MOHAWK VALLEY GIVES Results Report

A SUMMARY OF THE MOHAWK VALLEY’S FIRST COMMUNITY-WIDE GIVING DAY!

$630,312
Powered by the Community Foundation of Herkimer and Oneida Counties, Mohawk Valley Gives is a 24-hour day of giving to raise unrestricted funds for nonprofit organizations at the heart of our community. Here’s a recap of how our first-ever MV Gives went!

Nonprofit organizations got to work curating unique content to pump out on social media, email, direct mail, and other communication methods to engage with new and existing donors to gain support on the big day!

Hundreds of individuals came together to support causes and charities near and dear to them, and ultimately provided much needed funding to enhance the amazing work they do.

More than 20 sponsors contributed to the sizable prize pool that awarded over 90 prizes on September 20.

**THE RESULTS ARE IN!**

$630,000+ raised

137 organizations

1,700+ unique donors

2,750+ donations

“This day is about so much more than just raising money,” said Nick Grimmer, director of giving strategies at the Community Foundation. “It’s about giving nonprofit organizations the opportunity to promote themselves in new and creative ways and gain new supporters while they’re at it. It’s also an educational opportunity for community donors to learn about so many amazing organizations that they may not be familiar with.”
CHAMPION LEVEL
Rising Phoenix Holdings Corporation

INFLUENCER LEVEL
Adirondack Bank
Bank of Utica
Semikron Danfoss

LEADER LEVEL
Berkshire Bank
Baird (The Earl Savery Group)
C&D Advertising
Divine Development & Leadership Group
Kessler Promotions
LeadCar Honda Yorkville
M.A. Polce
Mele Family Fund

PARTNER LEVEL
Pulver Roofing Company

SUPPORTER LEVEL
Newport Telephone

FRIEND LEVEL
Snyder Fuel Service

MEDIA SPONSORS
Sentinel Media Company
Townsquare Media
WKTV

PRINT SPONSOR
PJ Green
Our all-star nonprofit partners made the day a true success!

Nonprofit registration for Mohawk Valley Gives began in May 2022, and there was an immediate show of support from organizations all across Herkimer and Oneida counties.

“Since this event was new, we really didn’t know what to expect as far as participation goes,” said Alicia Fernandez Dicks, president/CEO of the Community Foundation. “We knew that we’d have some partners jump right on board, but the end-total really blew our minds, and that’s when I knew that we were onto something really special here.”

**KEY STATISTICS**

- **$630,000+** raised by organizations
- **$250 → $50,000+** amount raised
- **100%** of participating organizations received a donation
- **137** organizations

**PARTICIPANTS BY CAUSE AREA**

- Arts, Culture
- Education
- Environment & Animals
- Health
- Human Services
- Libraries
- Community, Economic Development
- Public Safety
- Religion
- Sports, Recreation

**NONPROFIT HIGHLIGHT**

**WESTERN TOWN LIBRARY**

**FUNDRAISING GOAL**

$5,000

**TOTAL RAISED**

$6,600+

“Western Town Library serves a small community with an incredibly big heart, and we are so thankful for how the region rallied to support our playground project through Mohawk Valley Gives. From corporate donations to a little boy who walked in and offered his two dollars, the support was just overwhelming. We are absolutely thrilled to be able to break ground on our new playground this fall!”

— Joan Zelinski, Board of Trustees Vice President, Western Town Library
Friends of Bassett fundraised on behalf of three organizations under its umbrella—Valley Health Services, Valley Residential Services, and Little Falls Hospital. All in all, the organization reached 88% of its $15,000 goal for the giving day.

“We are glad to have participated in the inaugural year of Mohawk Valley Gives. Certainly, we are thankful for the generosity of all who gave to Little Falls Hospital, Valley Health Services and Valley Residential Services. But even more importantly, it was wonderful to come together with so many other community-minded organizations. As we strive to improve the health of our patients and the well-being of the dynamic Mohawk Valley community, it is good to be reminded how many others are doing important work that complements our own.

Thank you for this opportunity!”

– JAMEY D’AMBROSIO, DEVELOPMENT MANAGER, FRIENDS OF BASSETT

**SOCIAL MEDIA ENGAGEMENT**

**FUN FACT:** #mohawkvalleygives was used across all social media platforms hundreds of times by nonprofits, sponsors, and community partners.
On behalf of everyone at Empowered Pathways, I would like to send a heartfelt thanks for the opportunity to participate in the Mohawk Valley Gives campaign! Not only did it help us raise funds and attract new donors, but it was also such an uplifting experience. Watching the donations (for all agencies) increase over the course of the day was so inspiring and reminded me that we live in an incredibly generous community.

STEPHANIE, EMPOWERED PATHWAYS

Thank you for allowing the MVCC Foundation to participate in Mohawk Valley Gives, we really appreciate it! What a wonderful and well-organized event. The funds raised will make an incredible impact in our community and for our students.

