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- San Bernardino County Transportation Commission   ■ San Bernardino County Transportation Authority
  - San Bernardino County Congestion Management Agency   ■ Service Authority for Freeway Emergencies
- 

## Supplemental Material for Agenda Item No. 27

### **Board of Directors Meeting**

**October 7, 2015**  
**10:15 a.m.**

**Location:**  
**SANBAG**

*First Floor Lobby*  
Santa Fe Depot, 1170 W. 3<sup>rd</sup> Street  
San Bernardino, CA

### **DISCUSSION CALENDAR**

#### **Council of Governments**

**27. Give BIG San Bernardino County Campaign**

Receive and file the information. **Duane Baker**

*The San Bernardino County Give BIG Campaign PowerPoint presentation is being provided for your information.*



Organized by:



Giving Tuesday follows  
*Black Friday, Shop Local Saturday*  
and *Cyber Monday*. Giving  
Tuesday is a global day dedicated  
to giving back.

**24-Hours of Giving Benefiting  
San Bernardino County Nonprofits**



**Giving Day Overview: *What is Give BIG, how does it work and how will it benefit my nonprofit?***



**What is a giving day?**

**Giving days are powerful 24-hour online fundraising competitions that unite communities around causes. They utilize all forms of media to get the word out. Giving days bring in more donors using an easy online platform.**



## How do giving days work?

**Giving days are powerful 24-hour online fundraising competitions that unite communities around causes. They utilize all forms of media to get the word out. Giving days bring in more donors using an easy online platform.**



## How do giving days work?

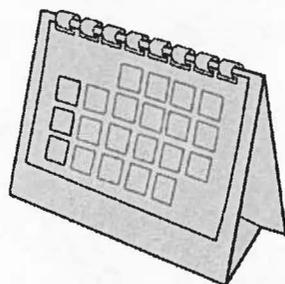
**Nonprofit groups register to participate in the Give BIG San Bernardino County campaign to become eligible for prizes (highest \$ raised, and most unique donors).**





### **How do giving days work?**

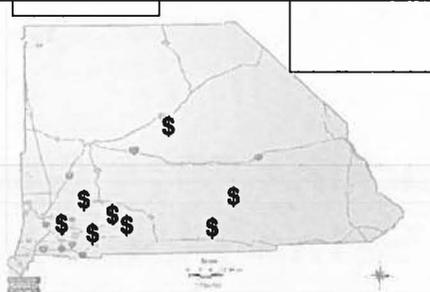
**Spread the word. The Give BIG San Bernardino County campaign training session will equip you with the tools and skills to promote your event and reach supporters on social media, email, events and more.**



### **How do giving days work?**

**The Giving Day (month). For 24 hours, donors can give to participating fundraisers on your nonprofit campaign profile page. Donors can schedule donations beginning on November 1<sup>st</sup>.**





### How do giving days work?

**Funds disbursed. After the Giving Day, the Razoo Foundation disburses funds to participating nonprofits, helping them continue to serve their community. The nonprofit (only) receives donor contact information to cultivate the relationship. Prize money is distributed from the Community Foundation.**



### What are the important dates?

**Registration: Early bird (\$100) deadline-10/15, Regular (\$125)-11/1, Late (\$150) final deadline 11/17**

**To register: [www.givebigsbcounty.org](http://www.givebigsbcounty.org)**

**Training sessions: SEE [www.academygo.com](http://www.academygo.com)**

**Regional meetings: SEE [www.academygo.com](http://www.academygo.com)**



## How did the 2014 Give BIG San Bernardino County Campaign go?



### Give BIG San Bernardino County 2014 Goals

- 1 \$50,000 in sponsorship raised for prizes for nonprofits
- 2 Involvement of 150 nonprofit organizations
- 3 \$300,000 raised from donors

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## The BIG Picture

Give BIG. Be GREAT.  
[www.giveBIGsbcounty.org](http://www.giveBIGsbcounty.org)



**\*Includes \$44,100 in sponsorship contributions**



## By the Numbers

Give BIG. Be GREAT.  
[www.giveBIGsbcounty.org](http://www.giveBIGsbcounty.org)

- **261 nonprofits participated.**
- **Approximately \$504,000 donated to nonprofits.**
- **Campaign distributed \$44,000 in prize money.**
- **With the additional \$2,500 donated by Supervisors Gonzales and Ramos, the approximate total “hard” dollars brought in by the campaign was \$550,000.**



