

All about Give!Guide 2023

What is Give!Guide?

Give!Guide is Oregon's easiest path to year-end giving. It's *Willamette Week's* annual effort to raise funds for — and draw attention to — the good works of local nonprofits.

It's all about local impact

Since its inception in 2004, Give!Guide has raised more than \$56 million. **Last year we raised \$8.1 million for 235 local nonprofits and the Oregon Cultural Trust.** This is money that stays in the community and boosts the quality of life for all of us.

The money raised through Give!Guide **feeds the hungry, shelters the houseless, addresses injustices and abuses, provides health care, grows the city's culture, cares for our furry friends, and tackles climate change.**

We (Give!Guide, the nonprofits, and the community) all want to live somewhere great and supporting our community through dedicated and mission-driven nonprofits is one way we can create that together.

Tell me about the nonprofits

Organizations of all types and sizes **from Clackamas, Multnomah, and Washington counties** are included.

They go through a competitive application and selection process in the spring before being vetted and offered a spot.

This year there's about **250 local nonprofits** sorted into **these 10 categories**:

1. Animals
2. Civil & Human Rights
3. Community
4. Creative Expression
5. Education
6. Environment
7. Health
8. Home
9. Human Services
10. Hunger



When is Give!Guide?

Every year like clockwork, Give!Guide opens at 12:01 am on **November 1** and closes donations through midnight, **December 31**.

Where can I find the guide?

Everything is online at giveguide.org. But we're also *WW's* cover story on November 1, grab an issue!

Why does WW do this?

Alongside raising money for nonprofits so they can do great things, **a key goal of the campaign is to encourage Portlanders 35 and under to give back to the community**, and to build a culture of active citizenship. It's how we steward a more connected and compassionate community.

Wait, why focus on donors 35 and under?

We want the next generation of Portlanders to get in the habit of investing in our community. If people begin supporting nonprofits at an early age, even with small — \$10 or \$20 donations, they are more likely to continue to give as they get older — and their support grows with their income.

Many families use Give!Guide as a way to teach their kids about philanthropy. Giving through giveguide.org is empowering. It helps kids identify their values and learn how to research local organizations. It also teaches them about citizenship, stewardship, and empathy.

Partnerships for the Win

Local companies and foundations know **doing good business means also doing the right thing**. That's why we (WW and the participating nonprofits) work hand-in-glove with local businesses to reach our goals.

Last year **448 business partners** dedicated themselves to helping a wide range of nonprofits reach their fundraising goals. By working together through unique partnerships, we improve our quality of life, and that deserve the highest of fives.

If there's a specific nonprofit or cause that's of interest to you and you need an introduction, let us know. We're happy to make the connection.

Want to get involved?

We are dedicated to a community-centric campaign and welcome help! Everyone plays an important role in Give!Guide's success and we're happy to meet with potential partners throughout the year.

Anyone looking to become a sponsor, business partner, offer a Big Give Day prize, should reach out to G!G HQ to start the conversation.

How Fundraising Goal

We are setting the annual fundraising goal higher than ever this year. We're hoping to put more than \$8 million in the hands of truly worthy local nonprofits.

Louder Together

Marketing and promotion efforts are a communal effort between Give!Guide, the nonprofits, and Willamette Week.

We work together to make as much noise as possible during the campaign on every channel available. We all share content freely and repost often to cross-pollinate messaging.

Want to help share the news? Request our plug-and-play or DIY design assets.

Some fun stats from last year

- Giveguide.org had over 40,000 visitors from the Portland metro area.
- Donors came from 49 states and the District of Columbia. (*North Dakota, we missed you!*)
- These 10 states had the most donations (in descending order):
Oregon, Washington, California, Arizona, New York, Virginia, Florida, Texas, Pennsylvania, Massachusetts.
- During the final week of the campaign, 20,990 individuals visited giveguide.org to give a total of \$3,473,155.
- Shout-out to the 35- to 44-year-olds: At 24%, they top the chart as our most active age group. A nod to the young adults, 25 to 34, coming in at a close second (21%).



Want to know more about last year's Give!Guide? Check out the [campaign report](#) and [giveguide.org](#).