

**GIVE BIG TO LOCAL CHARITIES  
TILL MIDNIGHT ON MAY 4TH  
AT [GIVEBIGKERN.ORG](http://GIVEBIGKERN.ORG)**

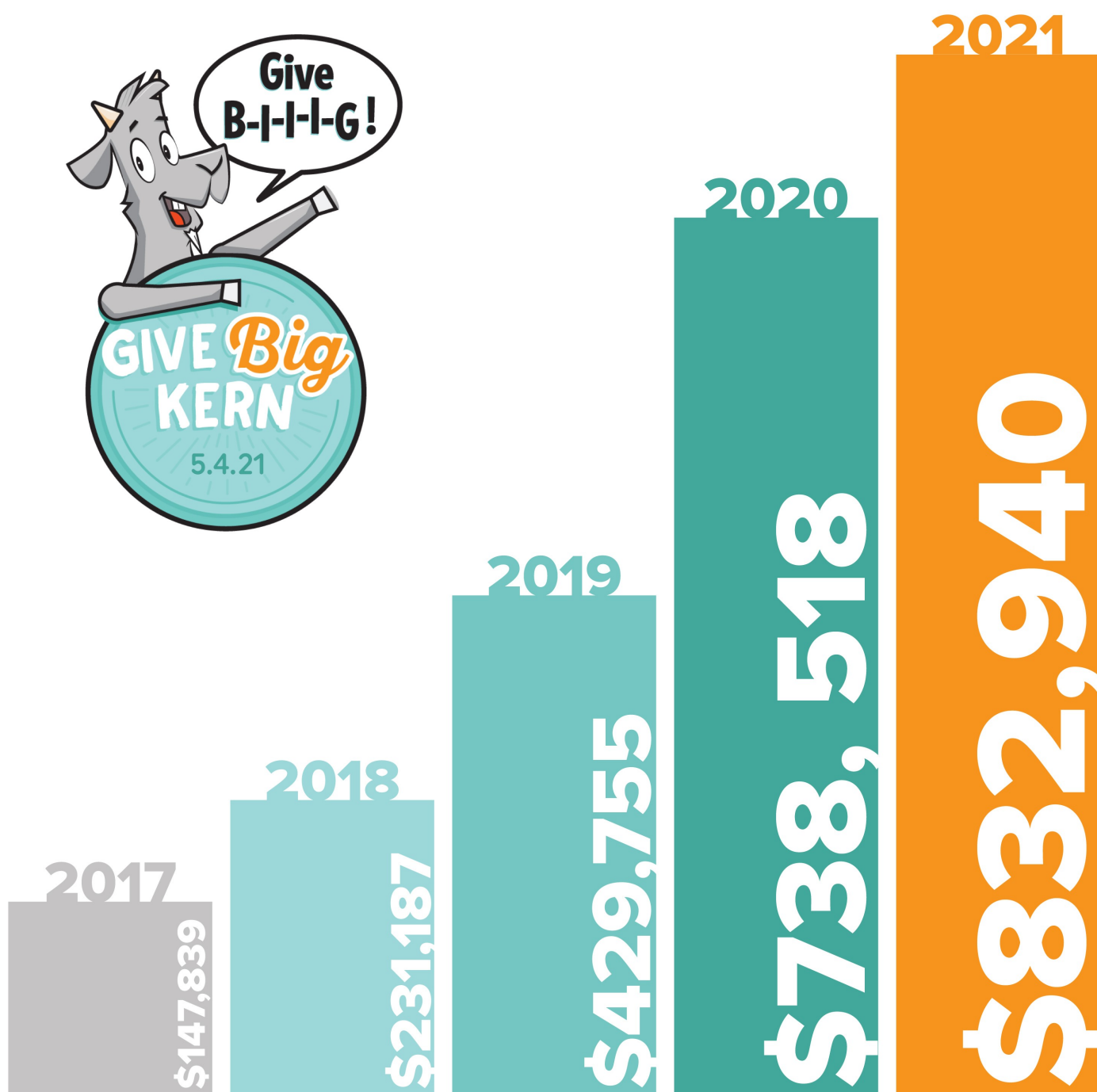
**GIVE *Big*  
KERN**

5.4.21

*Give Big Kern 2021  
Report to the Community*



# Despite COVID-19, Give Big Kern's Impressive Year-Over-Year Growth Continues!



# 2021 Highlights

- \$832,940 raised, reflecting a **13% increase** over 2020's \$738,518.
- For the first time in Give Big Kern history, an individual agency raised more than **\$100,000**: Foster care agency **Bakersfield Angels** raised an impressive **\$147,926!**
- Also a first this year: **ALL 129 participating agencies** received donations.
- **3,404 donors** — **9% more** than the previous year's 3,122 individual donors.
- **4,221 total donations received** — **11% over** the 3,819 total donations received in 2020.
- **\$6,450 average dollars raised per agency** — **9% higher** than the \$5,908 average dollars raised per agency in 2020.

