

# 2023 Community Report



TOGETHER  
making  
good  
happen



2023 was a year of growth and impact. One of the most visible changes was our rebranding to Colorado Gives Foundation—a name that reflects the trust and connection Coloradans have with Colorado Gives Day. While our name changed, our mission did not. We are still a community foundation working to connect people, ideas and nonprofits whether through our

focused work in Jefferson County (Jeffco) or our statewide efforts. Everything we do is driven by a goal to make good happen.

### **Building Resilient Communities in Jeffco**

In Jeffco, we're dedicated to building a resilient and connected community where everyone can thrive. We support local nonprofits through grantmaking and foster connections between people, businesses and nonprofits. In 2023, we proudly awarded over \$10 million in grants to nonprofits that are working to ensure everyone in Jeffco can thrive.

One of our most significant initiatives is the Bring it Home Fund, created to address the rising cost of housing—an issue that's impacting our neighbors, communities and even our economy. With \$15 million in seed funding and additional support from donors, the fund is already making a difference. Through investments in the Colorado Housing Accelerator Initiative (CHAI) and Foothills Regional Housing, we're increasing the supply of housing that's affordable for middle-income households.

This work is about more than numbers. It's about people—like the recent college graduate who grew up in Jeffco but was priced out of the housing market and couldn't 'return' home.

Thanks to these investments, we're creating opportunities for individuals, like our recent college graduate, and families to come home to live and raise their kids in Jeffco and build their futures.

### **Our Statewide Impact**

Beyond Jeffco, our focus statewide is to build the capacity of donors and nonprofits to maximize their impact. ColoradoGives.org, our online giving platform, is at the heart of this effort, making it easy and joyful for donors to support any of the thousands of verified nonprofits across the state.

2023 was a remarkable year for giving to nonprofits. Coloradans came together and donated \$69.2 million through ColoradoGives.org, with \$54.2 million donated on Colorado Gives Day alone. Additionally, our donor advised funds (DAFs) proved to be a powerful tool for giving, facilitating \$7.7 million in grants to nonprofits. Acting as a charitable savings account, DAFs allow donors to put money in, receive the full taxable deduction allowable by law, and then use the fund to support the nonprofit causes they care about.

We also introduced new business-giving products to help businesses connect with local causes. These achievements are a testament to the commitment and generosity of our donors, partners and businesses. We're excited for what lies ahead.

### **Looking Ahead with Gratitude**

As you explore this report, I hope you see the incredible impact we've achieved together – and we're just getting started. We know there's still more to do and with your ongoing support, we're confident we can continue to drive meaningful impact in our community.

Thank you for being a vital part of our journey.

Kelly Dunkin  
President & CEO



# The Right Balance

We rely on the trust and support of donors to fulfill our mission to connect people, ideas and nonprofits to make good happen. Donors want and deserve to know their contributions are making a difference where they intend, and we're proud that 96 cents of every dollar we spend goes directly into the community.

Finding the right balance between operational costs and community investment is crucial. Supporting programs and grantmaking is important, but so is sustaining our employees, building, technology and other resources. This balance ensures we maximize our impact today and continue our work for years to come.



## Statement of Activities and Changes in Net Assets for 2023

### REVENUE, GAINS AND OTHER SUPPORT

Contributions	\$9,029,976
Contributions - ColoradoGives.org	\$68,956,869
Less Contributions Received for Agency Funds	(\$75,800,547)
Other Income	\$2,063,523
Investment Return Received from Agency Funds	\$5,923,501
Less Investment Return Received from Agency Funds	<u>(\$5,923,501)</u>
<b>TOTAL REVENUE, GAINS AND OTHER SUPPORT</b>	<b>\$4,249,821</b>

