



# Community Report Kitsap Great Give

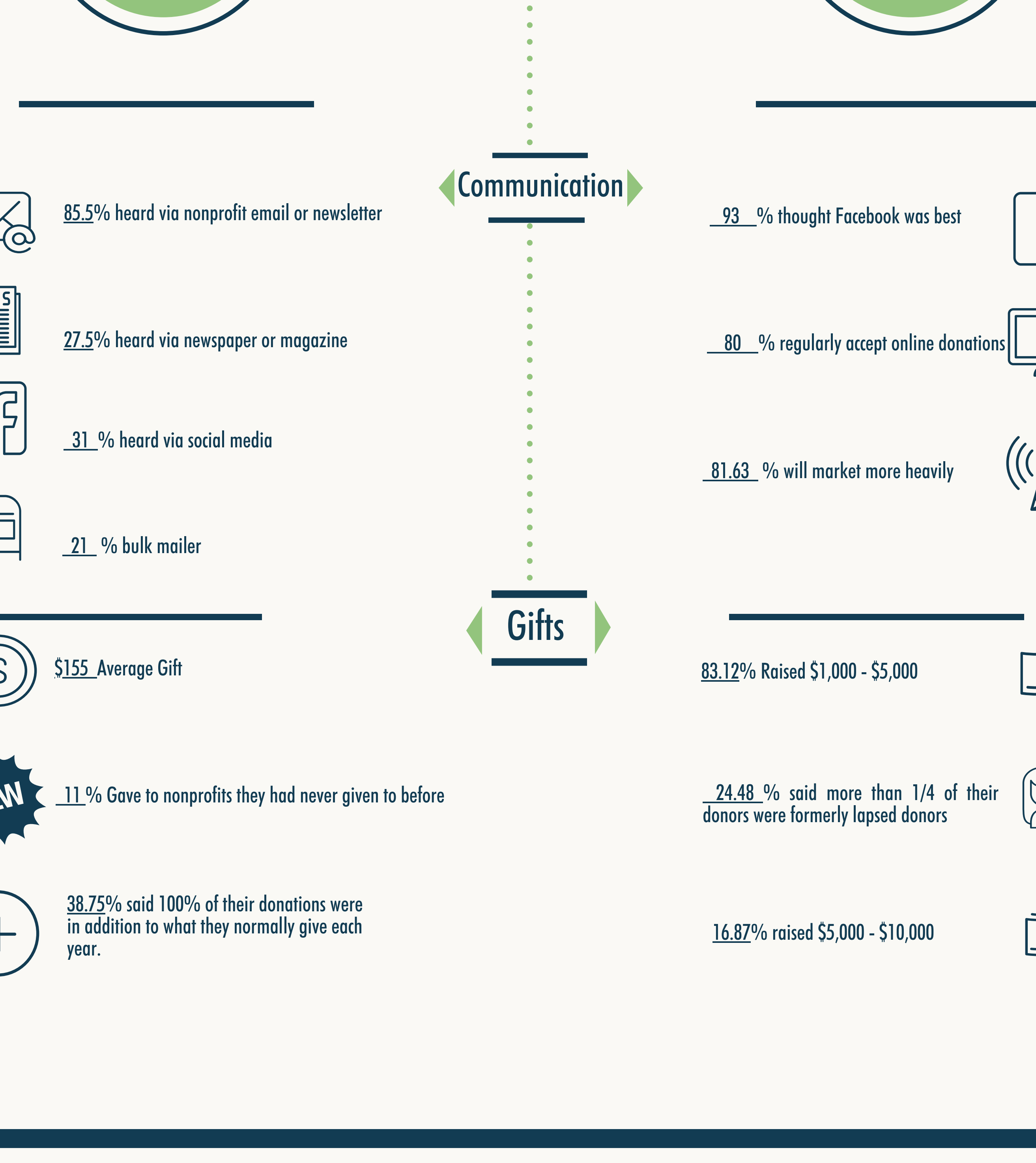
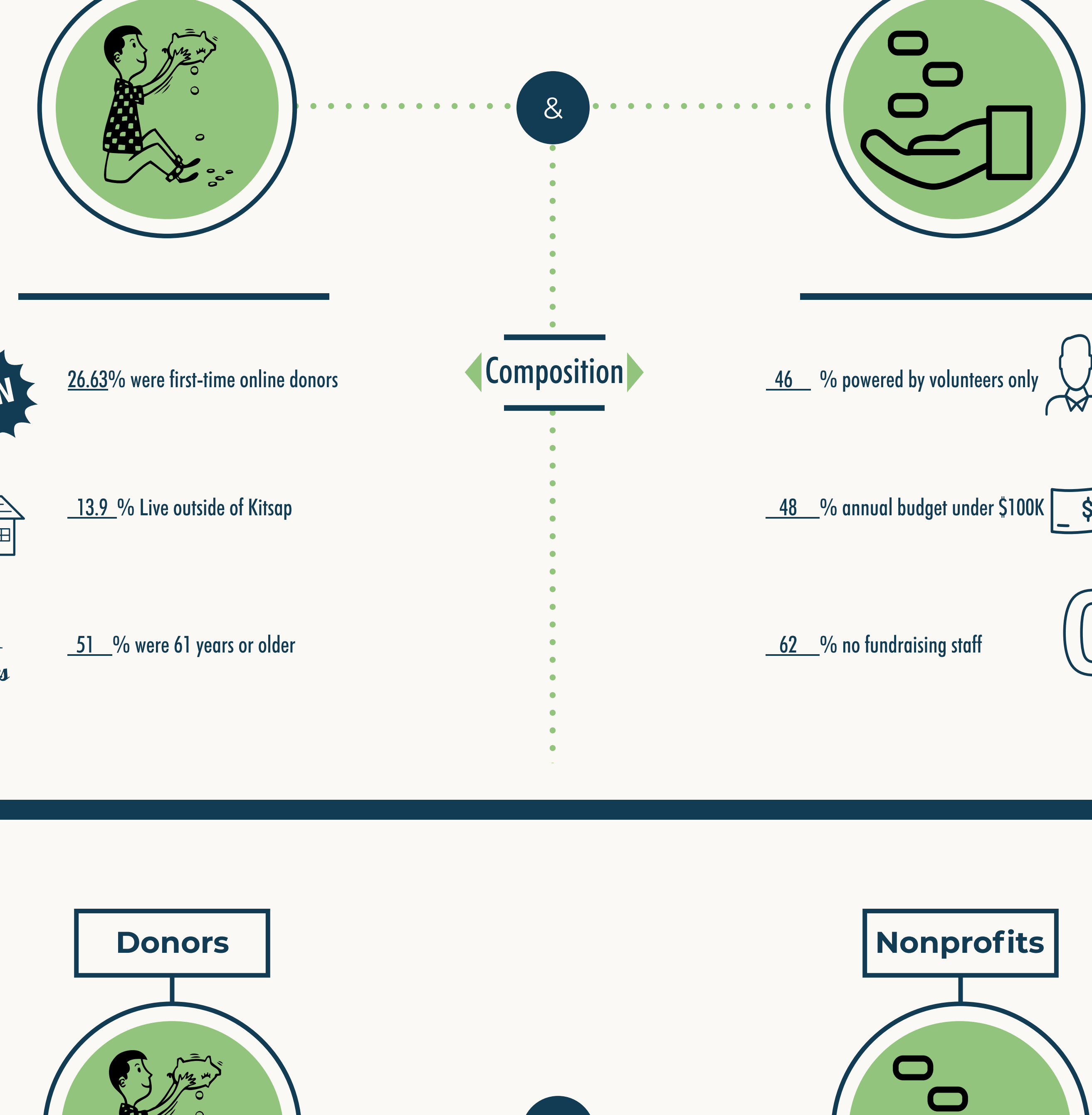
2018