DEANNA, MOHAWK VALLEY COMMUNITY COLLEGE FOUNDATION

MVLA’s participation was helpful to engage a different audience from the community and introduce our mission for positive results. We are very thankful to all donors!

SONIA, MOHAWK VALLEY LATINO ASSOCIATION

4 Elements Studio was honored to participate in the first year of Mohawk Valley Gives. This event provided us with a platform to make new connections in the community and bring awareness to our organization and its mission. Mohawk Valley Gives helped foster a sense of pride for our local community and the nonprofit organizations that serve its members. We appreciate the effort the Community Foundation put into organizing such a professional and accessible event and are looking forward to the next one.

VARTAN, 4 ELEMENTS STUDIO

On behalf of our veterans and everyone at Sitrin, thank you for your outstanding efforts on the first Mohawk Valley Gives campaign. What a success! We were honored to be part of this endeavor, alongside so many remarkable nonprofits in our community. We are blessed to live in a community where people truly care. In addition to raising much-needed funds for Sitrin’s Military Program, you gave us the opportunity to tell our story to an audience that may have never heard about us before. We cannot thank you enough for this exciting experience.

ROSEMARY, SITRIN HEALTH CARE CENTER
It's true...we live in a community where we support and uplift each other. Mohawk Valley Gives was an incredible testament to the generosity that surrounds us. More than 1,700 unique donors visited givemv.org on, before, or after the big day to show support for causes and organizations that they care about.

**KEY STATISTICS**

- **66%** of all online gifts were under $50
  
  With minimum donations starting at just $5, Mohawk Valley Gives is a way for EVERYONE in the community to get involved and give!

- **140 PEER-TO-PEER FUNDRAISERS** were launched to raise funds for 15 participating organizations

- **350+ grants were made from the Community Foundation’s donor-advised funds totaling more than $162,000**

<table>
<thead>
<tr>
<th>SMALLEST ONLINE DONATION</th>
<th>LARGEST ONLINE DONATION</th>
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<tbody>
<tr>
<td>$5</td>
<td>$4,800</td>
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## DONATION TYPE

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<tr>
<th></th>
<th>AMOUNT</th>
<th>QUANTITY</th>
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<tbody>
<tr>
<td><strong>ONLINE</strong> Donations made at <a href="http://www.givemv.org">www.givemv.org</a></td>
<td>$198,810</td>
<td>2,194</td>
</tr>
<tr>
<td><strong>OFFLINE</strong> Donations received directly by nonprofits, not via <a href="http://www.givemv.org">www.givemv.org</a></td>
<td>$89,097</td>
<td>232</td>
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<tr>
<td><strong>DONOR-ADVISED FUND GRANTS</strong> Grants made by charitable funds of the Community Foundation of Herkimer and Oneida Counties</td>
<td>$162,229</td>
<td>358</td>
</tr>
<tr>
<td><strong>MATCHING DONATIONS</strong> Match or challenge funds received by nonprofits</td>
<td>$90,251</td>
<td>768</td>
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<tr>
<td><strong>GIVING DAY PRIZES</strong> Prizes awarded to nonprofits on the giving day</td>
<td>$31,925</td>
<td>93</td>
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<td><strong>SPONSORSHIPS</strong> Funds that support event administration and promotion</td>
<td>$58,000</td>
<td>16</td>
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<tr>
<td><strong>GRAND TOTAL</strong></td>
<td>$630,312</td>
<td>3,661</td>
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### By the numbers

**Prizes**
- **27** total prize categories for nonprofits to win
- **93** prizes awarded totaling **$31,925**
- **65** participants received one or more prizes

**Matches & Challenges**
- **47** matches and challenges benefiting **35** participants
- **72%** met or exceeded their fundraising goal
- Yielded **$90K** in matched dollars or challenge earnings
**Timeline of Giving**

**ON SEPTEMBER 20**

Average of $6,700 per hour / $111 per minute

**GRAND TOTALS**

- **QUANTITY OF DONATIONS**: 1,803
- **AMOUNT OF GIVING**: $160,864

*Please note that these grand totals pertain to only online donations made during the 24-hour period on September 20, 2022.

**Mapping SUPPORT**

Gifts were received from donors in 29 states (plus the District of Columbia and Quebec)

134 donors were from outside of NYS
2608 GENESEE STREET
UTICA, NY 13502

24 HOURS TO MAKE A DIFFERENCE!

MOHAWK VALLEY GIVES
POWERED BY THE COMMUNITY FOUNDATION

POWERED BY THE COMMUNITY FOUNDATION OF HERKIMER AND ONEIDA COUNTIES
2608 Genesee Street | Utica, NY 13502 | 315.735.8212
hello@givemv.org | www.givemv.org