

GIVE

MIAMI

DAY

2023

# A MESSAGE FROM OUR CEO

---

**Rebecca Fishman Lipsey**




Give Miami Day serves as a testament to the boundless generosity that resides within the hearts of Miami's residents. It is a day

where everyone comes together across all lines of difference to strengthen Miami together. Behind every donation is a story of impact, and this year was filled with them. From educational programs transforming the lives of youth to environmental initiatives safeguarding and protecting this beautiful place we call home, the collective impact of these donations reverberates across Miami. Each dollar contributed is a testament to organizations tirelessly working towards creating a better future.

This year, we saw an unprecedented outpouring of support, with an increasing number of donors and organizations making a difference. The sense of unity and purpose was remarkable as individuals from all walks of life came together to create a positive impact. The community's commitment to philanthropy is truly inspiring, a testament to the strength in collaboration, trust, and compassion.

This day doesn't just provide financial fuel for over 1000 nonprofits, it also gives us a pulse on the vision, needs, and growth of Miami's "solution sector", as well as insights about the priorities of generous people across Miami. Here is what we learned from 96,000 donations on Give Miami Day in 2023. We hope it shapes our community's generosity for the year ahead.



**“Give Miami Day brings out the best in our community. It is a day where all of us stand together and share responsibility for the future of Miami. The only way forward is together.”**

# 5 YEAR TRENDS

**“Overall, GMD has become our biggest fundraiser of the year and we've come to depend on it. It's a feel-good event for the staff, our members and board and The Miami Foundation folks are so inspiring. It's also become a way to connect with other non-profits in Miami and build those relationships too.”** -Tropical Audubon Society

In the mosaic of Give Miami Day's 12-year history, the last five years is marked by unprecedented growth and community engagement. There are three major takeaways from this retrospective analysis, encapsulating the dynamic evolution and impactful strides witnessed between the years.

## Rising Participation

Give Miami Day has evolved into a vibrant space for charitable organizations. Since 2019, the number of organizations actively raising money on the day has increased by 41%.

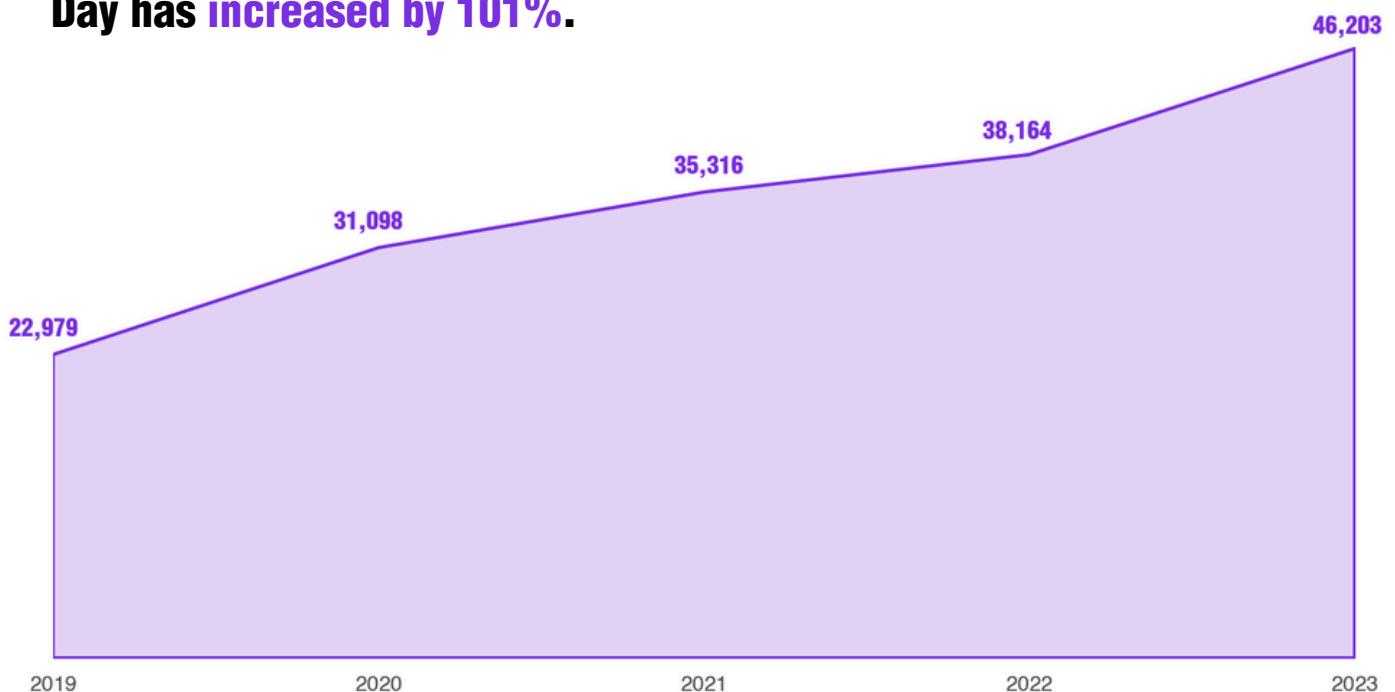
## Dollars Doubled: A 102% Growth in Half a Decade