## 01 SUMMARY

Since 2014, Kitsap Community Foundation, with presenting partner United Way of Kitsap County, has organized the Kitsap Peninsula's largest philanthropic day of the year - Kitsap Great Give. For five years, hundreds of nonprofits and thousands of community members have joined in celebration of local nonprofits and donated nearly \$5,000,000 to local nonprofits.







## 02 Participation

Kitsap Community Foundation raises the Profile of the Kitsap Great Give and drives the major marketing and communications efforts, but we also work hard to help nonprofits be successful at the event. Here is more about what we do and the nonprofits that choose to participate.

### Tools We Provide

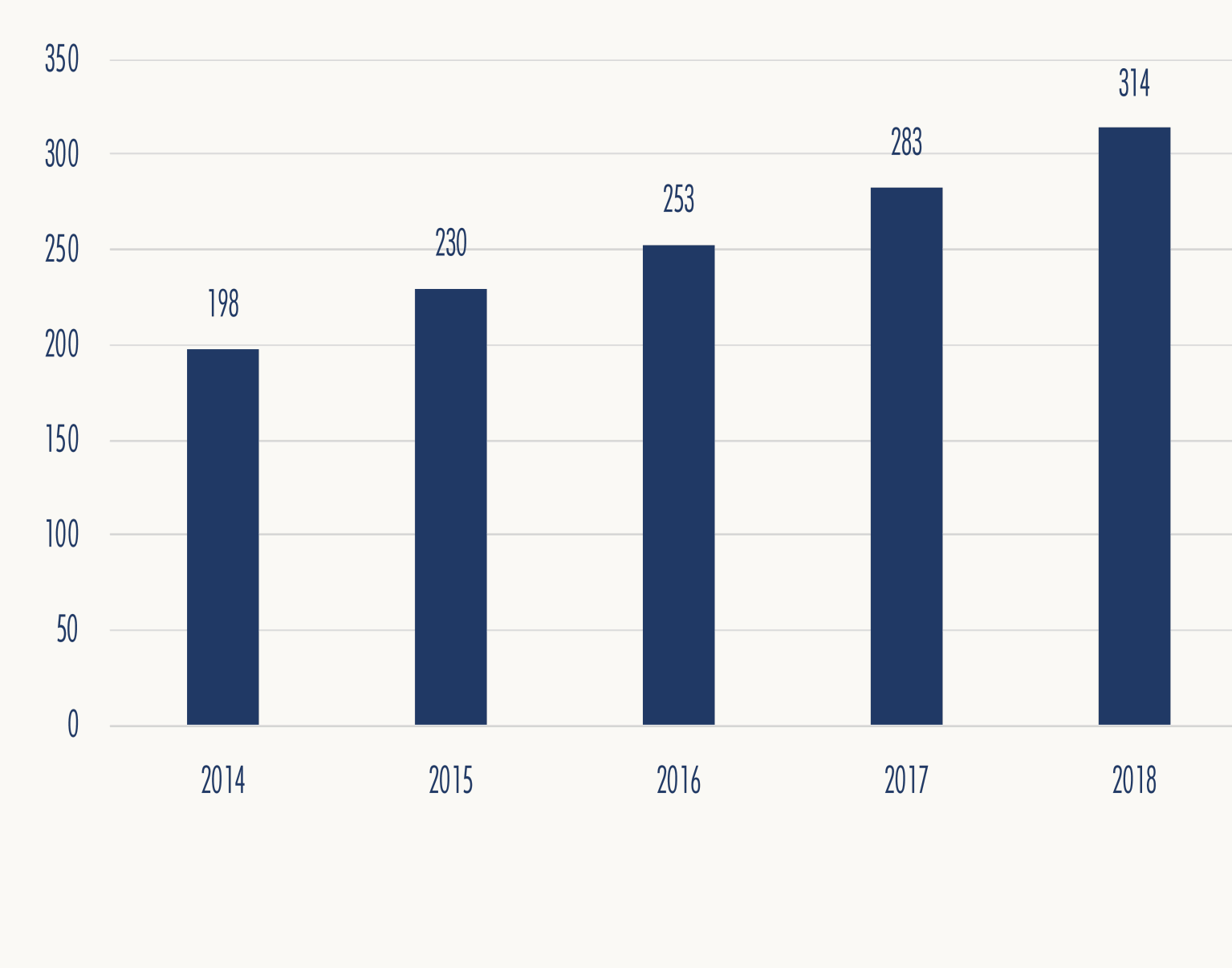
- A series of online tutorials and trainings covering every aspect of participation from registration to planning to follow-up. Workbooks, guidebooks, a complete suite of branded marketing materials, one kit ready to print, the other with space for nonprofits to add their logo. We provide responsive nonprofit support and weekly emails with tips, tricks, reminders, instructions, and directions for how to proceed every step of the way.
- A technology platform fully capable of managing high-volume donations via KitsapGreatGive.org that offers nonprofits individual profile pages and real-time donor data.
- County-wide marketing and promotions including full page ads in all local papers, targeted web ads, multi-week ad campaigns culminating in a 36 page insert listing and describing each participating nonprofit and numerous informational articles. A 1.5 hour live television special during the Kitsap Great Give, multiple PSA airings on local television stations for the month leading up to the Kitsap Great Give, an active web campaign, ads on local buses and ferries, and a bulk mailer capable of being returned with donations to eighty-nine thousand households in Kitsap.
- Prizes totaling \$11,500 in cash and services given to nonprofits throughout the giving day to maintain momentum of donations.