### EXPENSES

Program Services:	
ColoradoGives.org	\$72,513,336
Community Impact and Outreach	\$24,706,087
Management Fees	\$925,650
Less Grants and Management Fees Made from Agency Funds	<u>(\$71,745,117)</u>
<b>Total Program Services</b>	<b>\$26,399,956</b>
Support Services:	
Management and general	\$2,343,938
Fundraising	<u>\$1,256,655</u>
<b>Total Support Services</b>	<b>\$3,600,593</b>
<b>TOTAL EXPENSES</b>	<b><u>\$30,000,549</u></b>

Decrease in Net Assets - Before Investment Return (Loss) - Net	(\$25,750,728)
Investment Return (Loss)	<u>\$37,838,490</u>
Increase in Net Assets	\$12,087,762
Net Assets - Beginning of Year	<u>\$425,784,050</u>
Net Assets - End of Year	<b><u>\$437,871,812</u></b>

# Our Vision for a Thriving Jeffco

We believe a thriving community is one where everyone feels they truly belong, and where giving and receiving are equally important – we call this connectedness. It's a place where people can shape their own community through active participation and civic involvement. It's a community where people are empowered to go beyond just getting by to realizing their full potential.

To help make this vision a reality, our community impact work focused on four key areas and granted more than \$10 million to nonprofits serving Jefferson County.

**\$10 Million+** granted

## Essential Needs

**It's hard to thrive when you cannot meet your most essential needs.**

We supported immediate needs and long-term solutions to drive better access to food, housing, safety and health care (physical, dental and mental) for Jeffco residents.



## Economic Prosperity

**When all our neighbors are economically secure, everyone benefits.**

We worked to create good-paying jobs and help our neighbors find and keep them. This included ensuring everyone has access to quality education, from early childhood through high school, along with job training and skill-building opportunities.



## Resilient & Connected Neighborhoods

**When people are connected to each other in community, they generate the ability to solve their problems together to make neighborhoods and communities thrive – we call this resiliency or social capital.**

We supported community-driven and initiated projects to protect community assets and to make neighborhoods safe, welcoming and inclusive across generations.



