
The Big Give Results Summary (As of 10/23/17)

October 10–11, 2017
Bonus Pool: \$1.4 million
Eligible Nonprofit Organizations: 967
26 hours



TOTAL:

TOTAL LEVERAGED:	\$18,003,826
AMOUNT RAISED	\$16,579,630
BONUS POOL FUNDS:	\$1,424,196
RECIPIENT NONPROFIT ORGANIZATIONS:	906
BONUS POOL RATIO:	8.59%

TRANSACTIONS:

30,279

1,697
FOUNDATION DONOR GRANTS

267 funds
\$9,645,750 total
(58% of total raised)
74% of funds donated to
multiple organizations
\$5,684 average grant

28,582
PUBLIC CREDIT CARD GIFTS

14,690 individuals
\$6,933,880 total
(42% of total raised)
29% of individuals donated to
multiple organizations
\$243 average gift

GEOGRAPHIC REACH:

7 COUNTRIES
Canada, Germany, Italy, Spain,
Switzerland, United Kingdom, United
States

49 STATES
plus the District of Columbia

1,017 CITIES
Including Baltimore, Bozeman,
Grand Rapids, Greensboro, Los
Alamos, Lexington, Olympia, Omaha,
Parkersburg, Poughkeepsie, San
Diego, and Sarasota.

The Columbus Foundation
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NONPROFIT RECIPIENT HIGHLIGHTS:

First Gift:

\$100 to Junior League

First Grant:

\$5,000 to Opera Columbus

584 organizations received 10 contributions or more

59 organizations received 100 contributions or more

37 organizations received more than \$100,000

358 first-time organization participants received a total of **\$1,480,538**

\$56,000 from 236 donations for hurricane disaster relief efforts in Florida, Puerto Rico, and Texas

\$34,875 from 49 donations for Gifts of Kindness

TOP TEN RECIPIENTS BY AMOUNT:[^]

The Ohio State University Foundation	\$1,134,329
Columbus Humane (Capital Area Humane Society)	\$612,024
LifeCare Alliance	\$508,724
Mid-Ohio Foodbank	\$504,670
St. Charles Preparatory School	\$472,895
Columbus Museum of Art	\$462,421
Columbus Academy	\$421,204
The Women's Fund of Central Ohio	\$412,381
Central Ohio Youth for Christ	\$344,618
Lutheran Social Services of Central Ohio	\$312,772

[^] First time all top ten organizations leveraged more than \$300,000.

MILESTONES:

100 nonprofits received donations in the first 10 minutes

\$575,000 and **1,000 donations** received in the first 30 minutes

\$1.3 million received in the first hour

616 organizations received donations in the first hour

Donations received from **31 states** in the first two hours

92 organizations received over **\$10,000** in the first three hours

\$5 million received in the first three hours

10,000 donations received in the first four hours

11 organizations received over \$100,000 in seven hours

\$8 million received in the first eight hours

TOP TEN RECIPIENTS BY DONATIONS:^{^^}

Mid-Ohio Foodbank	1,478
WCBE 90.5 FM	927
WOSU Public Media	792
Planned Parenthood of Greater Ohio	393
Faith Mission, Inc.	321
St. Charles Preparatory School	312
Harmony Project Productions Inc.	306
LifeCare Alliance	258
Columbus Symphony Orchestra, Inc.	252
Columbus Humane (Capital Area Humane Society)	248

^{^^} First time all top ten organizations received more than 200 donations.

SOCIAL MEDIA ACTIVITY:



FACEBOOK

1,347,072 people reached

50,144 engagements (likes, shares, comments)



INSTAGRAM

1,546 posts

795,942 people reached

1,096,421 impressions

75,500 engagements (likes and comments)

1,500 unique Photo Contest entries



TWITTER

3,155,746 people reached

1,500 tweets

10,822,277 impressions

PRIZE RECIPIENTS:

\$20,000 IN PRIZES AWARDED

Organization	Amount
Breathing Association	\$250
Bridgeway Academy	\$1,500
Buckeye Trail Association	\$250
CHA Animal Shelter	\$250
Childhood League Center	\$500
City Year, Columbus	\$1,500
Colerain Elementary PTA	\$1,500
Columbus Children’s Theatre	\$1,500
Columbus Civic Theatre	\$250
Columbus Early Learning Centers	\$1,500
Columbus Literacy Council	\$250
Dawe’s Arboretum	\$1,500
Dreams on Horseback	\$1,500
Epilepsy Foundation of Greater Cincinnati and Columbus	\$25
Ethiopian Tewahedo Social Services-ETSS	\$1,500
Franklin Park Conservatory	\$500
Franklinton Cycleworks	\$500
Honor Flight Columbus	\$250
MidOhio Foodbank	\$250
Nellies Champions for Kids	\$1,500
Ohio Dominican University	\$250
Pickaway County Community Foundation	\$250
St Joseph Montessori School	\$500
VETMotorsports	\$1,500
The Wilds	\$250
WOSU Public Media	\$250