### Participating Nonprofits

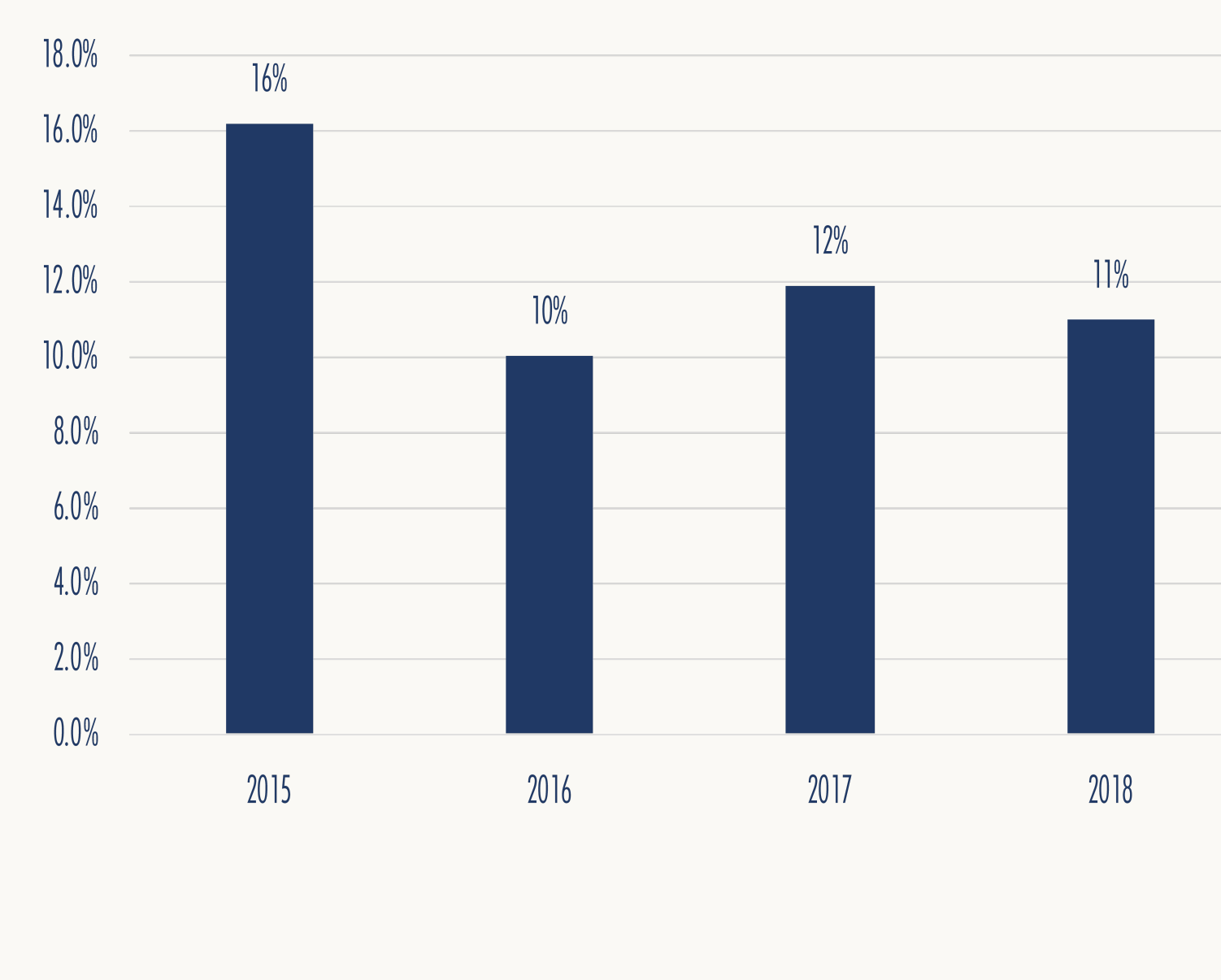
By Category


- Arts & Culture (37)
- Animal (12)
- Basic Needs (21)
- Community Improvement (30)
- Education (58)
- Environment (15)
- Health (23)
- Human Services (71)
- Youth Development (47)