Equally impressive, the dollars raised by organizations in the last five years has surged by a remarkable 102%. This surge underscores increasing trust and support from the community.

## Diverse Philanthropic Ecosystem

Since 2019, the number of unique donors contributing on Give Miami day has soared by an extraordinary 101%, highlighting growing awareness and enthusiasm.

**Since 2019, the number of **unique donors** contributing on Give Miami Day has **increased by 101%**.**



# THE VITAL ROLE OF UNRESTRICTED FUNDING

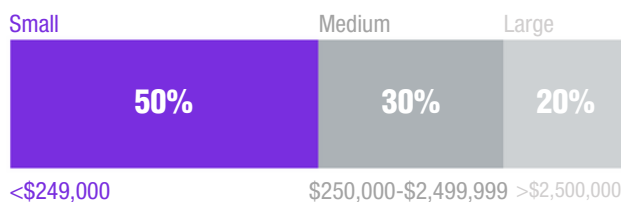
## The Power of Flexibility

The significance of unrestricted funding cannot be overstated, especially for nonprofit organizations to make a tangible impact. Funds raised on Give Miami Day provide a critical stream of unrestricted dollars. This adaptability is crucial in an ever-evolving landscape, allowing nonprofits to respond swiftly to emerging needs, invest in critical infrastructure, and seize unforeseen opportunities.

## Bridging the Budgetary Gap

Half of participating organizations operate with a budget of less than \$250,000 and 81% do not have a permanent endowment. Unrestricted funding becomes a lifeline that bridges the gap between aspiration and operational reality. It is needed to address immediate needs, sustain essential services, and fortify their foundations for sustained growth.

**Half of participating organizations have a small operating budget of less than \$250,000.**



## Challenging Financial Realities

The financial landscape for many nonprofits is characterized by tight margins and limited reserves. On average, organizations grapple with six months or less of cash reserves and only 25% have a line of credit. Unrestricted funding injected through initiatives like Give Miami Day becomes a critical buffer, ensuring organizations can weather unforeseen challenges.

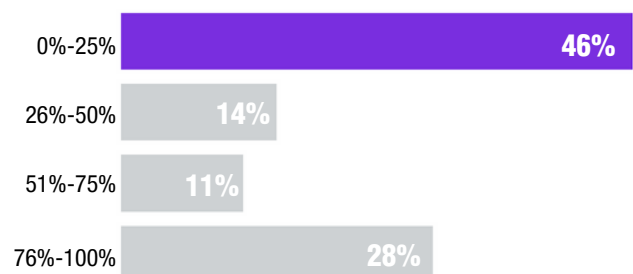
**“Give Miami Day is our organization's largest fundraiser event of the year which helps cover all expenses not covered by other grants. It has worked wonders. It is easy since is it online and helps us spread the word to our donors. I love the experience and it has been increasingly successful every year.”**

-Leadership Learning Center at St. John Bosco

## Liberating Innovation

Contrary to typical grant funding, which often comes with stringent restrictions on usage, unrestricted funding allows organizations to allocate resources based on their unique needs and priorities. 46% of participating organizations are able to use only 25% or less of their philanthropic funding for general operating support.

