



The Great Community Give Summary Report

#GREATCOMMUNITYGIVE



An initiative of
The Community Foundation

4.18.18

MISSION

Strengthening our communities through purposeful
giving and active engagement

Accomplishments

53 nonprofit organizations participated on 4/18/18 exceeding our initial goal of 30



We trained 26 nonprofit organizations in social media

We raised over \$65,000 in sponsorship prizes given back to nonprofits



Sixteen nonprofit organizations received a prize (some received multiple!)

We convinced 47 businesses to give their time or money to a brand new initiative



Nonprofits received 3,259 donations from actively engaged community members

The Community Foundation and participating nonprofits grew in community presence



\$276,820

from 6:30am to 8pm was raised for nonprofit organizations by the community

We more than quadrupled our goal of raising \$70,000 for nonprofits!

"Supporting the Great Community Give was an easy decision to make. This is a great way to support a variety of local nonprofits at once. I'm so grateful to be able to give back to the community I love."

-Vada Kelley, Estland Design

"Since our humble beginnings back in 1908, we have always made it a priority to give back to our communities, so it made perfect sense for F&M Bank to support the inaugural Shenandoah Valley edition of the #GreatCommunityGive."

-F&M Bank

"What an AMAZING community initiative to challenge us all to GIVE big to the organizations that make our city great!! The Community Foundation has overdone themselves with this event. Bravo"

-Sabrina Dorman-Andrew, New Creation

"Super great (and EASY) way to give back."

-Jennifer Whitmore, Arts Council of the Valley

"Thank you so much to The Community Foundation, their sponsors and volunteers! It feels so good to be part of a community that saw your goal and raised it by over \$200,000!"

-Andrea Dono, Facebook comment

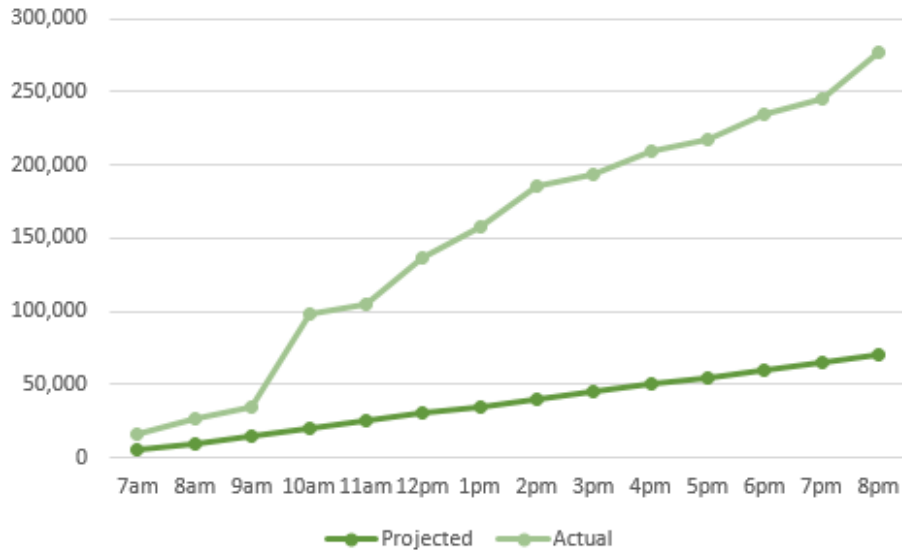
"What an AMAZING community we live in . . .