Number of Participating Nonprofits



Nonprofit Participation Percentage Increase





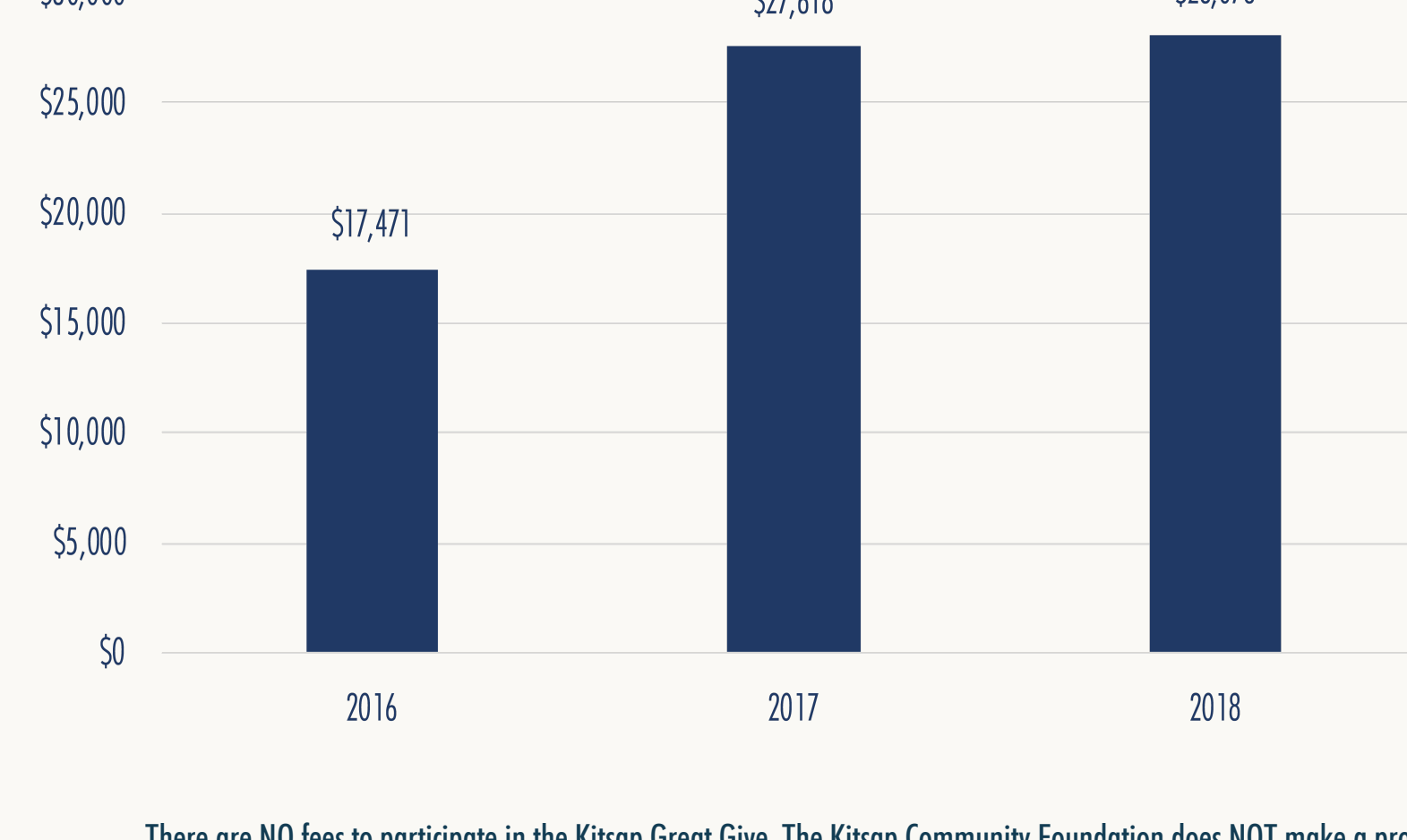
## 03 Key Outcomes

2018 was a wonderful year for the Kitsap Great Give, even without some major gifts that came in during the previous year, and with a date change, we managed to stay very close to previous years' donation amounts and have record numbers of nonprofits and donors.

