



San Diego Gives 2023 Case for Support

Mission

We ignite generosity, stimulate philanthropy, and foster a sustainable nonprofit sector. We connect more San Diegans to more local causes than ever before through innovative technology, learning opportunities, a 24-hour day of collective giving, a day of volunteer service and more.

Vision

We envision an unparalleled region of giving — a San Diego County where community members are knowledgeable of community needs and the impactful responses of local nonprofits, helping each person's generosity soar to its full potential.

Background

We depend heavily on the nonprofit sector for services critical to community health. San Diego County's 12,000+ charitable groups feed, heal, shelter, educate, and support people of all ages and backgrounds. They foster civic engagement, drive economic growth, and strengthen the fabric of our neighborhoods. With their strong relationships and local knowledge, they are often the voices of those they serve.

While nonprofits have long addressed intense community needs with limited resources, COVID-19 presented unprecedented demands. Nonprofits were forced to quickly adapt operations for safety and client needs. They recalibrated fundraising plans for different income projections and frameworks. Though many early concerns have subsided, they have been replaced by other pressing issues, including the dramatic rise in inflation, and hiring and retention challenges.

The demand for higher quality nonprofit support and training was known well before COVID-19. Impact Cubed has decades of direct experience training and coaching thousands of nonprofit leaders. During the pandemic, we doubled down on that experience and worked closely with 1,500+ professionals.

Consistently, we heard that those responsible for nonprofit resource development:

- Experienced intensified job pressures and isolation.
- Desired peer connections to improve productivity and stay engaged.
- Wanted new revenue options and ready-to-use resources with applicable examples.
- Were eager to learn from field experts and consult with them as situations arose.
- Lacked confidence that strategies and infrastructure would keep pace with service demands.
- Found available training often too expensive, focused on the short-term, academic, and lacking pragmatic grounding.
- Have extremely limited funding to address these needs.

We responded by piloting a fundraising peer network ("Fundraising Fridays"), revamping workshop curricula, and increasing availability for one-on-one, real-time consulting. Feedback has been overwhelmingly positive and has confirmed that pre-pandemic needs have heightened exponentially.

Fundraising Fridays began in Spring 2020 and attracts 40 – 50 attendees from across the County each Friday morning, via Zoom. Participants have varied skill levels, backgrounds, and responsibilities.

Meetings are chances to network, ask questions, get advice, share job openings, and learn about funding opportunities. Since we began and due to the program, participating groups have collectively raised over \$4 million, formed new partnerships, and found new staff. There is no cost to attend, and newcomers are welcome. To date, Fundraising Fridays has reached 1,250+ unique participants.

San Diego Gives: Project Overview & Outcomes

The idea for San Diego Gives emerged in the fall of 2020 during a Fundraising Fridays' conversation about #GivingTuesday. While participants appreciated the spirit of collective giving, they were troubled that local messages of need could be lost amidst communications from thousands of groups worldwide. They also expressed concern over funds potentially leaving the region, particularly given the tough economic climate.

Accordingly, the first campaign, in September 2021, raised awareness and funds for local nonprofits via an interactive website and a crowdfunding campaign. Led by a small group of volunteers, the project raised \$472,724 for 107 organizations from 2,385 donors. All funds raised remained in San Diego County.

Outcomes more than doubled in 2022 with \$1,088,647 raised for 327 organizations from 3,743 donors – with 33% first-time givers. San Diego Gives University which launched in 2022, served 553 unique nonprofit professionals through 28 workshops. In addition, representatives from 62 organizations were paired with mentors for ongoing support.

San Diego Gives provides multiple benefits to nonprofits, including:

- Crucial funding as nonprofits balance record service demands with limited budgets.
- Heightened awareness, even if a group has no or minimal marketing budget and staff.
- Media attention from local news outlets and podcasts.
- New donors in cost-effective ways.
- A community of peers with ways to meet, learn, and share knowledge.
- Personal and professional development training sessions and mentoring.
- Access to a user-friendly giving and donor acknowledgment platform.