Jeff Ishee, Facebook comment

Fundraising throughout the Day

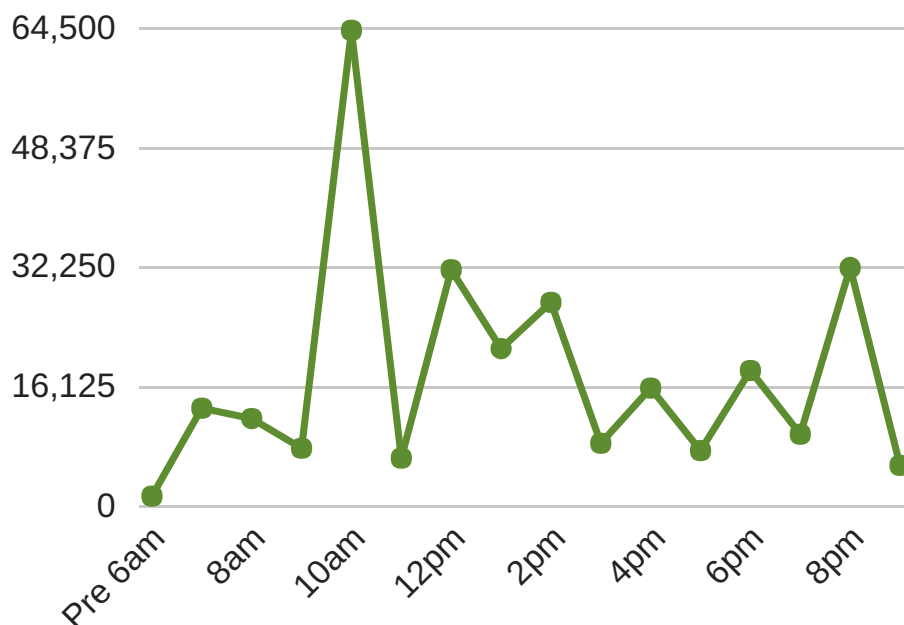
Running Totals

Projected vs. Actual Running Totals



We projected that running totals would increase by \$5,000 every hour. Between 9am and 10am we reached our fundraising goal of \$70,000. At 12pm we exceeded our second goal of \$135,000. At 4pm we reached our third goal of \$205,000. Lastly, between 7pm and 8pm we reached and exceeded our goal of \$250,000 once again. Our final total as of 8pm was \$276,820. However, donations continued to come through past that time.

Dollars Per Hour

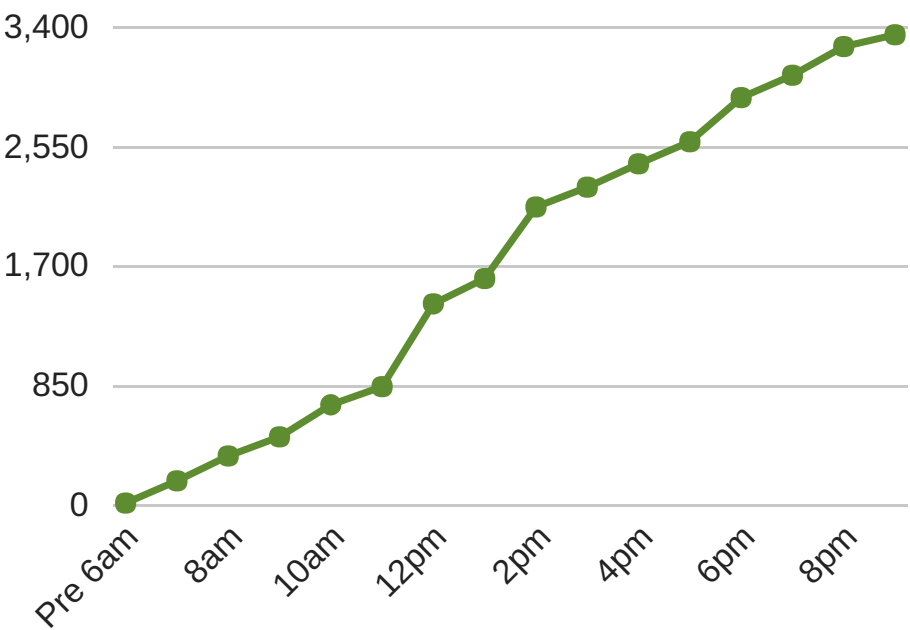


In the hour of 9am-10am, nonprofits received the most funds at \$64,153. The hour with the second largest funds received was between 7pm-8pm at \$32,148. Both of these hours were Most Dollars Raised power hour prizes. The incentive successfully enticed nonprofits and donors to push for those prizes. It is worth noting that donations per hour fell slightly below \$10,000 only five times from 6:30am to 8pm. The average per hour was \$19,680.