## Civic Engagement

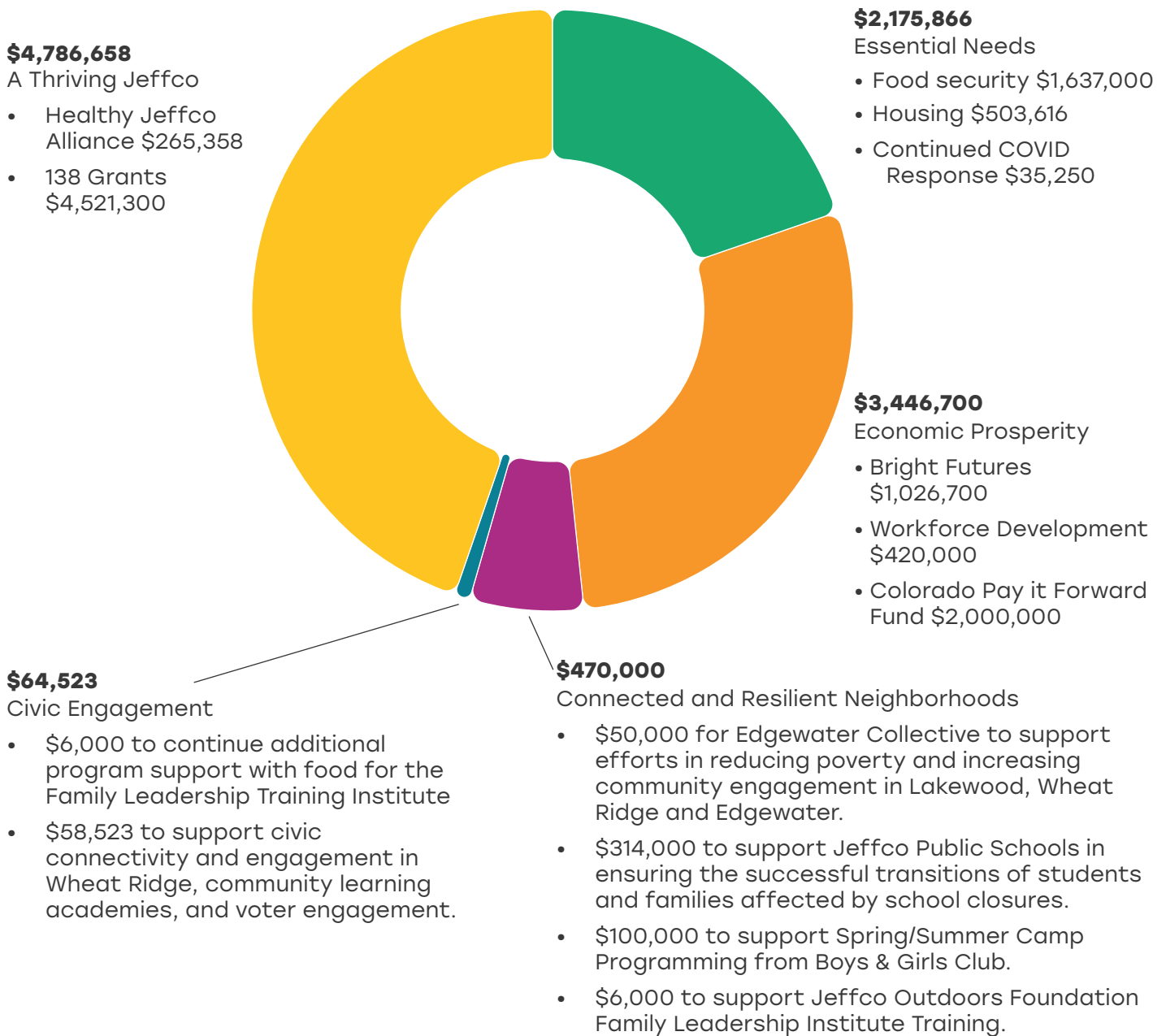
**When more people know how our government works and how people live together in a community, we get closer to creating communities that work for everyone.**

We supported civic education through: active participation in local community organizations, clubs and events; volunteerism; access to reliable information; youth engagement; public forums; voting accessibility; civic mentorship; leadership and arts/cultural engagement.



# Impact through Grantmaking

To support a thriving community, below is a breakdown of our grants.



## Impact Grantmaking Growth



# Any day is a good day to give.

Year-round Giving on ColoradoGives.org

ColoradoGives.org makes year-round fundraising easy and safe for thousands of Colorado nonprofits. Safe, convenient and easy to use, donors can find the causes that matter most to them and give with confidence all in one place with a single transaction.