In a survey of San Diego Gives 2022 nonprofits, 92% of respondents said they were satisfied or very satisfied with the tools and training provided. Ninety percent reported their intention to take part in the 2023 program. This participant quote echoes feedback received from many, "You all offered incredible resources, support, sponsorships and that ever important ingredient, enthusiasm!"

San Diego Gives also has value to donors, including:

- Access to high-quality, vetted nonprofits.
- Programs and data about local issues, detailed nonprofit profiles, and stories of impact.
- A chance to leverage investments with other funders to magnify nonprofit support.

Of donors surveyed in 2022, 92% reported they were satisfied or very satisfied with the experience. Ninety-seven percent said that they would likely take part in the 2023 campaign. One funder said, "The grassroots giving made me feel like I was a part of something big - like my small donation could make a difference."

2023 Project Components

>> *San Diego Gives University- Learning opportunities to position nonprofits for success.*

- Over 30 trainings to support nonprofit sustainability and personal development, with topics reflecting high participant need and interest. Participants can also receive continuing education units for CFRE (Certified Fund-Raising Executive) credentials.
- Regularly held office hour sessions are informal times for questions and to learn from others.
- Online resources, including templates for messaging, social media posts, videos, and more.
- One-on-one coaching with mentors who can assist in creating a fundraising strategy, effectively building an online campaign profile, using social media, and more.

>> Day of Giving- Leveraging to magnify philanthropic support.

- Next planned for September 7, 2023, the Day of Giving is an online fundraising marathon hosted on Mightycause, a user-friendly giving and donor acknowledgment platform.
- Under the San Diego Gives umbrella, vetted nonprofits create online giving profiles to engage the community and share their stories using text, pictures, and videos.
- Donors can search, learn about, and contribute to local causes.
- Matched funding opportunities successfully encourage supporters to give and motivate nonprofits to increase fundraising efforts. In 2022, we secured \$53,000 for matches and prizes. We aim to increase this to at least \$75,000 in 2023. In addition, nonprofits with their own matches prior to the day of giving, raised more funds than those without matches. This year, training will focus more on securing and communicating matches.

>> Day of Volunteer Service- Using time and talent to benefit San Diego nonprofits and communities.

- New this year and managed by United Way of San Diego County, which has extensive expertise in this work, the Day of Volunteer Service is planned for September 8, 2023.
- Following an assessment of nonprofit volunteer needs, aligned projects will be determined. These will include work done onsite at organizations as well as several large group projects done at locations throughout the county. Large group projects will be coordinated by United Way.
- Nonprofits will receive support in developing and managing projects, including day-of-event logistics, as needed.
- An online platform will be used for volunteer registration and to match volunteer interests and skills with work options.
- Dedicated efforts will be made to engage local businesses in the Day of Volunteer Service.

>> Outreach Strategy- Attracting stakeholders to San Diego Gives 2023.

- Extensive and varied means of communication are essential for project success. A comprehensive plan includes both earned and paid media opportunities with print and digital advertising, email communications, social media messaging, media engagement and placements, and more.
- Nonprofits will have many media training opportunities, specifically in telling their stories in compelling ways.
- Press will also be trained on community needs and nonprofit responses.
- In partnership with Cloudcast Media, we created *Live Local, Give Local*, a weekly podcast dedicated to San Diego Gives. The show highlights the many positive outcomes of San Diego Gives through interviews with nonprofit leaders, donors, and sponsors. It is featured on the San Diego Gives website as well as on the Apple, Spreaker from iHeart, and Podchaser platforms.

>> Documentation and Evaluation

- Project activities will be noted through photos, video, testimonials, etc. and shared via social media and other communications.
- Surveys will be distributed to donors, nonprofits, and volunteers with results shared with all project stakeholders and used for future planning.

