



#iGIVECATHOLIC

THE U.S. CATHOLIC CHURCH'S GIVING DAY

FOR CATHOLIC SCHOOLS

#GivingTuesday - November 29, 2022



HOW WE HAVE GROWN

GIVING DAY YEAR	ARCH/DIOCESE/ FOUNDATIONS	MILLIONS RAISED
2015	1	\$1.35
2016	6	\$1.8
2017	17	\$3.6
2018	29	\$5.6
2019	39	\$7.4
2020	40	\$12.7
2021	40	\$16.5



WHY #iGIVECATHOLIC?

- Builds relationships and communities
- Increased visibility with donors in the Gift Basket
- In-depth training and tech-support
- Social media graphics and communication templates provided
- Easy-to-follow marketing timeline
- No set-up fee
- Tax receipts provided for online gifts
- School owns all donor information
- Key features that drive a giving day
- Solid, trusted leadership and guidance from a bishop-led, Catholic 501(c)(3)



BY THE NUMBERS

\$22,946

The average amount raised in 2021 by organizations using **peer-to-peer fundraising**

\$98.50

The amount kept in 2021 for **every \$100 raised online** by participating organizations

\$13,000

The average raised per school in 2021

So many schools have been impacted as a result of #iGiveCatholic. How could #iGiveCatholic impact your school?



Saint Mary Catholic School
Rome, GA

Raised over \$18,000

The theme for Saint Mary's #iGiveCatholic campaign was "Who has shaped your life?" It was quite successful as people were asked to donate in honor of someone at the school who touched their life and changed it. Christa Jackson, Director of Admissions & Advancement, said "#iGiveCatholic fosters a sense of appreciation in our students for all of the many people who support their Catholic education."



Saint Aloysius Parish School
Pottstown PA

Raised over \$30,000

Luisa DeSimone, Advancement Director, beamed. "The #iGiveCatholic campaign has truly been a blessing to Saint Aloysius Parish School. The amount of money raised in 24 hours in both 2020 and 2021 was astounding! We are extremely thankful for the love and support of our wonderful community, The Catholic Foundation of Greater Philadelphia, and the #iGiveCatholic platform that allows us to participate in this incredible initiative!"



Saint Michael Indian School
St. Michael, NM

RAISED: \$20,500

"#iGiveCatholic is an opportunity to share what a Catholic school looks like and is a great way to engage our Catholic community and donors. #iGiveCatholic has provided a good foundation of resources to help our organization bring awareness to our donors and school about the importance of a giving day. Our Advancement Committee and fundraising staff fully understand the momentum needed to create a successful 24-hour giving drive. The prep meetings are helpful for fundraising staff to meet other Catholic fundraising professionals."



In Danville, Virginia, Sacred Heart Parish and school combined their campaigns to restore the town's beloved Madonna and Child Christmas lights with updated LED bulbs. Since 1992 the display has been seen and enjoyed from all over the city each Advent season. Their endeavor was a success, and in true Christmas spirit, the donors were from all over the Danville region.

Register to participate in #iGiveCatholic between August 15 and November 2!