SPECIAL NOTIFICATIONS:

4,644 DONATIONS MADE IN HONOR, IN MEMORY, OR ON BEHALF OF

MOBILE ACTIVITY

242 TEXT2CONNECT REQUESTS

ONLINE ACTIVITY:

www.columbusfoundation.org

53,388 SESSIONS

85,017 page visits /giving-events/big-give-2017

7,173 sign up page visits /the-big-give-sign-up

3,032 views of Animal Welfare category page

1,388 views of Directory Listing for WOSU

35,000 USERS

61.4% new site visits

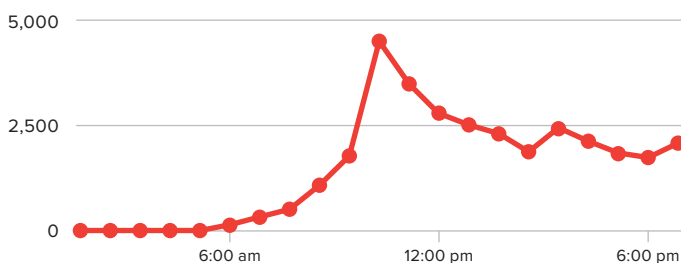
12,600 referrals from Google

8,260 referrals from Facebook

33.7% from mobile

7.2% from tablets

Peak traffic 10/10/17 at 10:00 am with 991 concurrent users



Top 5 Cities:

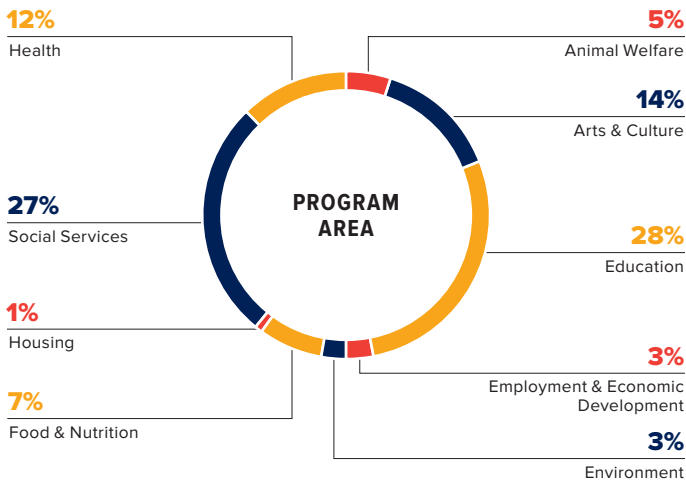
Columbus, Westerville, Dublin, Upper Arlington, Gahanna

PROMOTIONAL REWARDS:

More than 3,400 perks redeemed



AMOUNT BY PROGRAM AREA



Two program areas received more than **\$4.7 million** each

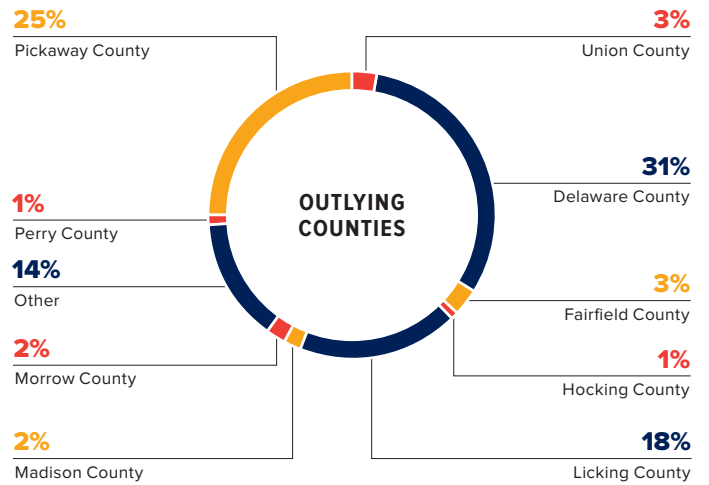
- Representing **54%** of total amount raised when combined
- Representing **44%** of total donations when combined

Education and Social Service organizations received the highest amount of donations

Arts & Culture and Social Service organizations received the highest number of donations