#### Donation Breakdown

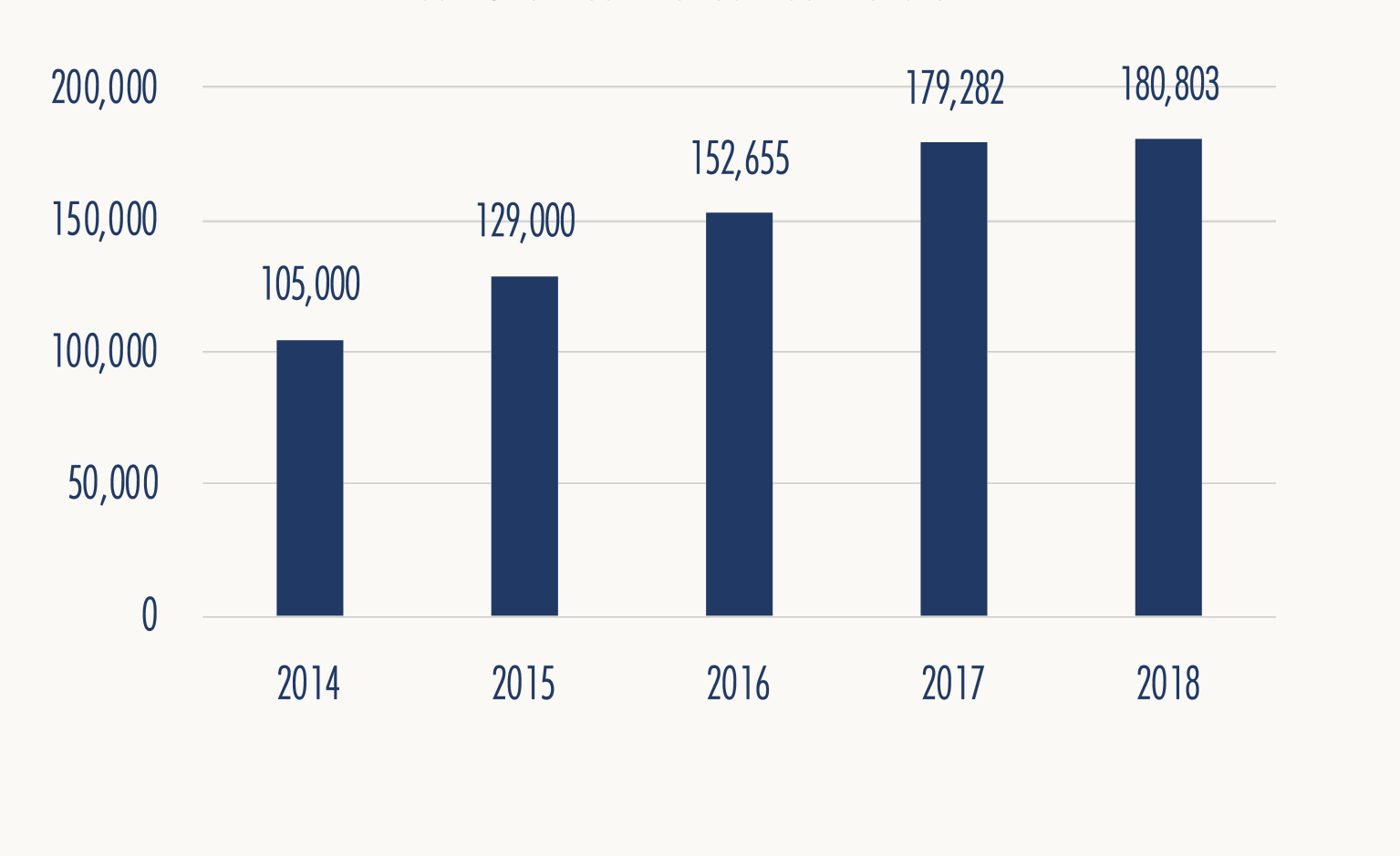
- Donations: \$1,455,764
- Matching Pool: \$180,802
- Total Final Match Percentage: 12.7%
- Offline Donations (including mailer): \$207,527
- Mailer Donations: \$60,298
- Online Donations: \$978,645
- Gifts <\$50: 2,529
- Unique Donors: 3,947
- Amount Given Through Early Giving: \$207,515
- Amount Given Through Fundraiser Pages: \$6,428

#### Donor-Covered Fees\*

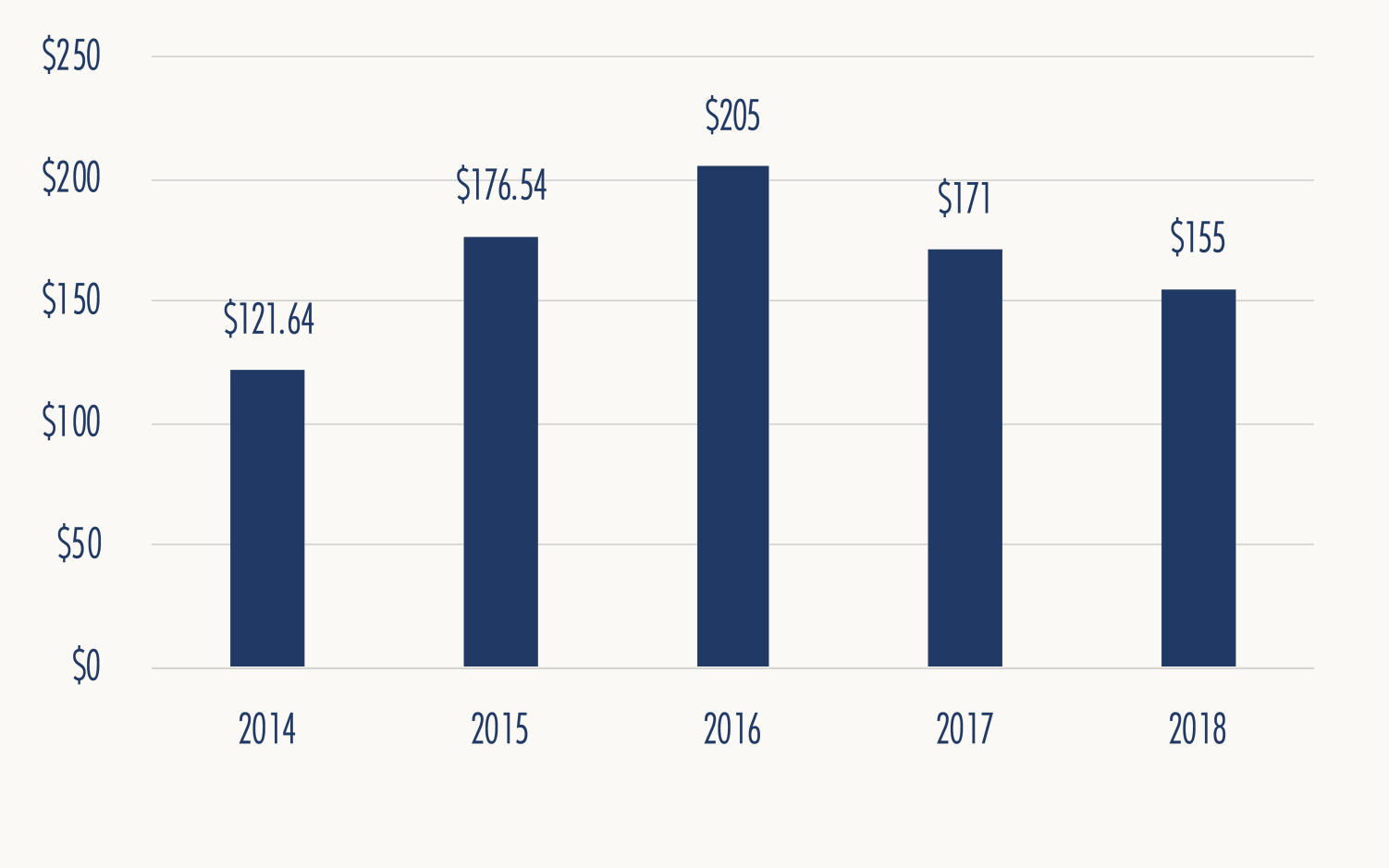


There are NO fees to participate in the Kitsap Great Give. The Kitsap Community Foundation does NOT make a profit from the event. The fees referenced are credit card processing and platform fees combined.