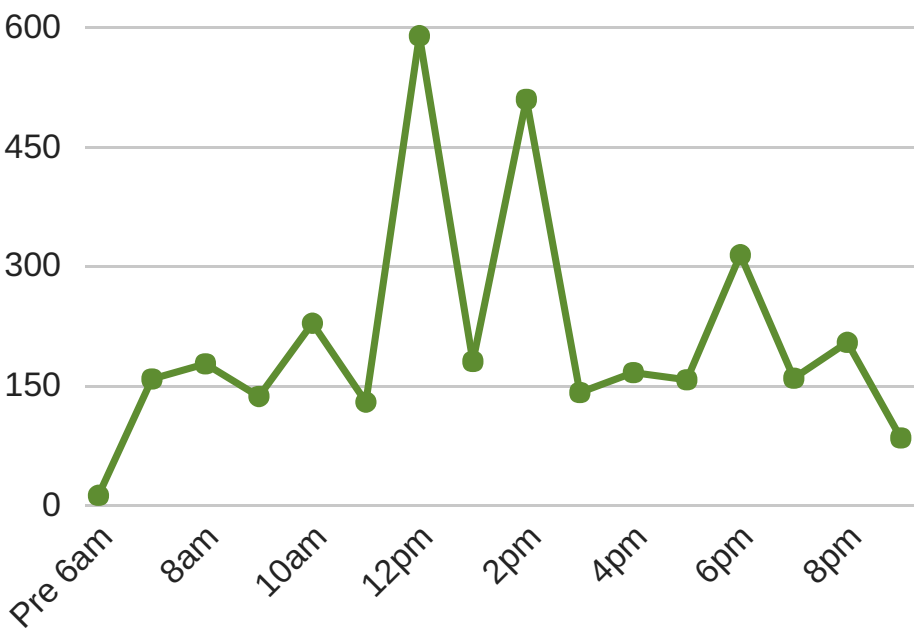
Fundraising throughout the Day cont.

Running Donations

By the end of the day, we reached a total of 3,259 donations from the Harrisonburg/Rockingham community. As you can see, running donations steadily increased throughout the day from 6:30am to 8pm. This does include donations made potentially from the same donors.



Donations per Hour



Between 11am and 12pm, the most donations received was 589. Coming in a close second was the hour between 1pm to 2pm with 509 donations. Third was 314 donations between 5pm and 6pm. These hours were Greatest # of Donors power hour prizes. We can conclude that the power hour prize proved to be a successful incentive for donors and nonprofits.

Although we did not reach our goal of 3,000 unique donors, we came close with 2,451!

Thank you to Participating Nonprofits!



Arts Council of the Valley
AVA Care of Harrisonburg
Big Brothers Big Sisters of
Harrisonburg-Rockingham County
Blue Ridge Area Food Bank
Blue Ridge CASA for Children
Blue Ridge Legal Services, Inc.
Boys and Girls Clubs of Harrisonburg
and Rockingham County
Briery Branch Community Club
Build Our Park Downtown Harrisonburg
Cats Cradle of the Shenandoah Valley
Central Valley Habitat for Humanity
Cornerstone Christian School
Crossroads to Brain Injury Recovery
Elkton Area United Services
Explore More Discovery Museum
First Step
Friendship Industries, Inc
Gemeinschaft Home
Generations Crossing
H-R Free Clinic
Harmonia Sacra Society
Harrisonburg Rockingham Child Day Care Center
Harrisonburg-Rockingham Sports Commission
Harrisonburg-Rockingham Historical Society
Harrisonburg Rockingham Young Life
Highland Retreat

