



# 2025 Community Report

**TOGETHER,  
WE RAISED**

**\$1,611,433**

**IN 2025!**







Photo Courtesy of  
KAOS Radio

\$323.22

Average  
Donation

154

Participating  
Nonprofits



Photo Courtesy of Girls  
on the Run WestSound



\$36,718.75

Raised By 100 Fundraisers  
THROUGH PEER-TO-PEER PAGES

89.4%

Online Fees  
Covered by Donors

2,740  
Unique Donors



Photo Courtesy of  
Women's Dignity School

45

Opportunities  
TO VOLUNTEER OR ATTEND EVENTS



Photo Courtesy of Wolf Haven International



# Exciting Updates From This Year

## **MORE WAYS TO GIVE**

Based on feedback from last year's survey, we introduced additional ways to give. Individuals can now contribute using mobile wallets (PayPal, Apple Pay, Venmo, or Google Pay) and bank accounts (ACH), and we also improved guidance for making stock gift transfers.

## **INCREASED COMMUNITY PARTICIPATION**

A total of 100 fundraisers raised \$36,718.75. These peer-to-peer efforts allowed supporters to fundraise alongside nonprofit teams, generating greater awareness and engagement for the causes they love. Participants shared personal stories about the nonprofits they support and encouraged others to give by sharing fundraising pages through email and social media. We also saw a 26% increase in unique donors participating in this year's event, highlighting growing community involvement and enthusiasm.

## **NEW NONPROFIT TRAININGS**

This year, Give Local offered nonprofit teams an in-depth look at the platform's fundraising tools. Virtual trainings covered how to maximize impact through matching grants and how to engage loyal supporters using peer-to-peer fundraising pages.

# Community Engagement

## **WEBSITE TRAFFIC**

During Give Local, spsgives.org saw 131,000 page views, 21,000 sessions, and 18,000 individuals engaging with the site, connecting more people than ever to local nonprofits.

## **SOCIAL MEDIA**

The Community Foundation's social media pages (@tcfsp) saw increased organic activity, and targeted Facebook and Instagram ads reached 18,851 accounts—up from 13,897 last year—spreading the word about how to participate in Give Local to people located in Lewis, Mason, and Thurston counties.

## **GIVE LOCAL PROMOTIONS**

Give Local was highlighted across the region with radio ads on KELA, KMNT, KNKX, KMAS, and KXXO; street banners in Olympia, Lacey, and at the WA State Capitol Campus; a Shelton message board announcement; a postcard mailing to 2,277 local businesses and households; coverage in local media including the Shelton-Mason County Journal, JOLT News, ThurstonTalk, and LewisTalk; and in-person outreach at the Thurston County Chamber of Commerce November Forum & Nonprofit EXPO.