## Year-round giving for 2023

\$69M

Total Donated

\$103

Most Common  
Donation

\$18K

Average Raised  
per Nonprofit

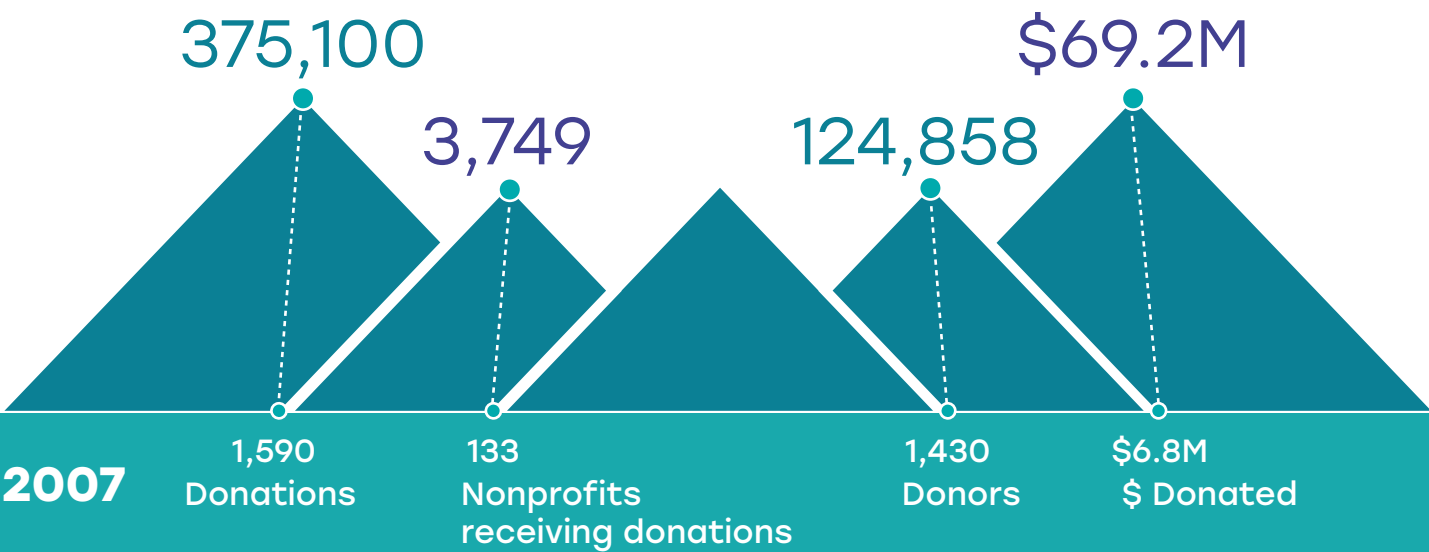
3,749

Nonprofits  
Receiving  
Donations

124K

Donors

## Year-round giving growth from 2007 - 2023



Totals: 3M

2007 - 2023 Donations

27X

Growth in  
nonprofits  
receiving  
donations

600K

Donors

\$643M

Total donated  
since inception

# Top Nonprofit Categories Receiving Donations on ColoradoGives.org in 2023

ColoradoGives.org is a giving website where people can find and donate to their favorite nonprofits any day of the year. Here are the top categories that received donations throughout the year.

1. ● Animal Related **\$6,682,797**
2. ● Human Services **\$13,525,119**
3. ● Education **\$8,474,548**
4. ● Youth Development **\$6,978,627**
5. ● Arts, Culture & Humanities **\$6,658,329**
6. ● Food, Agriculture & Nutrition **\$4,933,844**
7. ● Health Care **\$3,401,500**
8. ● Environment **\$3,342,546**
9. ● Housing & Shelter **\$2,575,784**
10. ● Mental Health & Crisis Intervention **\$1,828,466**
11. ● Other **\$10,798,816**



## 2023 ColoradoGives.org Giving by the Numbers

Dollars Donated	\$69,200,381
Donations	375,100
Donors	124,858
Nonprofits receiving donations	3,749
Average donation amount	\$183
Median donation amount	\$51.99
Average \$ donated per donor	\$554
Average number of donations per donor	3
Median number of donations per donor	1
Average raised per nonprofit	\$18,458
Median raised per nonprofit	\$5,105
Average total daily amount donated	\$189,590
Median total daily amount donated	\$29,756

# Easily the Best Day to give.

## Colorado Gives Day

Colorado Gives Day is an annual tradition celebrated by all who call Colorado home (and even those who don't). This special sort of local "holiday" is a day when the giving is easy and the impact is deep. Colorado Gives Day makes it easy for Coloradans to lift their community with both joy and generosity that is felt in neighborhoods and communities across our state. FirstBank is the presenting sponsor for the event that brings Colorado donors together to give where they live.