Hope Distributed
Kingsway Prison and Family Outreach
Massanetta Springs Camp and Conference Center
New Creation
New Bridges Immigrant Resource Center
Northeast Neighborhood Association, Inc.
On the Road Collaborative
Open Doors, inc.
Our Community Place
Pleasant View, Inc.
Redeemer Classical School
Roberta Webb Child Care
Rockingham - Harrisonburg SPCA
Rockingham Ballet Theatre
Rockingham Educational Foundation, Inc.
Second Home Learning Center
Skyline Literacy
Spitzer Art Center
The Arc of Harrisonburg and Rockingham
The Collins Center & Child Advocacy Center
The Salvation Army of Harrisonburg and
Rockingham County
The Shenandoah National Park Trust
The Universal Design Project
United Way of Harrisonburg and
Rockingham County
Valley FCA
Valley Program for Aging Services
Way to Go



Winners of Leaderboard Prizes



Greatest # of Donors



1st Place: H-Rock Young Life



2nd Place: Massanetta Springs

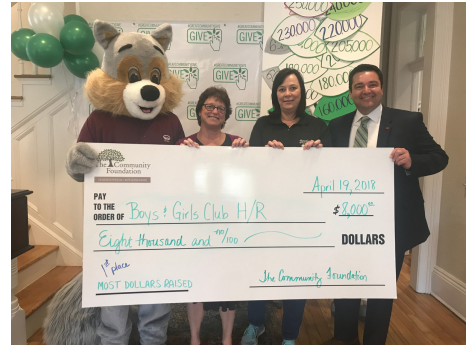


3rd Place: New Creation



4th Place: Cornerstone Christian School

Most Dollars Raised



1st Place: Boys and Girls Club of H/R



2nd Place: Explore More Discovery Museum



3rd Place: Our Community Place



4th Place: Build Our Park

Thank you to our Partners!



Chiedo Labs
Clark & Bradshaw PC
Farm Credit of the Virginias
Frazier Quarry Inc.
Glass & Metals Inc.
IT Decisions, LLC
Lantz Construction Company
MillerCoors LLC
Rockingham Insurance
Stern & Heatwole Financial Group
Stone Law Group, PLC
Summit Community Bank
Weaver's Flooring America
George & Ann Pace
Larson Wealth Management
Lenhart Pettit PC
Myers Ford Co, Inc.
Sherry & Paul Cline
Pendleton Community Bank, Inc.
Riner Rentals
The Myrias Group - Ameriprise Financial Services, Inc.
Tropical Smoothie Café
Union Bank & Trust Wealth Management
Appeal Production
Barbara & Karl Stoltzfus
ComSonics, Inc.
Denton Family Charitable Foundation
Dick Myers Chrysler-Dodge-Jeep-Ram, Inc
Dynamic Aviation Group Inc.
E&M Auto Paint & Supply Corporation
Eddie Edwards Signs Inc.
Blue Ridge Insurance Services, Inc.
Dr Charles & Mary Henderson
Classic Kitchen & Bath
Graves-Light Wealth Management of Wells Fargo Advisors
Janney Montgomery Scott LLC
LD&B Insurance and Financial Services
PB Mares Harrisonburg Office Partners
Valley Engineering, PLC
The Board of the Community Foundation of
Harrisonburg & Rockingham
InterChange Group, Inc.
nTelos Wireless Foundation
Harrisonburg Radio Group
WHSV-TV3
Daily News-Record
Estland Design
F&M Bank

Platinum Sponsors



Gold Sponsors



nTelos Wireless Foundation
A donor advised fund at The
Community Foundation of the
Central Blue Ridge



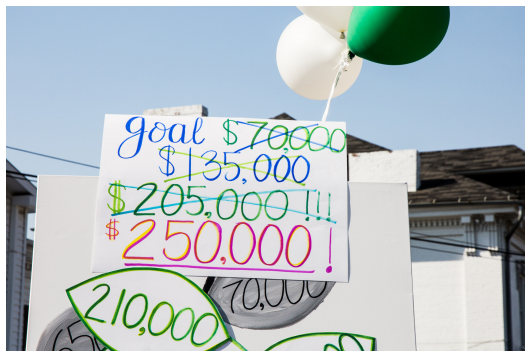
Silver Sponsors

Classic Kitchen & Bath
Dr. Charles & Mary Henderson
LD&B Insurance and Financial Services
Valley Engineering
Blue Ridge Insurance Services
Graves-Light Wealth Management of Wells Fargo Advisors
Janney Montgomery Scott
PB Mares Harrisonburg Office Partners
The Board of The Community Foundation of Harrisonburg & Rockingham

Thank you to our Volunteer Committee!




