

GIVE LOCAL Piedmont™

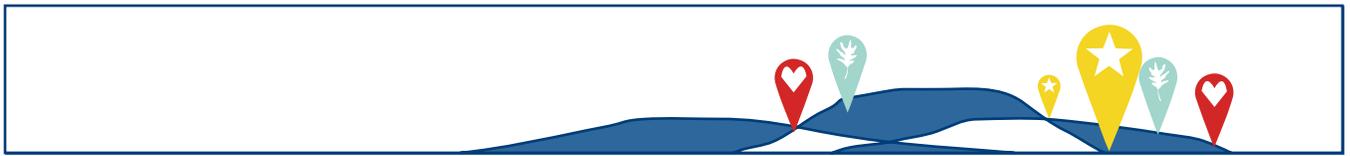
MAY	1	TUESDAY
2018		



TABLE OF CONTENTS

What Happened on May 1 st	3
Methodology	4
Giving Statistics	5
Youth Philanthropy	6
Gratitude	7





WHAT HAPPENED ON MAY 1ST

At 12:00 am, Tuesday, May 1, 2018, The Northern Piedmont Community Foundation launched 24 hours of giving for the 5th year in a row. Give Local Piedmont stems from an idea, on a national level, to create a day of giving that is managed through community foundations. Give Local America, is a nationwide initiative aimed at strengthening local communities by providing critical funding for and celebrating the work of community partners.

The popularity of social media has created a meaningful platform for both cause awareness and online giving. The data on the more than 100 community foundations that participate in this May event, further prove that this one day has long lasting benefits to our Community Foundation and to the local nonprofits who participate. As for our donors, Give Local Piedmont has the effect of democratizing giving. National data informs us that those of lesser financial means and those who typically do not give, are encouraged to donate through an increase in awareness and enthusiasm around local causes. Give Local Piedmont positions the Northern Piedmont Community Foundation as the hub of this remarkable day.

As the hub, it is the Northern Piedmont Community Foundation's role to facilitate an orientation, a signed commitment and a written profile of participating nonprofits for the Give Local Piedmont website. Northern Piedmont Community Foundation researches and vets each participating nonprofit and we offer marketing tools to all our participants to amplify the message. We are there to provide resources for spreading the word through the use of social media training, engaging the nonprofit board and sounding the trumpet to community partners. The training methodology employed in this one day of giving is useful in all areas of giving at any time of year for our nonprofit partners. If ever there was a win-win strategy, Give Local Piedmont and Northern Piedmont Community Foundation's active participation prove that technology, in concert with thorough preparation, can indeed be used as a driver for good all year long.

Our summary represents information obtained from multiple sources including:

1. **Quantitative Metrics** – Civicore online giving and credit card portal information—specifics on who donated, where they came from, how many times and to whom they donated and the number of donors who elected to cover associated use of credit and debit card fees. Every nonprofit receives this report.
2. **Qualitative Analysis** – Participating nonprofits’ survey through the online program, Survey Monkey, donor comments, internet research on giving day strategy and results, and pre and post event discussions with local nonprofit leaders. We also employed our own summaries of each of the prior four years.



GIVE LOCAL PIEDMONT STATISTICS

We have chosen to compare year one data (2014) with the data from 2018.



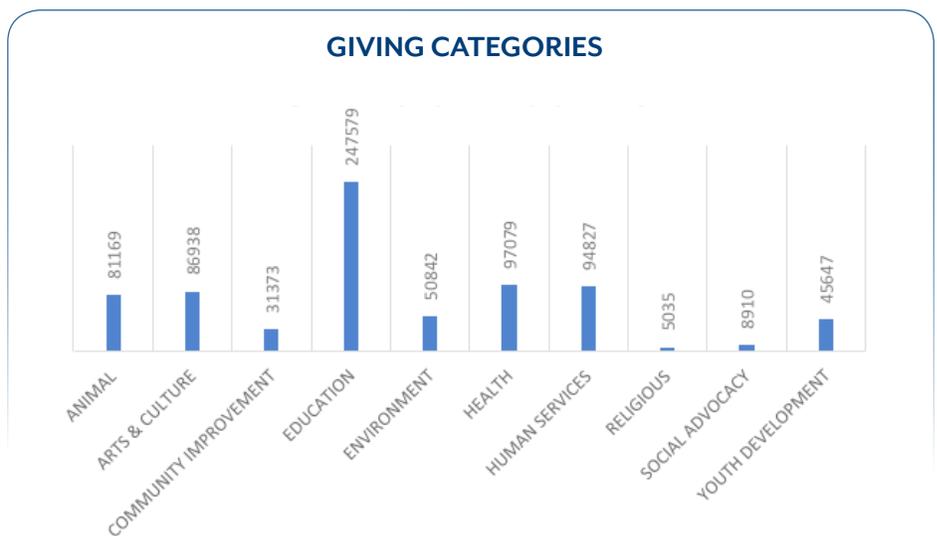
DOLLARS RAISED	2014	2018
Donations	\$545,069	\$669,858
PATH Foundation Match	100,000	100,000
Prizes from our Sponsors	30,000	30,000
Youth Philanthropy Gift		32,050
Total Raised	675,069	831,908

