

North State Giving Tuesday

Community Impact Report



2022

A Note of Thanks

Fall in the North State is always marked by many things - the changing of the leaves, the cooler temps, and the heightened generosity that takes center stage during North State Giving Tuesday.

Now in its 9th year, Giving Tuesday has been able to consistently offer a platform for nonprofits in Shasta, Siskiyou, and Tehama counties to connect with donors. Mostly conducted online through social media messaging, philanthropic folk can learn more about the almost 200 organizations that are working to improve our communities.

This past year, more nonprofits participated than ever before. And, donors on average gave to more organizations than ever before. Despite a climate of economic uncertainty, the spirit of philanthropy remained strong.

A special thank you to our presenting sponsor Columbia Bank. Thanks to the amazing support of our partners, prize incentives throughout the day kept the momentum going. We are grateful for the support of these businesses as well as our community. Thank you for another truly Giving Tuesday.



Thank you to our sponsors!



Total Raised

\$1.13 million



Amount raised in Early Giving

\$135,000



Average gifts per donor

6



Participating nonprofits

191



Average Donation

\$158



Unique Donors

2,513



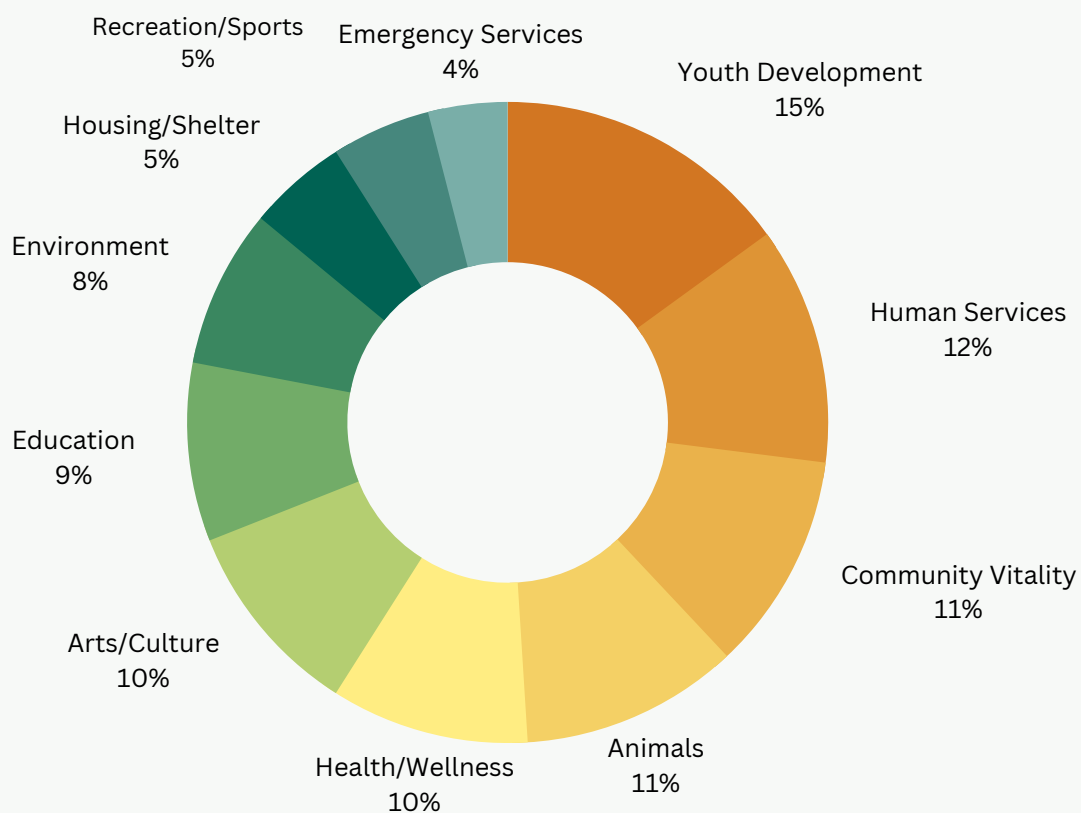
First-time donors

1,254



States represented

42



Amount raised by category

Impact Stories: Exodus Farms

Exodus Farms utilized a strong network of donors and a robust social media presence to earn the top slot for Giving Tuesday donations at **\$55,997**. Showcasing a combination of direct-impact stories and behind-the-scenes content in the lead up to November 30th, things really paid off for this therapeutic horse sanctuary that serves over 160 Shasta County youth.

"We have and always will offer healing and hope to emotionally traumatized children in our community completely free of charge," said Exodus Farms Executive Director Ginger Salido. "Because of Giving Tuesday, we are able to do that year after year, raising half of our operating budget almost every year! As was so eloquently said, our supporters don't make donations....they make a difference!"



Impact Stories: Mt. Shasta Museum

Mt. Shasta Sisson Museum got very close to their fundraising goal of \$50,000, netting **\$49,132** in donations on Giving Tuesday. Over 100 donors supported the museum's initiatives.