From Left to Right: Joe Paxton, Kay Harrison, Toni Bentel Bailey, Melissa Mayhew, Ann Siciliano, Revlan Hill, Amanda Bomfim, Amy Lemmons, Dale Hulvey, Susanne Myers, and Abe Shearer (Not Pictured: Amy Rush)



Golden Ticket: \$1500 Must # of Donors: \$2000 Must # Patrol: \$1000					
Time	Speaker	Topic	Notes	Cost	Patrol
Tue	Local Council	King, Queen, Prince	Blue Ribbon	10:30am	
Wed	Comet Tech Linda Brown & Patricia Sweeney	Science Lesson Must # Donors	Green Ribbon	9:30am	
Thu	John Hays Blue Ridge Insurance Baltimore	Golden Ticket	Green Ribbon "Greening" "Eco-preneurs" "Eco-preneurs"	11:30am	
Fri	Karen Pugh Dorcas AFB Jennings Margaretta Boyd LLC	Must # Patsrol Must # Donors	Green Ribbon "Greening" "Eco-preneurs" "Eco-preneurs"	11:30am	
Sat	Ray Jones James Montgomery Boyd LLC	Must # Patsrol Must # Donors	Green Ribbon "Greening" "Eco-preneurs" "Eco-preneurs"	12:30pm	
1st Mon	Michael Davidson James McKee & Patricia Sweeney	Science Lesson Must # Donors	Green Ribbon	1:30pm	
2nd Mon	Ally Davidson Harrisonburg High	Science Lesson Must # Donors	Green Ribbon	2:30pm	
3rd Mon	James Jones Patricia Sweeney Harrisonburg High	Science Lesson Must # Donors	Green Ribbon "Greening" "Eco-preneurs" "Eco-preneurs"	3:30pm	
4th Mon	Mike Hays Dr. Charles & Mary Harrisonburg High	Science Lesson Must # Donors	Green Ribbon	4:30pm	
5th Mon	Dr. Charles Hays Harrisonburg High	Science Lesson Must # Donors	Green Ribbon	5:30pm	
6th Mon	James Jones & Patricia Sweeney Harrisonburg High	Science Lesson Must # Donors	Green Ribbon	6:30pm	
7th Mon	James Jones & Patricia Sweeney Harrisonburg High	Science Lesson Must # Donors	Green Ribbon	7:30pm	
8th Mon	James Jones & Patricia Sweeney Harrisonburg High	Science Lesson Must # Donors	Green Ribbon	8:30pm	
9th Mon	James Jones & Patricia Sweeney Harrisonburg High	Science Lesson Must # Donors	Green Ribbon	9:30pm	
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11th Mon	James Jones & Patricia Sweeney Harrisonburg High	Science Lesson Must # Donors	Green Ribbon	11:30pm	
12th Mon	James Jones & Patricia Sweeney Harrisonburg High	Science Lesson Must # Donors	Green Ribbon	12:30pm	
13th Mon	James Jones & Patricia Sweeney Harrisonburg High	Science Lesson Must # Donors	Green Ribbon	1:30pm	
14th Mon	James Jones & Patricia Sweeney Harrisonburg High	Science Lesson Must # Donors	Green Ribbon	2:30pm	
15th Mon	James Jones & Patricia Sweeney Harrisonburg High	Science Lesson Must # Donors	Green Ribbon	3:30pm	
16th Mon	James Jones & Patricia Sweeney Harrisonburg High	Science Lesson Must # Donors	Green Ribbon	4:30pm	
17th Mon	James Jones & Patricia Sweeney Harrisonburg High	Science Lesson Must # Donors	Green Ribbon	5:30pm	
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Photos taken by our generous photographer, Merv Webb

A decorative graphic on the left side of the page consisting of several stylized green leaves of various shades (light green, medium green, and dark green) arranged in a cluster.

Congratulations to
everyone that made this
event a success!