1. Organizational Overview

Years Participated

- 5+ Years: 27%
- 4 Years: 13%
- 3 Years: 23%
- 2 Years: 17%
- First Year: 19%

Budget Size

- Small (Expenses < $60K): 30%
- Medium (Expenses $60-$500K): 36%
- Large (Expenses > $500K): 34%

2. Outcomes

Fundraising Goals

- We did not raise as much as we intended to: 29%
- We raised just about what we expected to: 40%
- We far exceeded our goal: 21%

3. Fund Allocation

How nonprofit organizations planned to allocate funds raised during the 2020 Giving Challenge

3. Nonprofit Partnerships

Of the 371 responses, 12% reported partnering with one or more other nonprofit organizations during the 2020 Giving Challenge. Partners commented that the greatest benefits of the partnership included: sharing different strengths, challenging each other, expanding reach through combined networks, and cementing a relationship that will last into the future.

4. Collaboration

Nonprofit Partnerships

Business Partnerships

Of the 371 responses, 6% reported partnering with a business during the 2020 Giving Challenge. Partners consistently reported that the business partners primarily assisted with marketing and creative materials, given that the COVID-19 pandemic prevented utilizing event space/catering.

60% Nonprofits reported that their fundraising goal included matches.

82% Nonprofits reported setting a fundraising goal.

How nonprot organizations planned to allocate funds raised during the 2020 Giving Challenge