## Colorado Gives Day in 2023

**\$54.2M**

Total Donated

**\$103**

Most Common

**\$14K**

Average Raised  
per Nonprofit

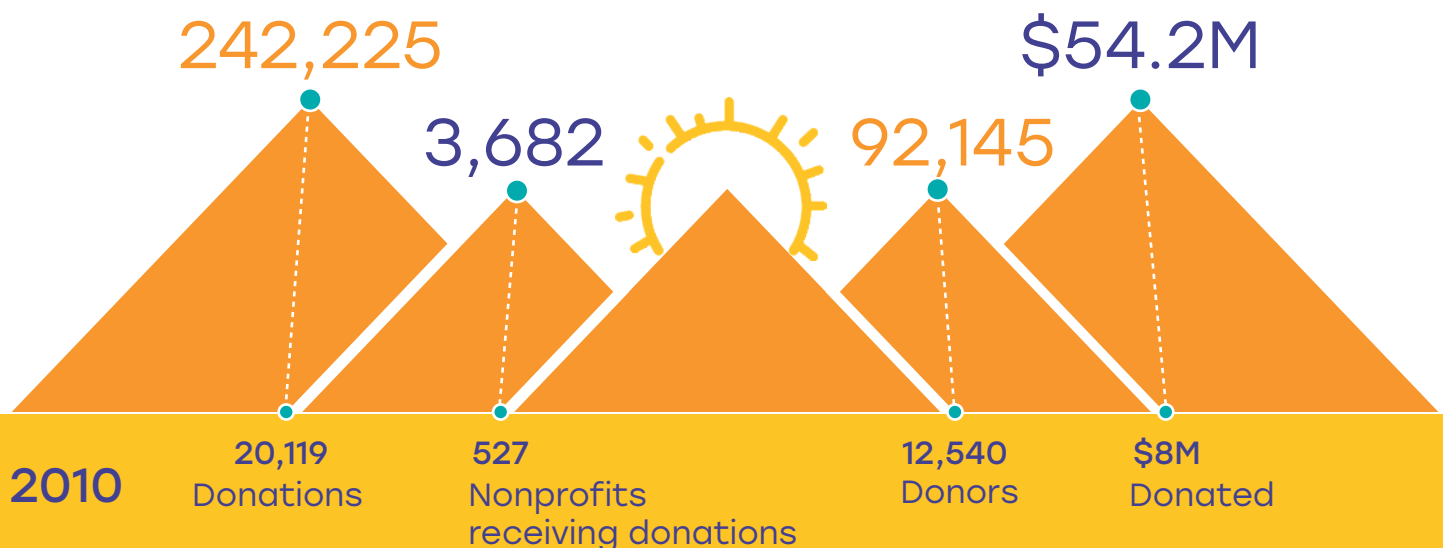
**3,682**

Nonprofits  
Receiving  
Donations

**92K**

Donors

## Colorado Gives Day growth from 2010 - 2023



**Totals: 2M**  
2010 - 2023 Donations

**599%**  
Growth in  
nonprofits  
receiving  
donations

**366K**  
Donors

**\$469M**  
Total donated  
since inception





# Good for Business

Giving back feels good—and it’s good for business. Through sponsorships, business donor advised funds and employee giving, we connected businesses to the causes and nonprofits they care about to help them make an impact in Colorado.

## BUSINESS SPONSORSHIPS AND EMPLOYEE GIVING

At Colorado Gives Foundation, we provide a variety of options for businesses to make an impact through sponsorships. Each offers an opportunity for philanthropic support while benefiting from brand exposure and creating a culture of generosity.

As one of Colorado’s top corporate philanthropists, FirstBank continued their sponsorship of Colorado Gives Day. FirstBank’s generous donation of more than \$600,000 in prizes and in-kind marketing support helped inspire more Coloradans to donate for Colorado Gives Day.