### Top 10 Most Unique Donors

Organization	# Unique Donors	Prize Money Awarded
Lighthouse Project	222	\$6,000
Big Bear Valley AAUW - Tech Trek Program	150	\$5,000
Big Bear Valley Educational Corporation	106	\$4,000
El Sol Neighborhood Educational Center	102	\$3,000
Academy for Grassroots Organizations	71	\$2,000
Child Advocates of San Bernardino County	69	\$1,300
Animals Are First Fund	64	\$1,000
Boys and Girls Club of Fontana	54	\$800
Family Service Association of Redlands	52	\$600
Unforgettables Foundation	51	\$500



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2015

### Top 5 Highest Dollars Raised

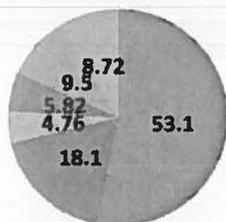
Organization	Dollars Raised	Prize Money Awarded
National Emergency Communications Organizations Network	\$252,605	\$3,500
Lighthouse Project	\$15,578	\$2,000
Kid' s World	\$7,560	\$900
Big Bear Valley Education Corporation	\$6,730	\$700
Unforgettables Foundation	\$6,315	\$600



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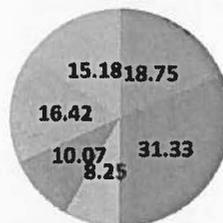
## Regional Breakdowns

Regional Donations with NECON



- Countywide Total
- East Valley
- High Desert
- Morongo
- Mountains
- West End

Regional Donations Minus NECON



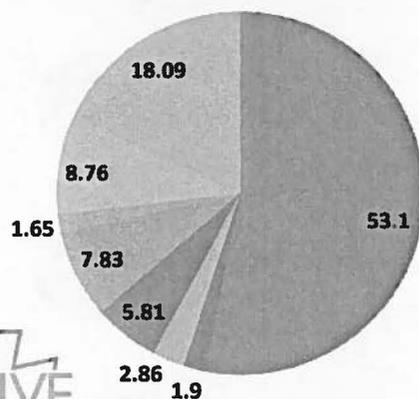
- Countywide
- East Valley
- High Desert
- Morongo
- Mountains
- West End



## Regional Breakdowns

Give BIG. Be GREAT.  
[www.giveBIGsbcounty.org](http://www.giveBIGsbcounty.org)

Sub-Regional Donations with NECON



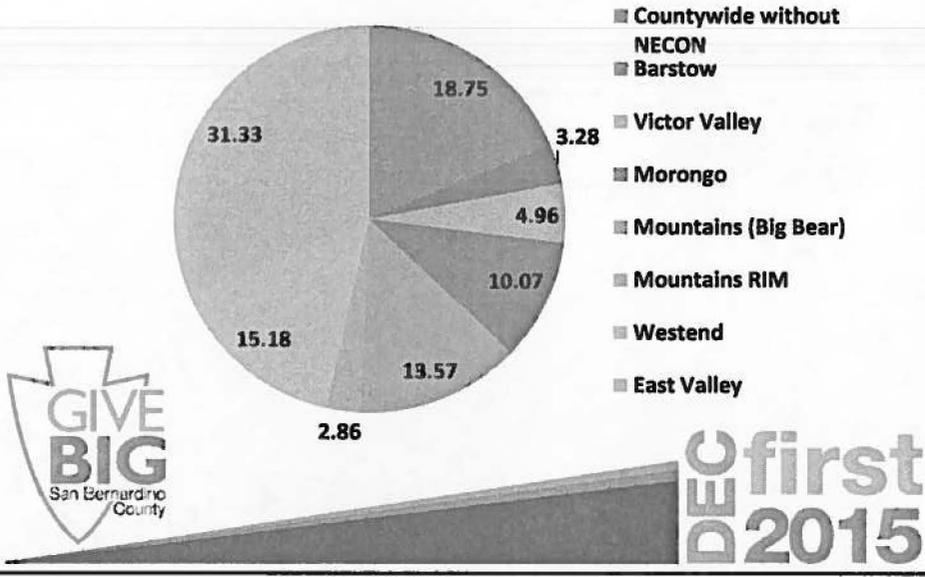
- Countywide with NECON
- Barstow
- Victor Valley
- Morongo
- Mountains (Big Bear)
- Mountains RIM
- West End
- East Valley