Goals for 2023

- Raise at least \$1.5 million for 350 nonprofits.
- Engage a minimum of 4,000 donors, with 40% new to the organizations they support.
- Involve at least 200 volunteers in support of at least 25 nonprofits on the Day of Volunteer Service.
- Serve at least 600 unique nonprofit professionals through 25 training sessions.
- Provide mentoring opportunities to at least 70 nonprofits.
- Secure at least \$75,000 for matched funds and giving day prizes.
- At least 75% of donors will report that the campaign positively affected their giving.
- At least 75% of nonprofits will report increased learning by the end of the program.
- At least 75% of Day of Service nonprofits will report that projects were beneficial.

Project Timeline

February 1 – March 31	Early nonprofit registration with discounted fees.
April 30	Nonprofit registration closes.
May 5 – June 1	Nonprofit registration for Day of Service.
July 1 – August 11	Volunteer/corporate registration for Day of Service.
August 17	Early giving begins.
September 7	Day of Giving
September 8	Day of Service
October 15	Report stakeholder survey results
Ongoing	San Diego Gives University training and mentoring. Project fundraising.

Project Management

San Diego Gives is an initiative of Impact Cubed. Created in 2018, this 501(c)3 public charity stimulates philanthropy and builds social sector capacity with guidance to philanthropists and impact investors; facilitation for funder consortiums; consulting on nonprofit capacity; and philanthropy education initiatives. Impact Cubed serves entities of all kinds, including individuals, families, foundations, community organizations, and corporations looking to strengthen communities and address societal problems through philanthropy. The Tax ID# is 83-2215503.

Beginning in 2023, United Way of San Diego County is managing the Day of Volunteer Service, a new project component for San Diego Gives. Since it began over 100 years ago, the United Way has aligned with partners to address inequities in the region and help underserved communities. United Way's specialty lies in identifying sustainable, long-term goals and achieving them through leveraging data and partners' expertise to better understand root causes and implement impactful solutions. United Way focuses on educational milestones, such as literacy and college and career pathways, and economic stability. The organization also engages more than 300 local companies in corporate social responsibility and employee engagement efforts, including workplace giving, volunteerism, and nonprofit board service training and matching services. UWSD's Tax ID# is 95-2213995.

Our Values

- **Operate from Abundance.** San Diego Gives operates from a place of abundance, not scarcity, believing that philanthropy is not a zero-sum game and that resources are best invested in ideas that are inclusive, accessible and ignite a passion in giving.
- **Connected to Community.** San Diego Gives is accountable to and connected with the communities we serve, believing that our ideas are improved by listening and responding to the needs of our stakeholders and that when making strategic decisions, we will be informed by the organizations and donors we serve and the funders who support our work.
- **Equity in Action.** We have a responsibility to actualize systems, practices, and services that create more equitable access to resources, acknowledging that structures of inequality exist in philanthropy. We apply multiple equity lenses to our decision-making and prioritize serving communities and individuals with less access to resources.
- **Courage to Try.** San Diego Gives strongly values informed action over prolonged analysis and believes that the change we want to realize in our region requires courage, innovation, and calculated risk. We are reflective and persistent in pursuing results and strive to learn from our successes and our failures.

**San Diego Gives 2023
Project Budget**

Revenue	
Corporate support	288,910
Foundation support	231,000
Individual donations	20,303
Nonprofit registration fees	33,000
2022 campaign carryover	12,553
Total Income	585,766
Expenses	
Advertising - print, radio, billboard	24,225
Advertising - digital	28,880
Audio visual	500
Bank fees	1,200
Email	200
End of campaign celebration	2,500
Day of Service kick-off breakfast	5,250
Day of Service platform	5,000
Graphic design	9,000
IT consultant	1,100
Marketing platform (Mail Chimp)	1,500
Meals	1,000
Mightycause crowdfunding platform	7,000
Mileage	1,178
Nonprofit matching funds and prizes (pass through)	75,000
Nonprofit training & consulting	30,000
Photography	5,000
Postage	200
Printing	7,500
Project management	220,400
Promo items	10,500
Public relations	26,760
Scholarship- nonprofit registration	7,000
Start for 2024 campaign	7,500
Supplies	37,500
Website	250
Subtotal	516,143
Administration (13%)	69,623
Total Expense	585,766