"Giving Tuesday has become one of our major fundraising events," said Jean Nels, Mt. Shasta Museum Executive Director. "We appreciate the event coordination and the fundraising success that we have experienced."



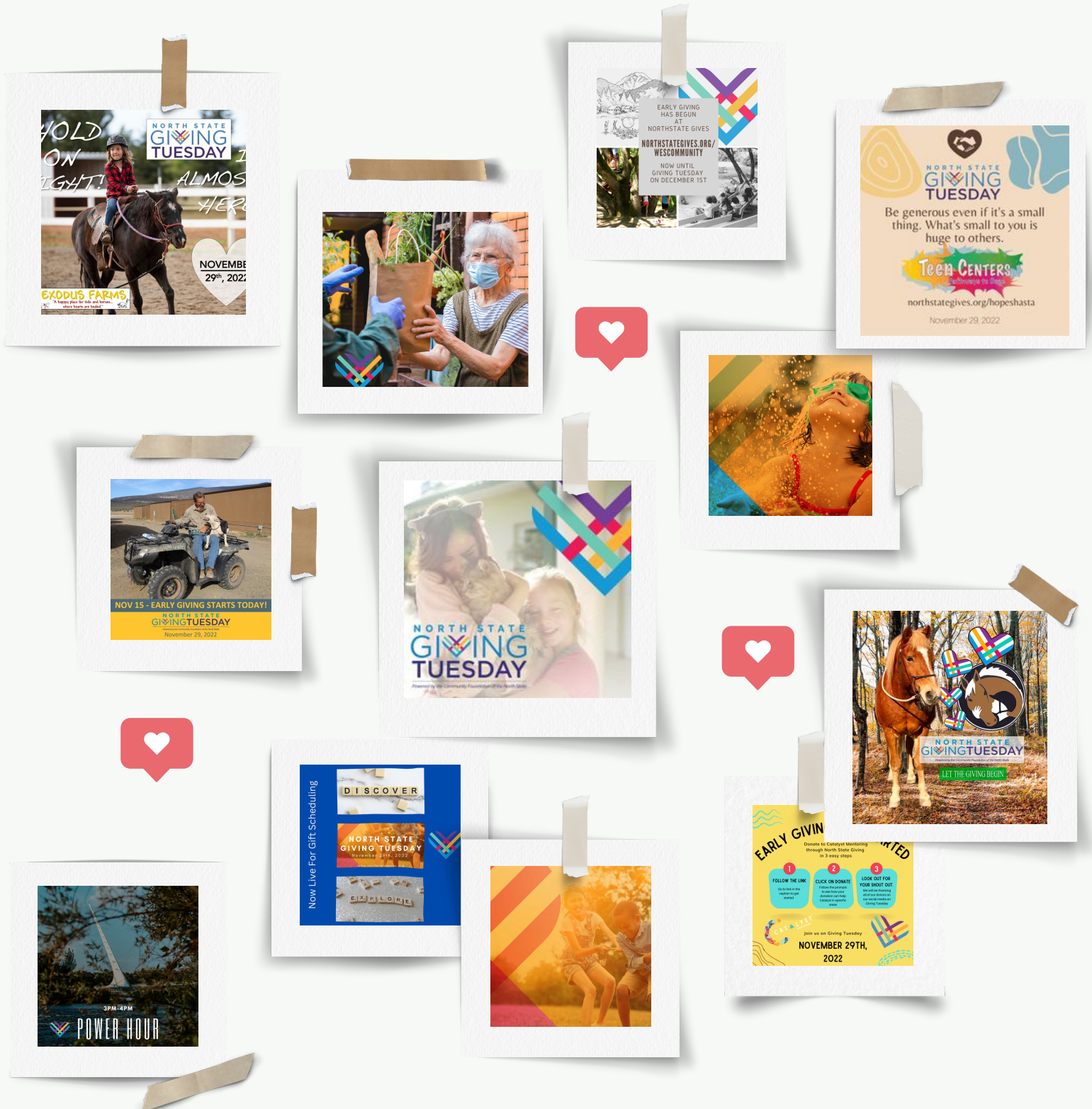
Impact Stories: WES Community

As part of their Grow Back Stronger campaign, the Whiskeytown Environment School Community has been busy fundraising for rebuilding efforts after the devastation of the Carr Fire. This Giving Tuesday, WES Community made the most of peer-to-peer fundraising strategy by implementing the "Bunkbed Challenge." Through the challenge, WES garnered **\$6,496** toward new bunkbeds for the camp, and a total of **\$25,695** in overall donations.

"We had so much fun on Giving Tuesday that we just want to jump on a bunkbed!" said Kathy Hill, WES Community Board Member. "In fact, the North State community rallied together and funded 43 bunkbeds that will be needed when WES cabins are rebuilt."



Spreading the Message: Giving Tuesday on Social Media



About Us



The Community Foundation of the North State works 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.



Powered by the Community Foundation of the North State

The Community Foundation coordinates North State Giving Tuesday, which provides a powerful fundraising opportunity for hundreds of local nonprofits.

Contact

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