May 5, 2015
SVGives.org
silicon valley gives
May 5, 2015

We would like to thank our partners:

Microsoft
NBC BAY AREA
razoo

Facebook Twitter YouTube @svgives
Agenda

• What is Silicon Valley Gives?
• Ways to Participate
• Resources
• What’s Next?
What is Silicon Valley Gives?

• 24 hour online giving event designed to:
  • improve online fundraising and communications capabilities of local nonprofits
  • generate new donors for nonprofits
  • increase community unity
Looking Back at 2014

Get That GIVING Feeling

Silicon Valley Gives! May 6th

Visit SVGives.org May 6th to support your favorite local charity.

$8M
14,889
21,869
674
$233
Looking Ahead to SVGives 2015

• Training sessions on social media, storytelling, online fundraising and more
• Multi-year commitments from our sponsors – committed through 2016
• Improved prize structure and clearly defined rules
Ways to Participate

May 5, 2015
Donors

• Give on the day
• Ask others to give
• Sponsor a prize or bonus
• Share your giving story on social media
• Volunteer on the day
Nonprofits

- Attend training sessions
- Register at: svgives.razoo.com starting February 10, 2015
- Create your Razoo page
- Encourage your donors to participate
- Utilize Social Media to generate excitement
- Host Day of celebration
• **SVGives.org**
  – Subscribe to get the latest SV Gives information at SVGives.org
  – Learn about and register for upcoming trainings

• **Givingdayplaybook.org**
  – Knight Foundation’s how to resource guide

• **Razoo.org/givingdays**
What's Next?

May 5, 2015

silicon valley gives

@svgives
RSVP for Non-Profit Trainings at svgives.org
• Register at svgives.razoo.com starting on February 10, 2015
• Join SVCF & Razoo for a hands on session/help desk that will help you create or enhance your page
  ➢ 2/18/2015 8:30 a.m. to 5:00 p.m.
  ➢ 2/19/2015 8:30 a.m. to 5:00 p.m.
svgives@siliconvalleycf.org
Help Unite Our Community

SVGives

May 5, 2015
SV Gives 2015
October 27, 2014
Ghazal Vaghedi
VP, Digital Philanthropy
goingal@razoo.com

Jordan Brown
Exec. Account Manager
jordan@razoo.com
In 2014, Silicon Valley Gives raised over $8,000,000. With your help we can make 2015 an even more generous year.
IN 1914
the first community foundation was formed.

100 YEARS LATER
Silicon Valley honored that tradition in a huge way.
ON MAY 6
$8,000,833
WAS RAISED FOR SILICON VALLEY GIVES

14,889 donors
21,869 donations
674 nonprofits
A BAY OF GENEROSITY
All over the Silicon Valley and Bay Area people joined their community in giving back.

San Francisco
Total Donors: 984

Palo Alto
Total Donors: 1,424

San Jose
Total Donors: 3,457

76% of donors were female
24% were male

20% 45-54
56% of donors aged 55 +

94010 | Burlingame
The day's most generous zip code with nearly $400,000 in donations.

68% of donors have lived in Silicon Valley for 6+ years

26% live outside Silicon Valley

3% of donors were international

The United Kingdom had the most donations.
Before SV Gives

12:00 AM
Over $825,000 in scheduled donations.

12:1 AM
Donations begin.

8:53 AM
Top donation hour: $894,606

12:00 NOON
Top single donation: $35,000

SV Gives has already raised $4.5 million.

The day ends... But donations continue!
THE IMPACT OF GIVING

Hundreds of organizations felt the benefits Silicon Valley Gives.

DONATIONS BY ORGANIZATION TYPE

36% Education
15% Community
4% Arts
1% International
1% Animals
28% Human Services
13% Health
2% Environment

Donations are disbursed directly to nonprofits so they can continue their incredible work.
The average donation for Silicon Valley Gives was more than 80% higher than a typical donation for a Giving Day of this size.