# Growing Generosity

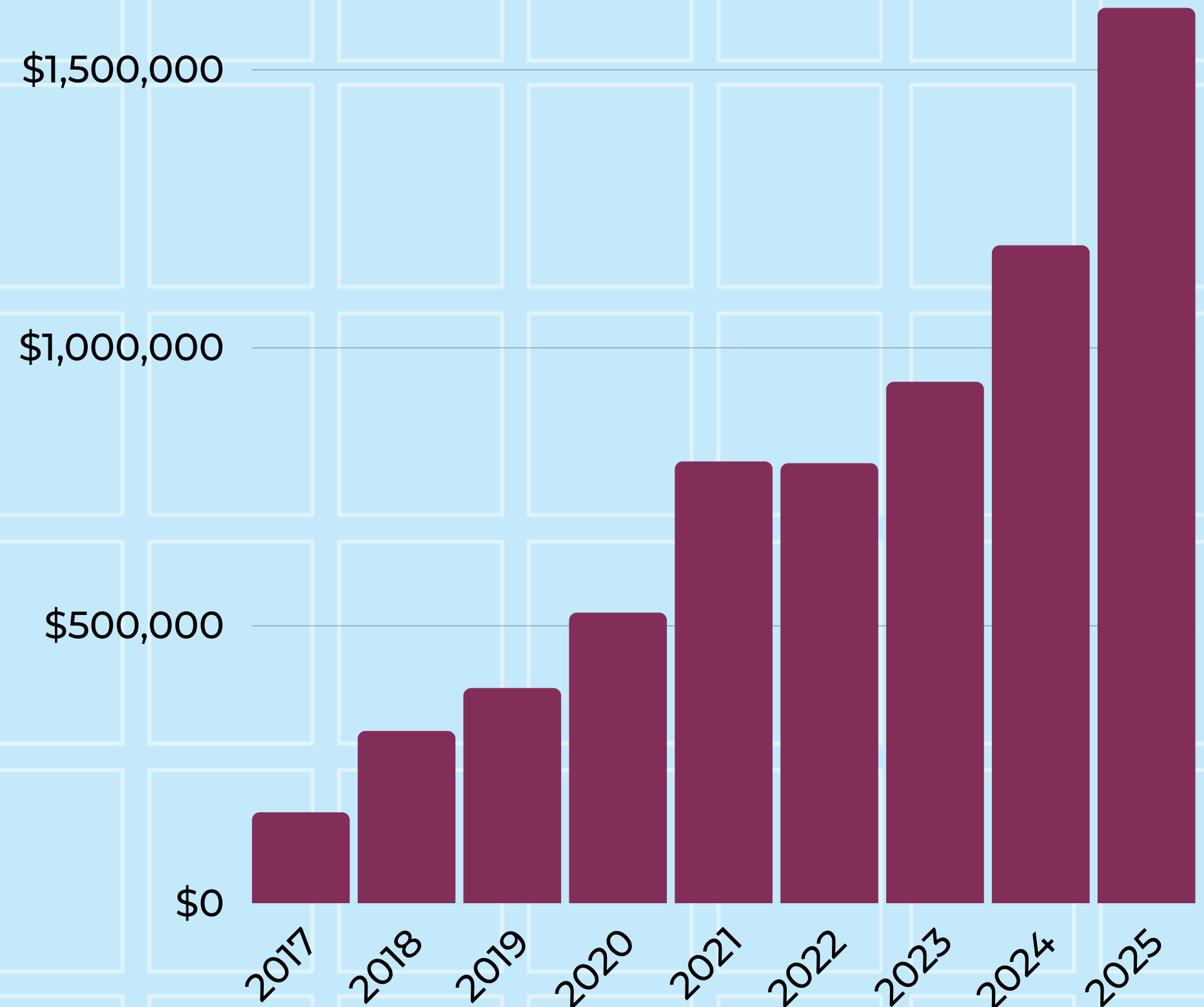
Give Local celebrates the generosity of our community and the nonprofits that make a difference year-round.

In 2025, 2,740 unique donors gave to 154 local nonprofits, raising an impressive \$1,611,433, continuing a trend of growth that shows how much our community comes together each year to support the causes they love.

This year's results reflect both more donors and bigger impact, highlighting the power of collective giving in the South Sound.



**All-time Give Local giving totals over \$6.7 million—that's Incredible!**



# How We Gave Back

Give Local celebrates the remarkable generosity of people across our region. Everyone is encouraged and can participate in giving back to their community in a meaningful way—and this year, **79% of all gifts were \$200 or less**, underscoring how small acts of generosity add up to big community impact.

Thank you to everyone who joined this year’s campaign—by spreading the word, volunteering with local nonprofits, or making a financial contribution. Together, these gifts show how meaningful community change is powered by everyday generosity and sustained by people who believe in a stronger future for our South Puget Sound communities.



**\$250K**

Raised in Early Giving



**\$323.22**

Average Gift Size

Gift Amount	No. of Gifts
\$200 or less	3,959
\$201-\$500	651
\$501-\$2,500	313
\$2,501 or more	70

# Donor Survey Insights

## From 228 donors who responded:

- 93 were new to Give Local.
- 91 said they shared information about Give Local through email, social media or directly speaking to others.
- 118 were not familiar with the Community Foundation before Give Local.
- 224 said they will participate next year.