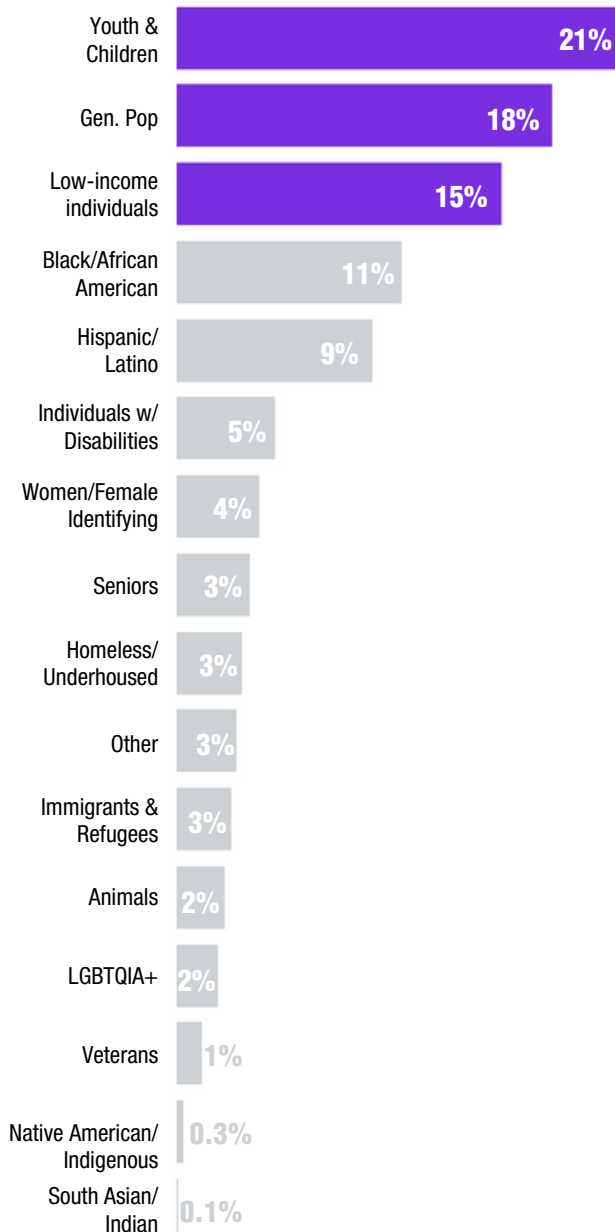
**46% of organizations are only able to use 25% or less of their philanthropic funding for general operating support.**



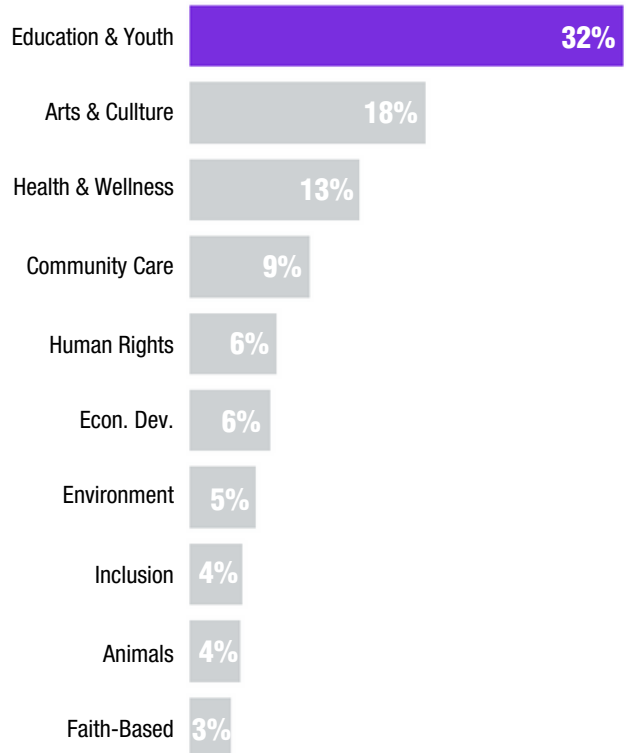
# ORGANIZATION OVERVIEW

Organizations participating in Give Miami Day form a dynamic tapestry of philanthropy. They represent a mosaic of missions, diverse populations served, and varied organizational structures.