$2,453,050
OF DONATIONS WERE MATCHED
BY COMPANIES AND ORGANIZATIONS

COMPANIES WITH
MOST INDIVIDUAL DONORS
1) Intero Real Estate Services
2) Microsoft
3) SV Community Foundation
MAKING THE DAY

It takes a lot of work to put together such a successful giving day, but it's tons of fun!

During 24 hours of local TV coverage, SV Gives received 40 minutes of live airtime.

Staff played the song “Happy” 28 times during the day.

The team drank hundreds of cups of coffee to stay awake.

#SVGives was trending on Twitter!

3 DOGS VISITED SV GIVES EVENTS
"WOW. Just WOW!!! I bet today has been a huge one for you! Congrats on the success of the SVGives campaign. **We certainly loved being a part of it.** When things settle down a bit, we would love to plan some time to get you advice and chat about how we can use Razoo to its fullest potential in the future.”

Juliana Cochnar  
Development Director  
Breast Cancer Emergency Fund

“I want to thank you for putting together a most successful event! We raised almost $11,000 and had a wonderful outpouring of community support. We also learned a great deal from your sessions regarding creating a tagline, story and projects, and how to sell ourselves, and for that we are forever grateful.”

Linda Drattell  
Director of Community Relations,  
Deaf Counseling and Referral Agency (DCARA)
The Stories

Pacific Links Foundation
May 15 at 3:35pm

Thanks again for making Silicon Valley Gives a #success! The multiplier effect in empowering youth against #humantrafficking: $21,920 raised within 24 hours #tbt #SVGives #GivingFeeling

Project WeHOPE
3 hrs

Too many people to thank for being part of SVGives that made a difference. Out of nearly 700 #nonprofits we were 15th overall. Out of 406 small nonprofits with an annual operating budget of less than $2 Million, we finished 6th. And for Santa Clara Health Organizations we finished 2nd overall. Without our supporters and friends around the country we were able to make our mark among our peers in San Mateo and Santa Clara County.

So to all our friends that gave because they believed in what we’re trying to accomplish, Thank you. You were the change that you wish to see in the world! #enchohomelessness

Silicon Valley Faces
May 15 at 12:03pm

Thank you for helping us reach our $5,000 matching gift during the 24-hour SV Gives. Each and every one of your gifts brought us closer to our goal!

Our total was $10,470 and we are very pleased!!!
With your support, we will continue to build a community free of bias, bigotry and violence.
#SVGives #givingtuesday

Junior League of San Jose
May 13 at 3:23pm

The final tally is in. We raised $14,568 on May 6th as part of Silicon Valley Gives! Thank you! #SVGives
Get Ready for 2015!
New for 2015

Homepage Refresh

A new Silicon Valley Gives homepage with richer images and more storytelling.
New for 2015

Fundraiser Page Refresh

A fresh new design for all fundraising pages that brightens all of your content and makes donating easier than ever.
(Available now!)
New for 2014

Donation Booster

Donors can now cover all fees for their donations. That means nonprofits get even more back. (Available now!)
New for 2014

5.9% + 30¢

Pricing
Must have features with an exclusive price to Silicon Valley Gives.
Upcoming Features

Revamped Search
Faster, easier ways for your donors to find the causes that they want to support.

Enhanced Mobile
A better mobile experience so you can collect donations on-the-go and at events.

Giving Cards
A quick way for users to see their giving card balance.

Project Goals
Just like fundraisers, project pages will have a “thermometer” for donation goals.

Coming for 2015!
Upcoming Features

Shopping Cart
All cart items will be non-scheduled if made after midnight.

Receipt Schedules
All receipts will go out quickly and in the Pacific time zone.

Counters
Countdowns and tallies will display identically across all users.

Donation Processing
Realtime donations prioritized over scheduled donations in the queue.

NPO Registration
Easy, one-stop-shop registration for nonprofits.

Fee Cap
Enable a cap on fee for all high dollar donors.

Payments
ACH and e-check payments will be available.

Coming for 2015!
Why Razoo?

- Expert On Causes
- Tax Deductible Donations
- back Office management
- Focused On You
Razoo is crowdfunding for causes.