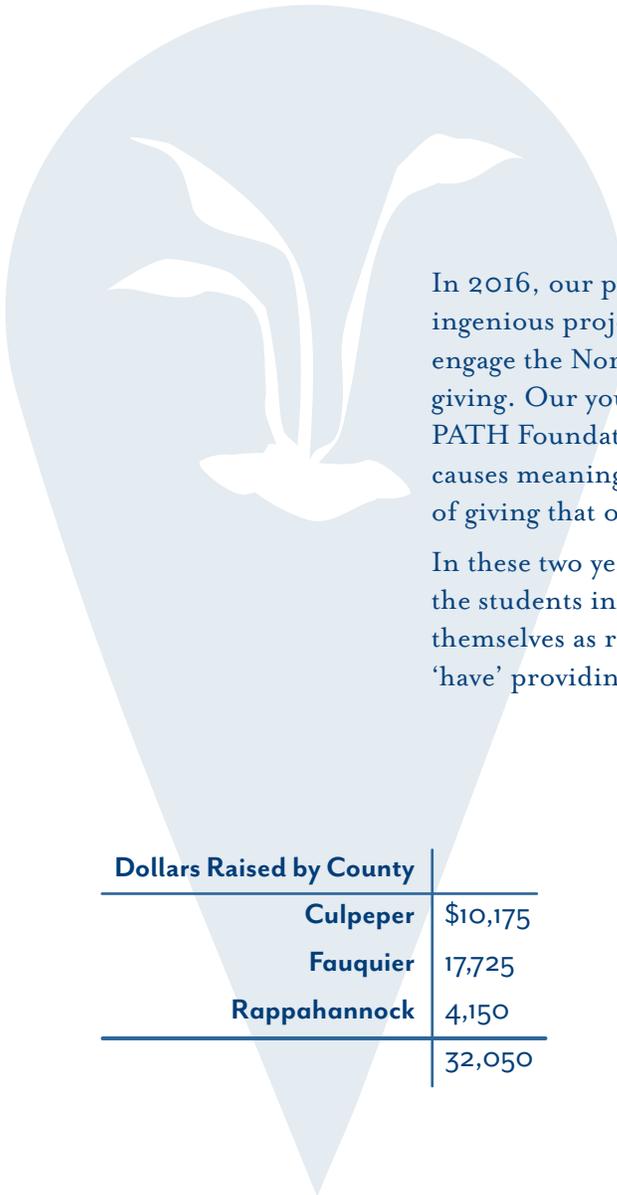


DONORS	2014	2018
Number of Donations	3,473	5,503
New Donors	700	1,235
Gifts \$50 and under	62%	53%



DOLLARS RAISED BY COUNTY	2014	2018
Culpeper	\$88,401	\$119,400
Fauquier	198,924	413,157
Madison	17,751	34,240
Rappahannock	82,779	265,110