Program Area	Amount	Transactions
Animal Welfare	\$872,438	2,492
Arts & Culture	\$2,549,012	5,725
Education	\$4,773,933	4,380
Employment & Economic Development	\$640,406	1,223
Environment	\$510,056	1,288
Food & Nutrition	\$1,337,638	2,713
Health	\$2,121,625	4,323
Housing	\$272,529	463
Social Services	\$4,926,190	7,672
Total	\$18,003,826	30,279

DONATIONS BY OUTLYING COUNTIES (AMOUNT):



\$1,194,041 directed to organizations located outside of Franklin County

12% of donations to organizations located outside of Franklin County

Nonprofit County	Amount	Donations
Delaware	\$369,832	1,475
Fairfield	\$37,459	238
Franklin	\$16,809,785	26,554
Hocking	\$11,228	66
Licking	\$219,282	627
Madison	\$19,204	101
Morrow	\$27,162	89
Other	\$162,592	497
Perry	\$10,522	61
Pickaway	\$298,481	215
Union	\$38,278	356
Total	\$18,003,826	30,279

RECIPIENTS OVER \$100,000 OR 100 DONATIONS:

Organization	Total Donations	Amount
American Red Cross Central – Southeast Ohio Region	139	\$43,897
BalletMet Columbus	167	\$184,685
Big Brothers Big Sisters of Central Ohio	100	\$44,544
Brideway Academy	157	\$21,381
Broad Street Presbyterian Church	83	\$140,863
Capital University	128	\$37,225
Cat Welfare Association	179	\$29,211
Catholic Social Services	128	\$51,955
Central Ohio Youth for Christ	136	\$344,618
CHA Animal Shelter	190	\$20,962
Childhood League Center	135	\$165,093
CHOICES for Victims of Domestic Violence	117	\$123,098
Clintonville-Beechwold Community Resources Center	148	\$77,300
Colerain Elementary PTA	153	\$13,770
Colony Cats	134	\$7,563
Columbus Academy	206	\$421,204
Columbus Dog Connection, Inc.	118	\$11,663
Columbus Humane (Capital Area Humane Society)	248	\$612,024
Columbus Jewish Foundation	16	\$272,550
Columbus Landmarks Foundation	110	\$17,131
Columbus Metropolitan Library Foundation	244	\$134,038
Columbus Museum of Art	153	\$462,421
Columbus School for Girls	155	\$155,480
Columbus Symphony Orchestra, Inc.	252	\$204,379
Columbus Zoological Park Association	162	\$32,886
Community Development for All People	41	\$111,435
Community Refugee and Immigration Services, Inc.	136	\$24,875
Community Shelter Board	100	\$115,092
Equitas Health Inc.	131	\$72,387
Faith Mission, Inc.	321	\$80,743
Franklin Park Conservatory Joint Recreation District	94	\$202,645
Friends of the Shelter	152	\$17,863
Gracehaven Inc.	104	\$20,724
Harmony Project Productions Inc.	306	\$275,957

The Homeless Families Foundation	80	\$122,826
Hurricane Disaster Relief Fund	226	\$53,920
I KNOW I CAN	103	\$57,412
International Friendships, Inc.	135	\$71,365
Karma Thegsum Choling	23	\$111,861
LifeCare Alliance	258	\$508,724
Local Matters	161	\$81,945
Lutheran Social Services of Central Ohio	103	\$312,772
Mid-Ohio Foodbank	1,478	\$504,670
MidOhio Habitat for Humanity	176	\$90,016
Momentum-Excellence Inc.	107	\$97,525
Nationwide Children's Hospital	179	\$142,539
The Nature Conservancy in Ohio	109	\$35,542
Ohio Christian University	54	\$252,656
Ohio Environmental Council	194	\$58,352
Ohio History Connection	132	\$39,125
The Ohio State University Foundation	123	\$1,134,329
Ohio Wildlife Center	226	\$51,841
OhioHealth Foundation, Inc.	60	\$179,136
Otterbein University	181	\$125,083
Planned Parenthood of Greater Ohio	393	\$91,268
ProMusica Chamber Orchestra	159	\$171,882
Ronald McDonald House Charities	124	\$22,266
Saint Francis DeSales High School	105	\$12,300
The Salvation Army (Central Ohio)	166	\$134,185
Short North Stage Inc.	105	\$19,078
Siemer Institute	4	\$265,258
St. Charles Preparatory School	312	\$472,895
Sunrise Animal Sanctuary	110	\$5,305
United Way of Central Ohio, Inc.	74	\$216,723
WCBE 90.5 FM Columbus City Schools	927	\$103,861
The Wellington School	51	\$251,527
Westerville Area Resource Ministry (WARM)	100	\$50,968
The Women's Fund of Central Ohio	142	\$412,381
Worthington Christian Schools, Inc.	169	\$282,459
WOSU Public Media	792	\$129,757
YWCA Columbus	67	\$148,453