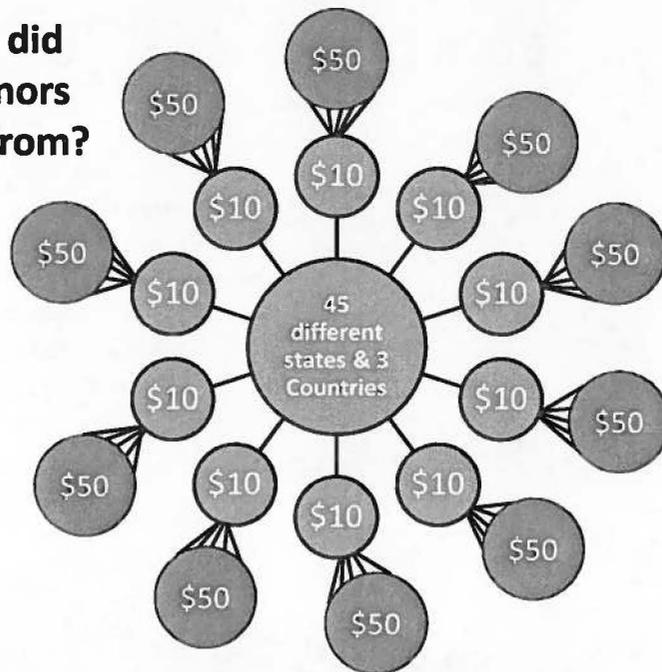
# Regional Breakdowns

Give BIG. Be GREAT.  
www.giveBIGsbcounty.org

## Sub-Regional Donations without NECON



## Where did the donors come from?



Give BIG. Be GREAT.  
www.giveBIGsbcounty.org

### Why is the nonprofit sector important?

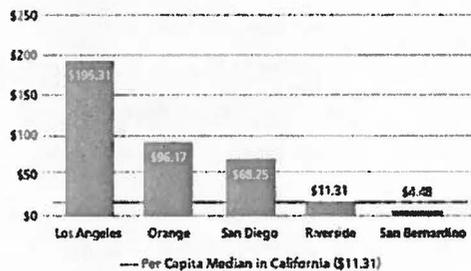
- A well-funded, stable nonprofit sector is integral to a healthy and stable community.
- The nonprofit sector is also a valuable contributor to the local economy, providing jobs, purchasing goods and services from a variety of local businesses, and contributing to local, state and federal taxes.



### Nonprofits in San Bernardino County

**San Bernardino County nonprofits have less funding available than comparison regions.**

Per Capita Contributions, Grants, and Gifts Paid  
County Comparison, 2011



Source: Analysis from The Urban Institute, National Center for Charitable Statistics, NCCS Core File (http://nces.urban.org/publications.php)

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## Size and Capacity of San Bernardino Nonprofits

- 35% of the nonprofits have revenues over \$50,000
- Over 5,000 nonprofits employ approximately 49,000 people (6% of the workforce)
- 54% having under \$100,000 annual operating budgets
- 71% have annual operating budgets of less than \$250,000
- Fewer than 4% of the nonprofits in San Bernardino County have annual operating budgets of \$5 million or more



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## What Works: Overall Campaign

- Substantial media campaign
- Municipality involvement
- Regional support from electeds
- Having a strong network with other nonprofits
- Use existing networks/support (Rotary, Kiwanis, etc.)
- Personal "asks"
- You cannot start too early
- Have fun....

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## We thank you for and ask you to...

- Engage and encourage nonprofits to participate.
- Sponsor the campaign! We can work with you on the creation of Golden Tickets, acknowledgement, etc.
- Host events.
- Promote the Give BIG San Bernardino County campaign.
- Donate to a nonprofit.
- Assist in leading the campaign at a regional leader.

Organized by:



## For more information, contact:

24 Hours of Giving Benefiting  
San Bernardino County Nonprofits

Program Coordinator

Andrea Mitchel

[andrea.givebigsb@gmail.com](mailto:andrea.givebigsb@gmail.com)

213 700-8640 (email or text message  
best)

The Community Foundation

Ariana Cervantes

[acervantes@thecommunityfoundation.net](mailto:acervantes@thecommunityfoundation.net)

951 251-7777

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