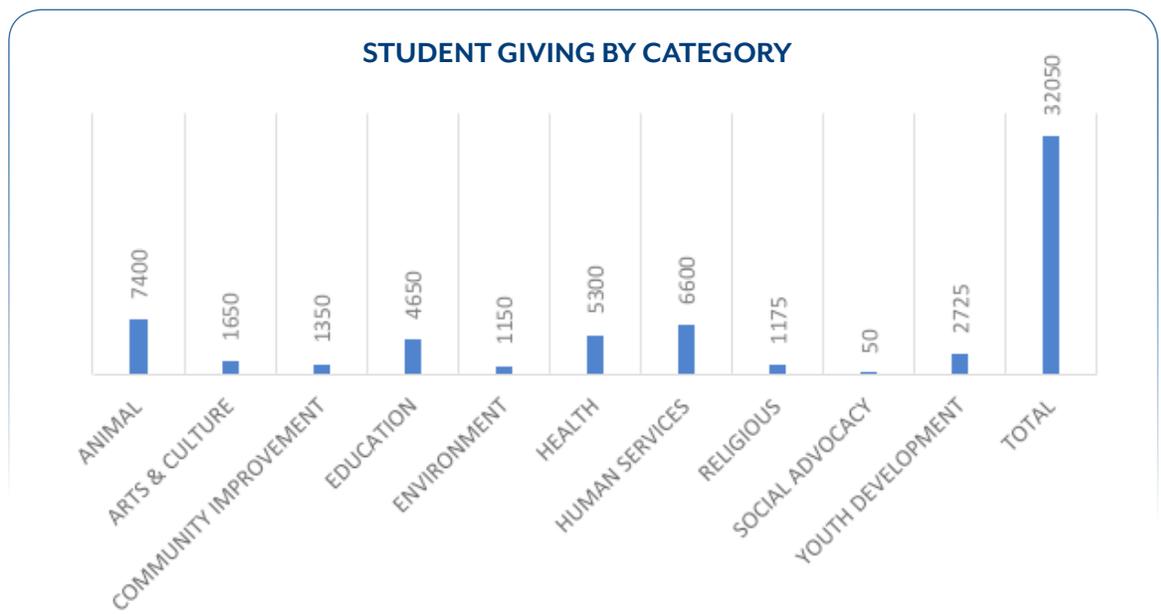


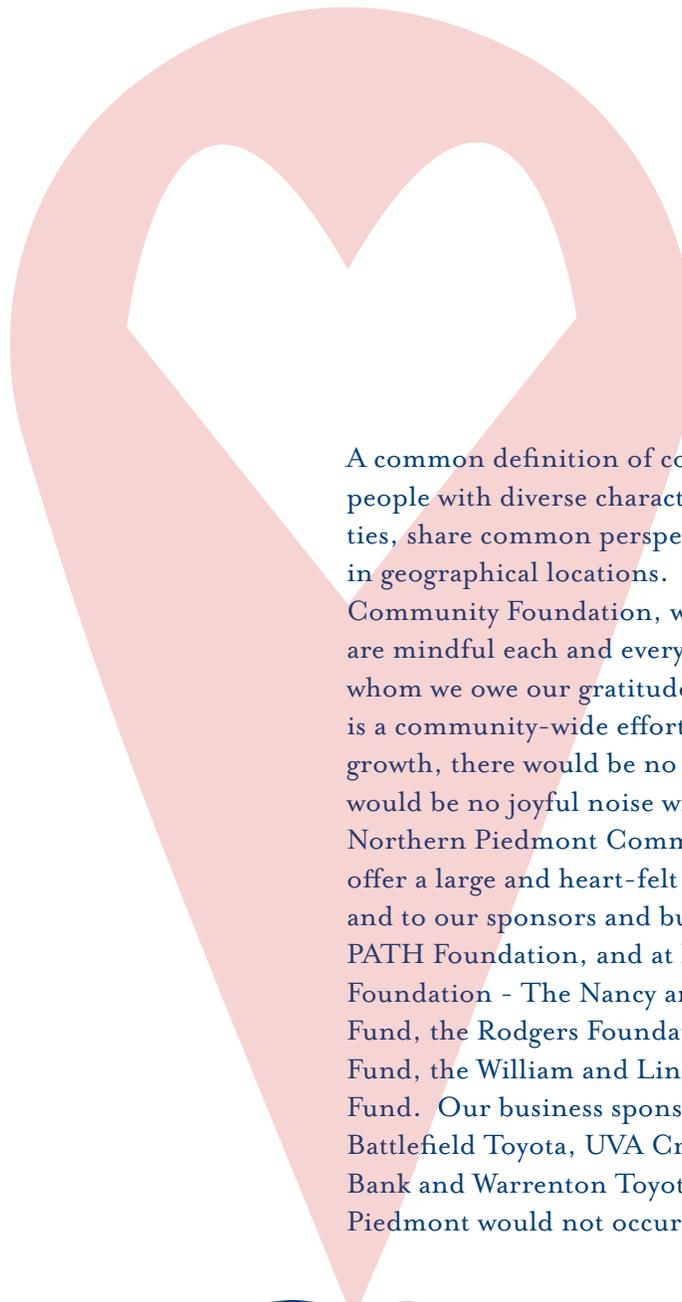
In 2016, our partner, the PATH Foundation, initiated an ingenious project targeting student philanthropy. The idea is to engage the Northern Piedmont’s high school seniors in active giving. Our youth give of their time in service projects. The PATH Foundation made it possible for them to give dollars to causes meaningful to them. The chart represents the categories of giving that our local seniors chose.

In these two years of student giving, it has been remarked that the students in classes awarding grants to local nonprofits see themselves as reciprocal partners with others, not as those who ‘have’ providing for those who ‘have not.’

Dollars Raised by County	
Culpeper	\$10,175
Fauquier	17,725
Rappahannock	4,150
	32,050

TOP 3 CATEGORIES	
Youth Giving	GLP Giving
Animal	Education
Human Services	Health
Health	Human Services





GRATITUDE

A common definition of community reads as a group of people with diverse characteristics who are linked by social ties, share common perspectives, and engage in joint action in geographical locations. Here at the Northern Piedmont Community Foundation, we practice that definition and we are mindful each and every day of our community partners to whom we owe our gratitude and thanks. Give Local Piedmont is a community-wide effort. There would be no continued growth, there would be no region-wide support and there would be no joyful noise without our diverse range of partners. Northern Piedmont Community Foundation board and staff offer a large and heart-felt thank you to the PATH Foundation and to our sponsors and business partners. Thank you to the PATH Foundation, and at Northern Piedmont Community Foundation - The Nancy and Michael Baudhuin Foundation Fund, the Rodgers Foundation Fund, the Doeller Foundation Fund, the William and Linda Dietel Fund and the Red Oak Fund. Our business sponsors are Union Bank and Trust, Battlefield Toyota, UVA Credit Union, Oak View National Bank and Warrenton Toyota. Without this support, Give Local Piedmont would not occur.