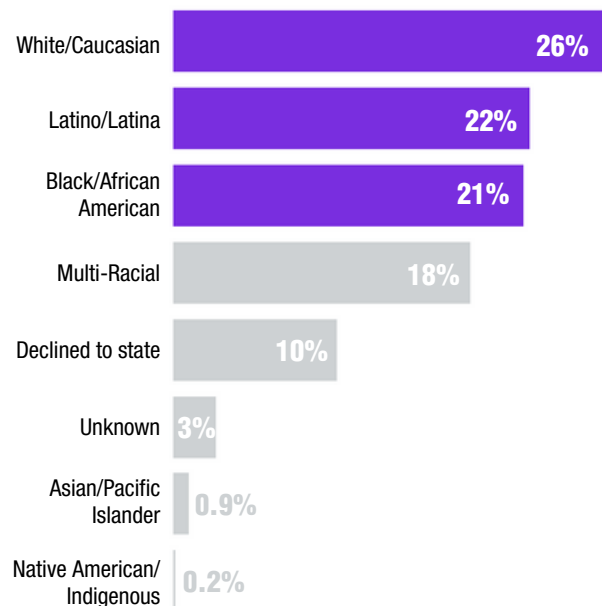
**Organizations selected the top three primary populations they serve. Youth & children, general population, and low-income individuals were the most frequent selections.**



**Almost one-third of participating organizations focus on Education & Youth.**



**69% of organizations are led by executive directors identifying as White/Caucasian, Latino/Latina, or Black/African American.**



# ORGANIZATION NEEDS

Understanding an organization's needs is pivotal in crafting a supportive ecosystem that empowers nonprofits to thrive and amplify their impact. Organizations were asked to identify their top two needs, unearthing key themes that illuminate the challenges and aspirations of these organizations.



## Fundraising

Fundraising emerged as the predominant need, for 80% of organizations. Those organizations shared specific fundraising needs and four themes emerged:

### 1. Grant Writing Expertise

19% indicated they need a grant writer or grant manager to secure funds.

### 2. Flexible and Unrestricted Funding

19% called for funding that gives them the agility to allocate resources where they are most needed.

### 3. Building Connections

17% identified cultivating increased connections and networking as a need to expand their fundraising efforts.

### 4. Donor Relations

17% identified retaining or growing their portfolio of donors as a priority in sustaining their missions.

**“It was our first year participating in the event. Witnessing the support from a variety of organizations, including the Miami Foundation and excitement about the event in itself was great. We were able to see how other organizations encouraged giving and their creativity on social media and in person.”** - The Dennis Project

## Visibility, Communications, & Brand Awareness

For 46% of organizations, the need for enhanced visibility, communications, and brand awareness takes precedence. Recognizing that impact is magnified when shared effectively, these nonprofits seek avenues to tell their stories and elevate their presence within the community.

## Empowering Change Through Partnership

Together, The Miami Foundation and Radical Partners generated opportunities for local organizations to invest in the sustainability and success of their own fundraising and network-building skills and strategies.



# EMPOWERING NONPROFITS

## A COLLABORATIVE JOURNEY

In a transformative partnership, The Miami Foundation and Radical Partners joined forces to equip nonprofit leaders and their teams with the skills and strategies essential for maximizing their impact on Give Miami Day and beyond.

### Virtual Learning Hub

A curated selection of six pre-recorded virtual sessions featuring experts in strategy, fundraising, and communications kickstarted the Give Miami Day campaign building process. The most viewed session, “Top 10 Give Miami Day Fundraising strategies,” garnered 881 views. One-page summary documents condensed key takeaways for quick reference and application.

### Launching the Season

The “Ready” session set the stage, drawing in 305 leaders to kick off the Give Miami Day Season. The Miami Foundation, MightyCause, and Radical Partners collectively illuminated the day’s history and goals, demonstrated the new platform’s features, and summarized the myriad of capacity-building opportunities.