## Other Insights:

- Donors are mission-driven, and messaging that emphasizes community impact and direct outcomes resonates most.
- The Bonus Fund continues to bolster participation.

By being made aware of the numerous nonprofits, I have donated more than I would have otherwise.

I believe that charity begins at home, and this community is my home.



# Nonprofit Insights

## Participation continues to grow!

This year, 154 organizations across Lewis, Mason, and Thurston counties signed up to take part in Give Local.

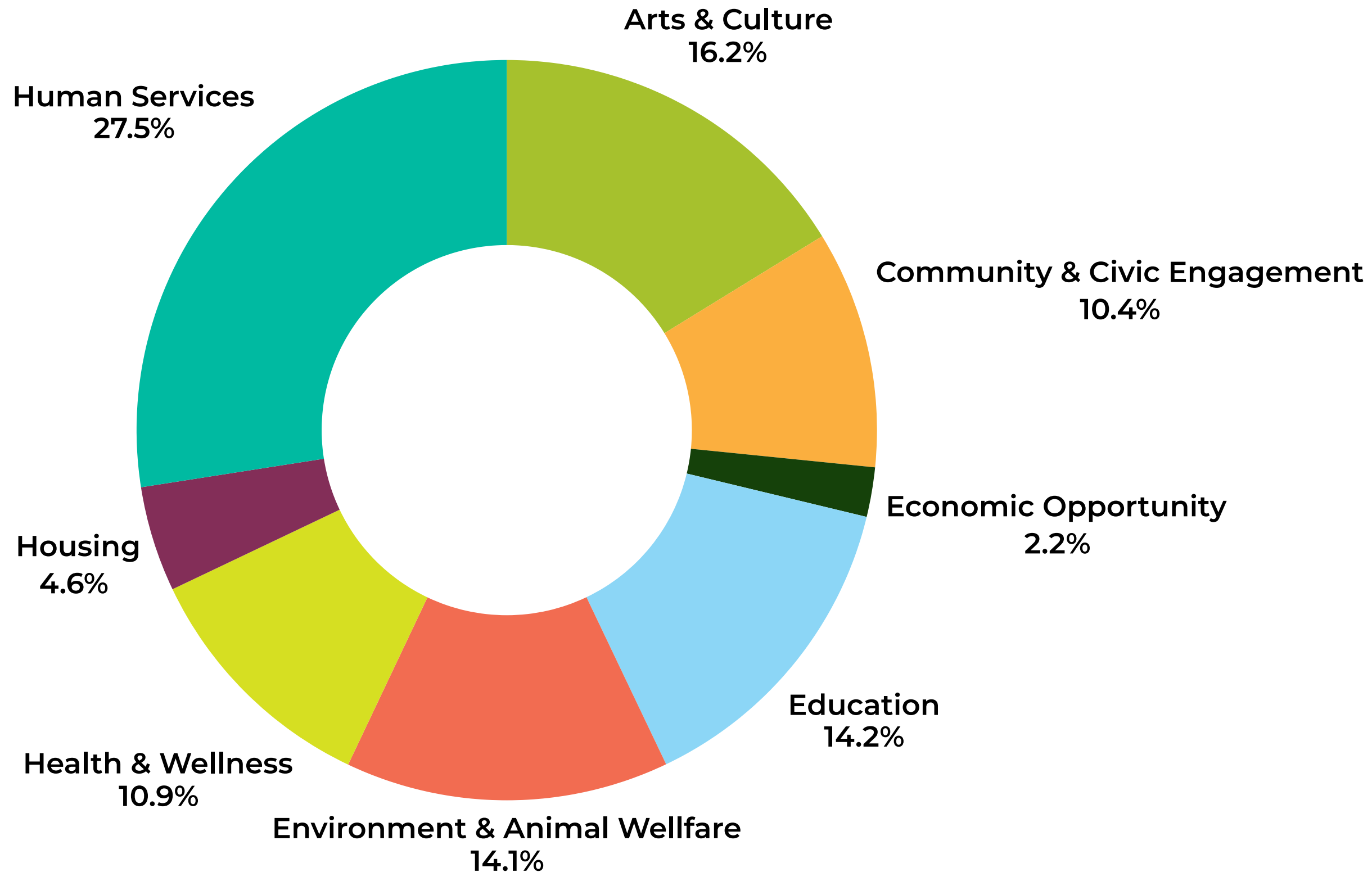
## Other Insights:

- 31 organizations joined for the first time.
- 21 organizations identified as BIPOC-led.
- 66 organizations surpassed their fundraising totals from last year.
- And best of all—100% of participating nonprofits received funds!

We are always excited to band with other organizations and give those in our communities the opportunity to see all the work that is being done and how those that can, can help!

Give Local is the best and only fundraising we do all year. Such a fun positive community experience.

# Amount Raised by Mission Category



# Amount Raised By Budget Size

Budget Size	Nonprofit Participants	Percentage Raised
< \$250K	70	13.6%
\$250K - \$1M	44	20.6%
\$1M - \$5M	27	13.2%
\$5M+	13	52.7%



# Thank You Give Local Sponsors!

## PRESENTING SPONSORS



## MEDIA SPONSORS



# Why “Give Local”?

## INVEST IN NONPROFIT SUCCESS ACROSS OUR REGION

Give Local is a community-wide generosity movement that helps South Sound nonprofits expand their reach, strengthen community relationships, and raise the resources needed to fulfill their charitable missions.

- ♥ **Campaign Tools:** Toolkits and resources that help nonprofits make the most of the event, including guidance on social media, email outreach, community engagement, and more.
- ♥ **Training & Workshops:** Skill-building trainings on topics like fundraising strategies, platform best practices, nonprofit storytelling, and campaign support for every step of the way.
- ♥ **Unified Marketing Campaign:** Radio ads, social media promotions, news coverage, street banners, and more expands visibility and participation across the region.



## WHO WE ARE

The Community Foundation of South Puget Sound is on a mission to grow a lasting culture of generosity and well-being in the South Puget Sound through connection, leadership, and investment.



## WHY GIVE LOCAL?

The Community Foundation is the force behind Give Local, which is held every year to encourage community philanthropy, increase support for causes that people in our region care about, and boost nonprofit visibility.

# Save The Date



## LATE SUMMER 2026

### NONPROFIT REGISTRATION OPENS

#### What to Expect:

- New Workshops
- Updated Campaign Assets
- Give Local registration reminders through the Community Foundations' social media channels, and email newsletters

## QUESTIONS?

Community Foundation of South Puget Sound staff are available to help answer your questions by phone at [360.705.3340](tel:360.705.3340) or by email at [info@thecommunityfoundation.com](mailto:info@thecommunityfoundation.com).

## NOVEMBER 9 - 20, 2026

### GIVE LOCAL CAMPAIGN DATES

#### What to Expect:

- Radio ads, Street Banners, Postcard Mailer, and Message Board Reminders
- Ads and Features in local publications
- Communications From local nonprofits
- Early Giving begins November 2
- Bonus Fund and Giving Wednesday Drawings



# Thank You, South Puget Sound

Give Local is part of the Community Foundation's efforts to grow and inspire local philanthropy. The event sparks generosity across the South Sound by connecting people to the causes they love, while giving nonprofits a powerful platform to share their work, expand their reach, and strengthen community support.

Each year, this event brings our region together—neighbors, businesses, volunteers, and nonprofits—all united by a shared belief in the power of community generosity. Your participation not only fuels critical programs today, but also strengthens the long-term vitality of the nonprofit organizations that care for our communities year-round.

Thank you for giving, sharing, and showing up for the places we call home. Together, we are building a brighter, more connected future for Lewis, Mason, and Thurston counties—one generous act at a time.





The illustration for this year's event is based on this photo titled *Mt. Ellinor* by Jenn Stone.