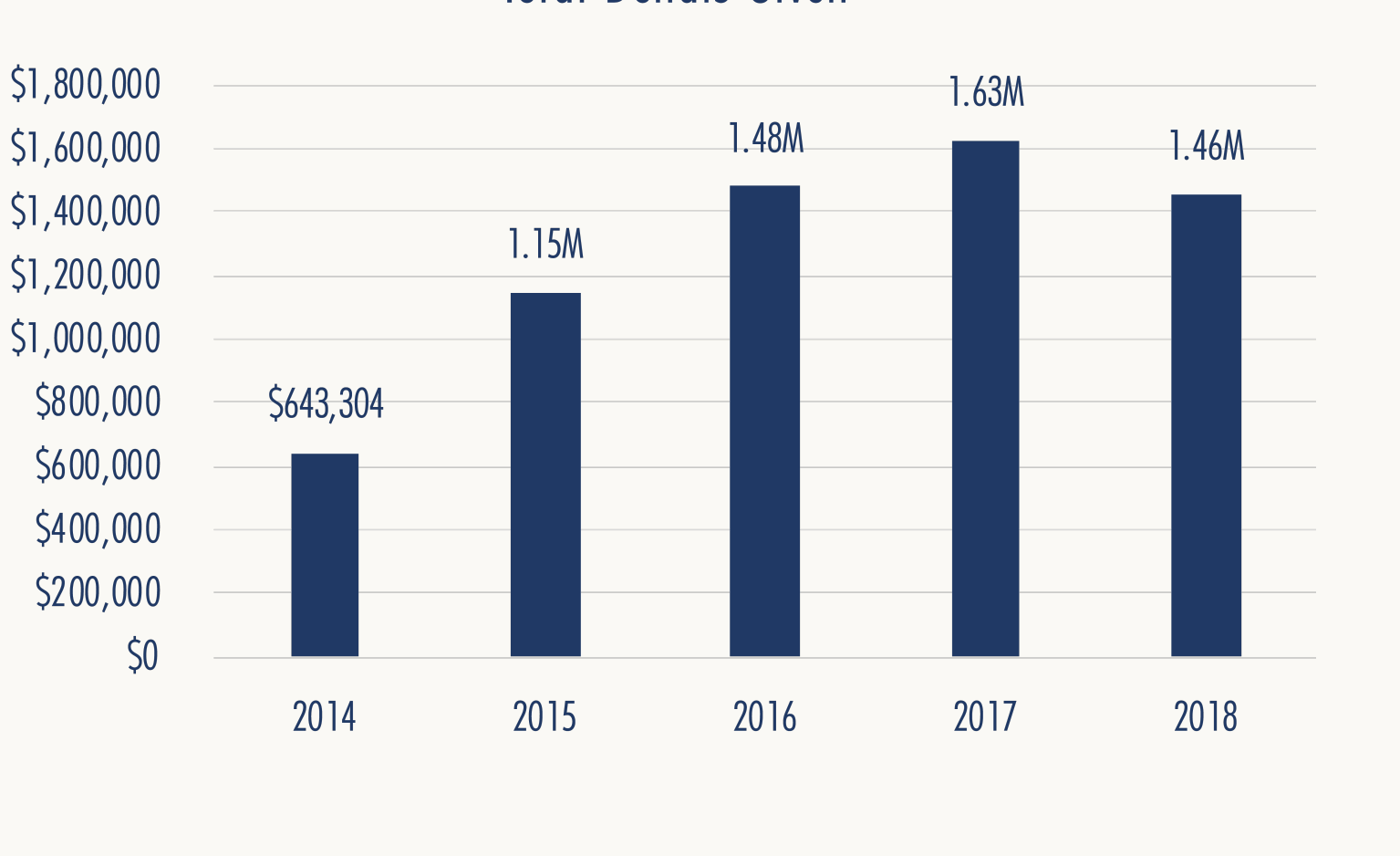
Year Over Year Bonus Pool Dollars



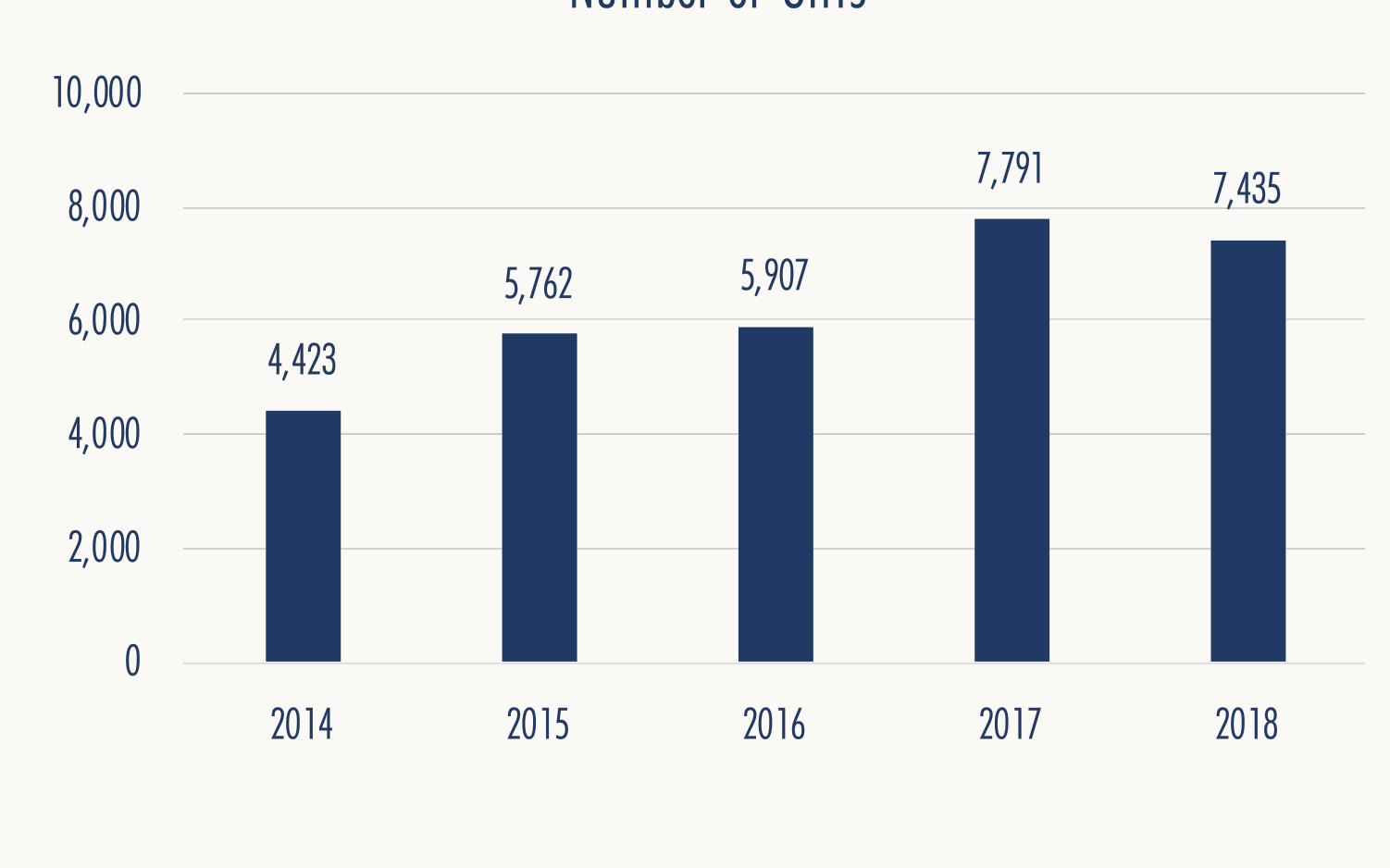
Average Gift Amount



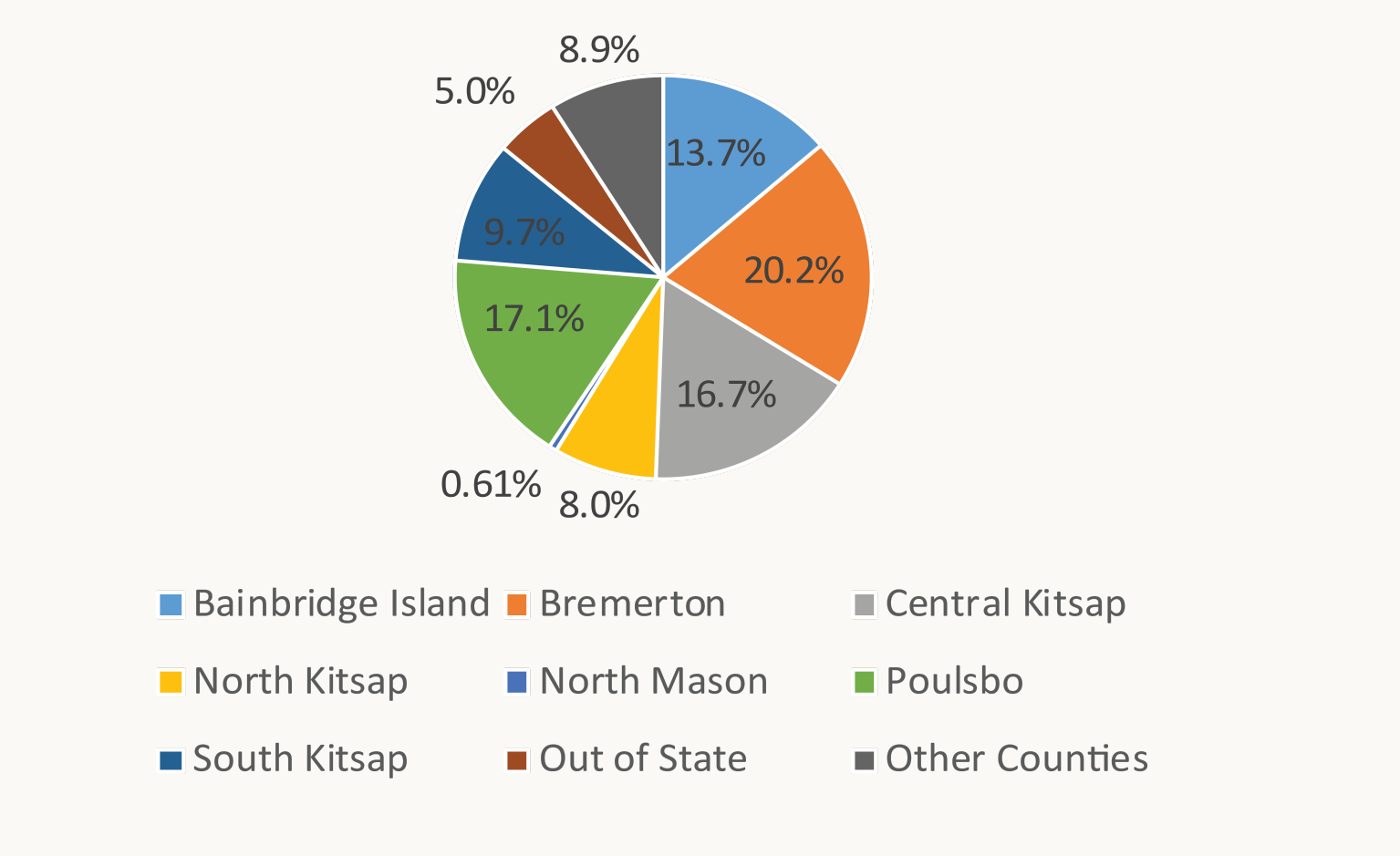
Total Dollars Given



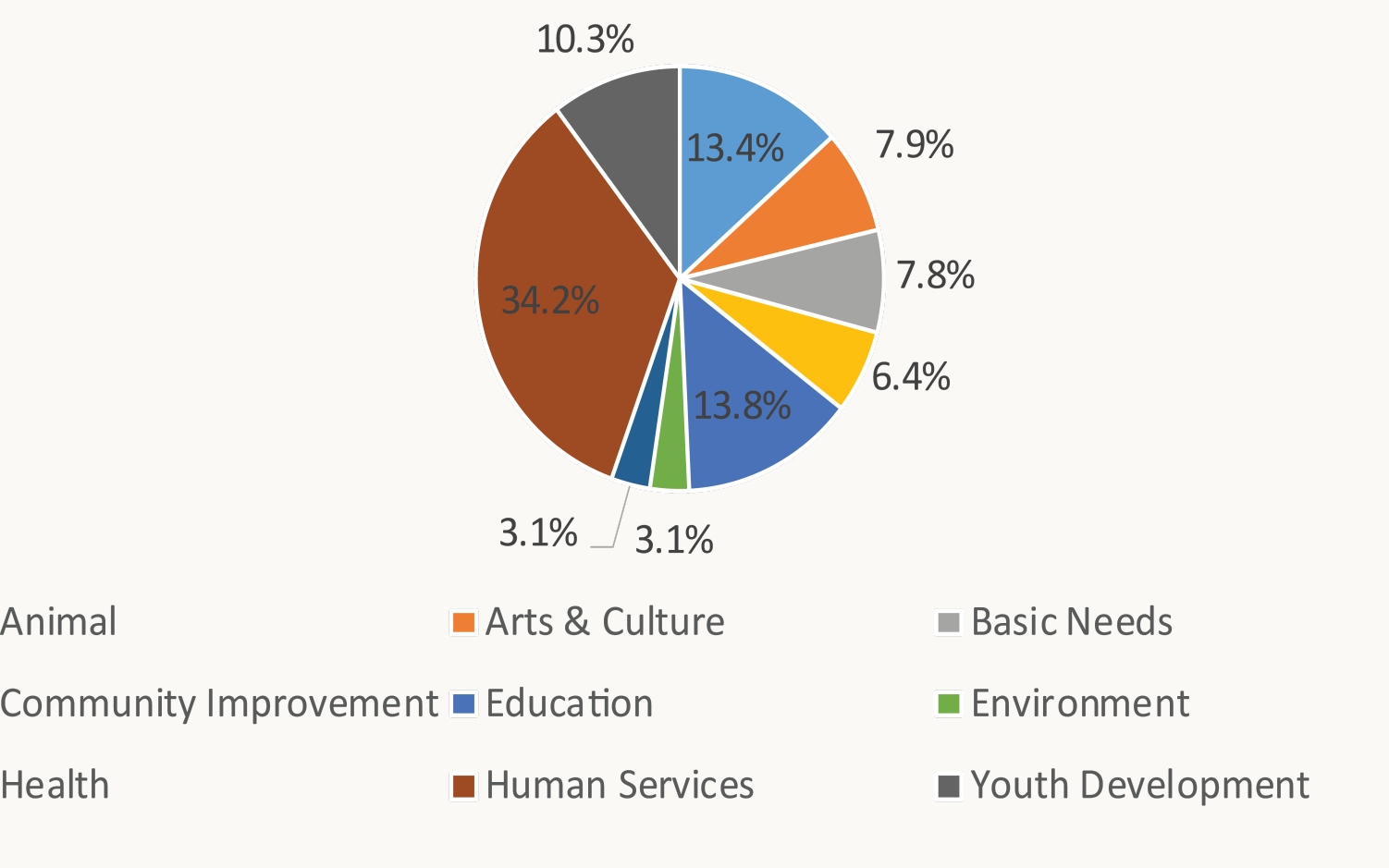
Number of Gifts

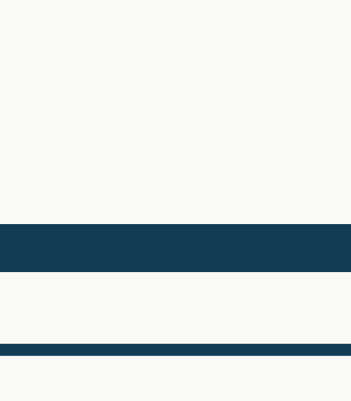


Total Gifts By Area



Total Gifts By Nonprofit Category





## 04 Sponsors

Kitsap has some very generous individuals, families, and businesses! They have made not only our bonus pool possible, but also the Foundation's advertising and promotion for the Kitsap Great Give. We cannot possibly overstate our gratitude to our wonderful, exceedingly humble sponsors.





## Sponsors

**Presenting Partners**

- United Way
- KITSAP COMMUNITY FOUNDATION

**Lead Sponsors \$20,000+**

- THE SOUTHERN FISH CO.
- A.Y. PETER FAMILY DONOR ADVISED FUND
- BRIDGE

**Sponsors \$10,000**

- KITSAP CREDIT UNION
- ORCHARD FOODS

**Media Sponsors**

- ACCESS
- SOUND PUBLISHING INC.
- h.e.

**Sponsors \$2,500**

- WESTERN HOME GARDEN
- MATTRESS RANCH
- Kitsap Sun

**Prize Sponsors**

- THE POINT CASINO & HOTEL
- THE SOUTHERN FISH CO.
- Om
- BNY MELLON WEALTH MANAGEMENT

Contact Us  
PO Box 3670  
Silverdale, WA 98383  
360.698.3622  
greatgive@kitsapfoundation.org