### Strategic Consultations

Drawing on the collective wisdom of nonprofit leaders themselves, Group Office Hours provided a unique platform for peers to share insights, address challenges, and collectively navigate the intricacies of successful Give Miami Day campaigns. With an average attendance of 42 leaders per session, these consultations became a dynamic exchange of firsthand experiences.

### Building Capacity Locally

“Set” sessions took the learning directly to the community with three interactive workshops across the county, attracting an average of 38 leaders per session. These workshops facilitated connections, honed storytelling skills, defined fundraising strategies, and crafted effective campaign plans.

### Expanding Reach

The “Go” session brought together nonprofit and tech leaders in collaboration with Venture Café Miami. This innovative approach expanded Give Miami Day’s reach to a new audience, fostering connections, learning through workshops, and showcasing missions through pitches and tabling.

### Mission Control

Mission Control, an all-day interactive gathering on Give Miami Day, provided on-site support and a hub for collaboration for 167 leaders in attendance representing 83 nonprofits. It became a focal point for unity, networking, and professional support. Attendees lauded the on-site assistance, vibrant atmosphere, and networking opportunities that added an extra layer of energy to their fundraising efforts.



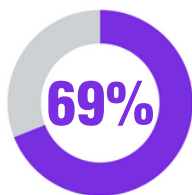
# RHYTHMS OF GENEROSITY



Over 46,000 unique donors showed up for Miami in 2023, painting a vivid picture of a community driven by compassion and generosity.

## The Resonance of Small Acts

A staggering 69% of donations made on Give Miami Day were in modest denominations of \$25, \$50, or \$100. Among these, \$25 donations emerged as the most frequently occurring, embodying the belief that even the smallest acts of kindness can collectively create a substantial impact.



**69%** of donations made on Give Miami Day were \$25, \$50, or \$100.

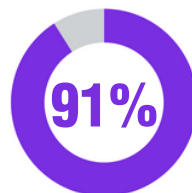
## Generosity Beyond Boundaries

Diving into the higher echelons of giving, a noteworthy 288 donations were \$10,000 or more.

66% of these donations were made to organizations with a large budget (over \$2,500,000). 38% of donations over \$10,000 went to organizations focused on education and youth.

## Shouldering Costs & Maximizing Impact

In a remarkable display of shared responsibility, 91% of transaction fees were covered by donors. This collaborative effort ensured the maximum resources flowed directly to the causes that matter. It is a testament to the shared commitment to amplify the impact of every donation, no matter the size.



**91%** of transaction fees were covered.

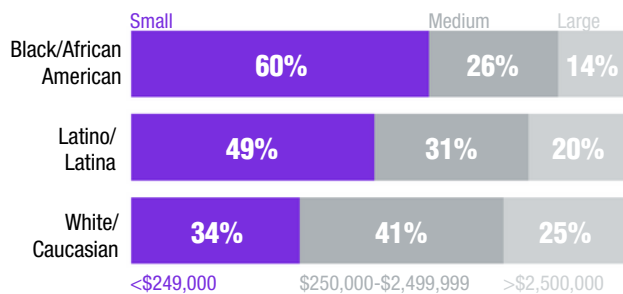
# EQUITY SPOTLIGHT

## NAVIGATING RACIAL DISPARITIES IN PHILANTHROPY

### Budgetary Challenges

The financial landscape for Black-led and Latino-led organizations reveals a striking contrast. A significant portion of Black-led and Latino-led organizations operate with a small budget of less than \$250,000. This disparity sets the stage for the uphill battle these organizations often face in executing their missions.

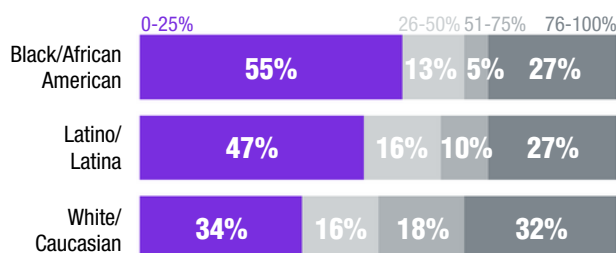
**Over half of Black-led & nearly half of Latino-led organizations have a small operating budget.**



### General Operating Support Limits

A daunting trend emerges regarding the utilization of philanthropic funding for general operating support. Over half of Black-led and nearly half of Latino-led organizations can only use 25% or less of their funding for general operating support. This limitation hampers their flexibility and capacity to address immediate needs and strategic initiatives.

