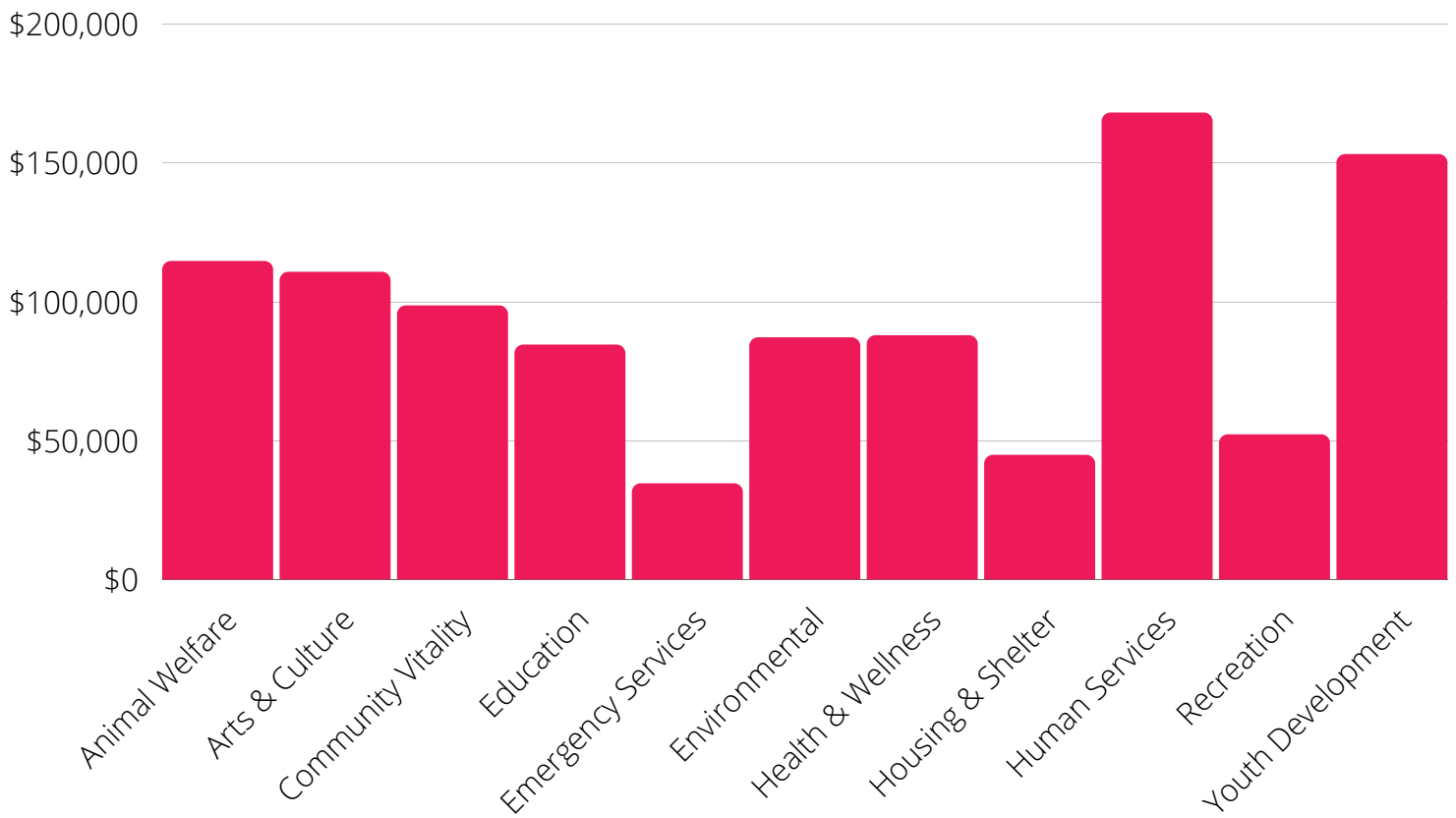
*Donations received per hour*



*new this year*

For the first time, donors could pledge volunteer hours to their favorite nonprofit while making a gift. A whopping 17,519 volunteer hours were pledged! When amplified with the volunteer hourly wage, this equates to \$524,695 in added financial impact!

*Amount raised by category*



*"We had our best year ever and nearly doubled our previously-held high year record. It was a great Giving Tuesday all around!"*

**Jennifer Finnegan**  
**Lassen Park Foundation**



# HEARTFELT STORIES

*When COVID-19 impacted our community, the library had to reimagine how to best engage with our community and provide the critical resources needed. Finding new, safe ways to create programming for youth and families was among our top priorities.*

*North State Giving Tuesday has been instrumental in helping our library create these new, safe and engaging programs for youth and families throughout our county. With funds raised during this event, we can continue to provide entertaining and enriching drive-in and drive-thru programs where families can experience something new and have fun together. Programming ideas we're exploring include: drive-in Nintendo Switch Family Game Night, drive-thru Story Time, drive-in concerts with local musicians and entertainers, skateboard demonstration, Get-Fit Bicycle Safety and Obstacle Course, Storywalk Community Presentations, and Family Art Day.*

**Todd Deck**

**Friends of the Tehama County Library**





# HEARTFELT STORIES

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*Our work has been impacted in so many ways due to the COVID-19 pandemic. In March, when the crisis initially unfolded, we quickly rose to the occasion by providing emergency childcare for children of first responders and other essential workers. We served 115 families – each grateful for a safe space for their children.*

*Our operational and staffing costs have experienced a major increase as current precautions against COVID-19 require more space, increased safety protocols, additional cleaning, and more staffing per group in the childcare setting. Donations we received from North State Giving Tuesday are of huge importance this year as they are helping us mitigate these costs. Additionally, we are seeing an increased demand for affordable childcare for working parents across the community as well as learning assistance for those students who are distance learning or needing additional support.*

*Every dollar counts and North State Giving Tuesday has proven to be a game-changer for us in addressing our needs.*

**Robin Fator**  
**Shasta Family YMCA**



# ABOUT US

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Through its initiative to increase philanthropy in the North State, the Community Foundation coordinates North State Giving Tuesday, a program that benefits hundreds of nonprofits in the region.

The Community Foundation of the North State seeks to fortify the nonprofit sector, grow the impact of local organizations in the region, and ensure donors can give with confidence to the causes they love.



North State Giving Tuesday was made possible thanks to the support of so many in the North State region. We're especially grateful to Merchants Bank of Commerce for its presenting sponsorship and the critical infrastructure support this gift provided.

**Community Foundation of the North State**

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