## Other Fun Facts



Since its launch in 2016, when it raised \$176,957, **Give Big Kern**, Kern County's very own Online Day of Giving...

- **Has stimulated the local economy with UPWARDS OF \$2.5 MILLION** in giving to Kern County nonprofits.
- **Is still the LOWEST OVERHEAD FUND-RAISER AROUND!** Participation in Give Big Kern continues to be FREE for nonprofits registered with Kern Community Foundation, and 9 out of 10 donors cover online donation fees. Therefore, **each participating agency pays, on average, just \$18** in fees to participate in Give Big Kern!
- **INCREASES NEW DONOR ENGAGEMENT** for participating nonprofits. **The majority (91%) of 2021 participating agencies received donations from at least one new online donor**, and the average number of new donors per organization is 11.
- **DRAWS NEW PARTICIPANTS YEAR AFTER YEAR! 22%** of organizations in 2021 were **first-time participants**.
- **FACILITATES GIVING IN NEW WAYS:** For the first time IN 2021, **7% of online donations were made through apps such as Mobile Wallet and Plaid**.

# What Donors Are Saying About Give Big Kern 2021



In a Post-Giving Day Donor Survey conducted in late May, more than 90 % of respondents:

- Consider their Giving Day experience to be very or most favorable;
- Had no problem finding an agency to support on [givebigkern.org](https://givebigkern.org);
- Believe Give Big Kern is an important annual event in the community;
- Would participate in Give Big Kern again.



In a true show of Donor Loyalty, over 80% of Donor Survey respondents say they gave to agencies they support or have supported in the past, and close to 60% say this was not their first time participating in Give Big Kern.



- 75% of donors gave to help a favorite nonprofit meet its fundraising goal;
- 56% gave to support a specific cause or project; and
- 25% or more said they either gave to support a friend's fundraising campaign on behalf of a participating agency; or toward a matching gift campaign to strategically make their dollars count twice as much; or to support an agency from which they had received assistance in the past.

Give Big Kern is provided to local Nonprofit Partners  
at no cost thanks to the generous support of

## Our Sponsors:

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### Host

**KERN COMMUNITY**  
F O U N D A T I O N

Growing community.  
Growing philanthropy.

# What's Coming In 2022?



Kern Community Foundation uses feedback from Give Big Kern nonprofit partners to help drive the planning for next year's Giving Day. Here's what we learned from 2021 participants:

## Many Give Big Kern nonprofits are small:

- 74% have a staff of fewer than 10 employees
- 45% are all-volunteer run
- 53% have an annual operating budget of under \$100,000

## Most tell us they have a great need for:

- Financial resources, especially unrestricted funds to help them recover from losses caused by COVID-19
- Alternatives to in-person fundraisers curtailed by the pandemic
- In-kind donations and volunteers
- Community support and engagement—including new donors
- Marketing/outreach support to help them gain more visibility

## They see our community's greatest needs as:

- Overcoming COVID and getting back to normal through vaccination and continuing to follow other public safety protocols
- Mental health services to relieve COVID stress and fatigue
- Affordable housing and homeless services
- Education to counter setbacks suffered by students learning in physical isolation during the pandemic
- Job creation, plus assistance and resources for small businesses, including nonprofits

## The Power of YOU!

Give Big Kern is a community-wide online fundraising event that can help meet community needs by rallying everyone in support of Kern's hard-working nonprofits.

**YOU** are essential to Give Big Kern's success, whether you are a donor, volunteer, nonprofit leader, sponsor or media partner.

### Stay Engaged:

Like and follow us on social media @GiveBigKern.

### Save the Date:

May 3, 2022, is our next opportunity to Give B-i-i-i-g!

### Contact/Visit Us:

Kern Community Foundation

661.325.5346

[kernfoundation.org](https://kernfoundation.org)