**Over half of Black-led & nearly half of Latino-led organizations can only use 25% or less of their funding for general operating support.**

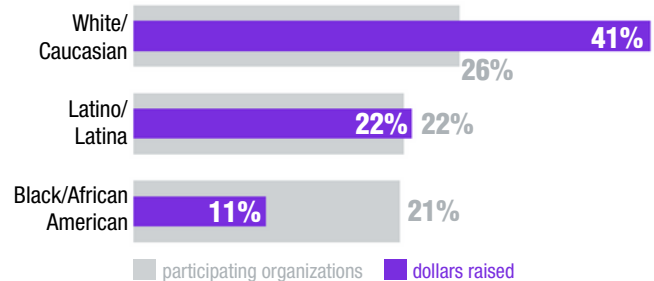


The percentages (0-25%, 26-50%, 51-75%, 76-100%) represent how much funding is unrestricted for nonprofits.

### Disparities in Fundraising Returns

While Black-led organizations constitute 21% of participating organizations, they face the largest disparity in fundraising outcomes that has persisted over time. In 2023, they only received 11% of the dollars raised on Give Miami Day and garnered donations from only 16% of unique donors contributing. In contrast, White-led organizations, representing 26% of participating organizations received 41% of the total dollars raised from 36% of unique donors, showcasing a notable imbalance in the distribution of philanthropic support.

**Black-led organizations account for 21% of participating organizations, but only benefitted from 11% of the dollars raised on Give Miami Day.**



### Bridging the Gap

To address these disparities, it is crucial to move beyond recognition and actively work towards creating a more equitable landscape. Supporting Black-led and Latino-led organizations not only financially, but also through capacity-building initiatives and tailored resources can help level the playing field. By amplifying visibility, fostering connections, and advocating for inclusive philanthropy, we can collectively contribute to dismantling systemic barriers and fostering a more equitable future for all.

# EMPOWERING BEYOND DOLLARS

## THE INAUGURAL NONPROFIT FAIR ON GIVE MIAMI DAY



In a groundbreaking addition to Give Miami Day, we introduced the inaugural Nonprofit Fair, transforming the act of giving into an immersive and impactful experience. More than just a monetary exchange, this event allowed donors to connect with organizations on a personal level, gaining insights into their missions, and actively participating in hands-on activities.

**During the fair, donors were not mere spectators; they became active contributors to meaningful projects.**



**200** diaper kits were packaged with Miami Diaper Bank.



**50** supply kits for moms at Lotus house were packaged.



**50** disaster kits put together for GEM to distribute.



**1** puppy adopted from the Humane Society.



**Hundreds of letters written to individuals experiencing incarceration with 300 Letters**



**Toy drive for detained immigrant children hosted by Americans for Immigrant Justice**



As the curtains fall on another extraordinary Give Miami Day, our hearts swell with gratitude for the remarkable generosity and community spirit that unfolded.

To the countless participating organizations, you are the architects of change, weaving dreams into reality with passion and purpose. Your unwavering dedication breathes life into our shared mission of building a brighter tomorrow.

To our esteemed donors, your generosity knows no bounds. Each contribution, big or small, reverberates with the power to transform lives and communities. Your belief in the potential for positive change fuels the heartbeat of Give Miami Day, inspiring us all to strive for a better, more compassionate world.

A heartfelt thanks to our sponsors, whose support serves as the bedrock of this philanthropic endeavor. Your commitment to fostering a culture of giving and community enrichment is truly commendable, and we are grateful for the partnerships that make Give Miami Day possible.

**Give  
Miami  
Day**

presented by:  
**amazon**

**The  
Miami  
Foundation**  
FOR A GREATER MIAMI