- In partnership with Delta Dental of Colorado, we launched the Corporate Challenge, empowering companies and their employees to make a difference. Through the power of gamification, this innovative initiative united 126 businesses to rally support and raise over \$500,000 in funds for the nonprofits they care about most.
- Partnering with Janus Henderson Investors, we launched a #GivingTuesday campaign to bring this global day of generosity home to Colorado.
- Southwest Airlines didn’t just sponsor the Colorado Gives Day kickoff—they fueled generosity in a big way! By offering giving cards on local Colorado flights, they turned everyday travel into an opportunity to give back and they also inspiring countless donors to support the causes that make our community stronger by giving away Southwest airline tickets.



## Corporate Challenge Highlights

The first 100 companies that raised \$1,000 for Colorado Gives Day received a \$1,000 match from Delta Dental of Colorado.

- 570 new donors gave through the corporate challenge
- 1,140 donors made 2,550 donations through the corporate challenge
- \$461.82 was the average amount donated per donor through business giving pages
- 126 business pages received donations
- \$526,478 raised
- 834 nonprofits received donations

# Building Nonprofit Capacity

Colorado Gives Foundation is dedicated to helping nonprofits succeed and thrive. We provide tools, resources and education to support nonprofits so they can stay focused on delivering the programs and services that help communities thrive.

We also provide a variety of marketing templates, webinars, programs and materials to help nonprofits be more successful with digital fundraising.

## DIGITAL FUNDRAISING WITH COLORADOGIVES.ORG

Since 2007, nonprofits in Colorado have been fundraising on ColoradoGives.org. Nonprofits use our fundraising platform year-round because we've made it easy for donors to give, and every December we also host Colorado Gives Day, one of the biggest giving events in the nation.

In 2023, thanks to a partnership with The Schlessman Family Foundation, we launched a three-year program called Level Up Digital Fundraising to help nonprofits take their online fundraising to new levels.

## SECURING FUTURES

Endowments help nonprofits protect their futures and give them funding when they need it most. In 2023, we helped endowment partners access two million dollars from their endowments to support critical work while still preserving and investing their funds for years to come. Colorado Gives Foundation stewards 141 endowment and/or long-term funds.

## CATCHAFIRE CAPACITY BUILDING

Colorado Gives Foundation provided our endowment partners and Jeffco nonprofits a free membership to Catchafire. This service connects nonprofits with skilled volunteers to help organizations complete a variety of projects, ranging from marketing brochures and new websites, to donor engagement campaigns.

- \$1,152,419 dollars saved
- 5,759 hours of volunteer support donated
- 205 organizations completed projects



# \$69.2M

was donated on ColoradoGives.org for thousands of nonprofits to support their work (includes year-round and Colorado Gives Day fundraising).

# \$2.3M

was distributed from nonprofit endowments to support nonprofit needs with a consistent, reliable source of funding they can use for operations and programs.



# Good for People Who Like to Make Good Happen

Donor advised funds (DAFs) are a flexible and effective way to support the causes you care about. Individuals, families and businesses can establish a DAF at Colorado Gives Foundation, which expertly manages the fund and simplifies the giving process.

A DAF helps donors enjoy immediate tax benefits when they contribute to the fund, then support the nonprofits they care about. A DAF at Colorado Gives Foundation is a great option for those seeking convenience, personalized support and a desire to make a difference in their communities.



# \$7,743,251

donated to 332 nonprofits through donor advised funds

## Top 5 Nonprofit Categories Supported by Donor Advised Funds



# Investing for Impact

Impact investing allows us to leverage our endowment for greater community impact. It complements our grantmaking because impact investments are made to achieve community impact while earning a financial return.

This year, we made our largest charitable investment to date when we seeded the Bring it Home Fund with a \$15 million commitment to help address the affordable housing challenges in Jefferson County.

## BRING IT HOME

In 2023, we made two investments from the Bring it Home Fund. Those investments included:

- **Colorado Housing Accelerator Initiative - \$1.5 million** to support innovative housing collaborations
- **Foothills Regional Housing - \$500,000** to complete Vance Street Lofts in Wheat Ridge, Colorado



# Good for everyone

Connect



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