



2026



GIVE TOGETHER,
GROW TOGETHER

2026 RESULTS | 2027 VISION

EXECUTIVE SUMMARY

How can we truly uplift community-based organizations, amplify their stories, and connect them to new resources and partners? In 2026, Utah Nonprofits Association (UNA) delivered on this challenge by designing, developing, and launching **UTAHGIVES**.



Humane Society of Moab Valley

UTAHGIVES is a new statewide day of giving, created to connect local organizations with new supporters, elevate their impact, and build momentum around collective generosity. In its inaugural year, **UTAHGIVES** brought together hundreds of nonprofits, thousands of donors, media partners, sponsors, and community champions around one shared invitation: give together, grow together.

The 2026 campaign raised \$605,809 through donor gifts, matching dollars, and prize funding. Just as importantly, it showed what is possible when Utahns are invited to rally behind the organizations strengthening our communities every day.

UTAHGIVES established a strong foundation for the future alongside a new vision for generosity in Utah. In the years ahead, **UTAHGIVES** will continue growing into a valued annual tradition, bringing people together in celebration of what is possible when we give back, and give together.



STRONG FIRST-YEAR PROOF OF CONCEPT

The first year of **UTAHGIVES** established a strong foundation of engagement and impact: 318 nonprofits registered to participate, 210 organizations received at least one donation, and donors made 2,551 gifts to organizations across multiple counties and causes.

With an average gift size of \$180 and a median gift size of \$30, **UTAHGIVES** showed its ability to engage everyday donors while also creating space for larger gifts, matches, and major commitments.



Together, these results demonstrate real potential for long-term growth, establishing **UTAHGIVES** as a statewide giving movement that will continue expanding in reach, participation, and impact.

KEY OUTCOMES

TOTAL RAISED	\$606,809
DONATIONS	2,551
DONORS	1,808
REGISTERED NONPROFITS	318
AVERAGE GIFT SIZE	\$180
MEDIAN GIFT SIZE	\$30

DONOR GENEROSITY

→ 2,551

Donations to community-based organizations

→ \$469,809

Individual Donations (Online and Offline)

→ \$16,667

Largest Online Donation

→ 87.4%

Fees Covered by Donors

GIVING INSIGHTS

- 36% of donations were between \$50–\$1,000, indicating larger single gifts
- 19% of donation transactions supported multiple organizations
- 7% of donations were made offline, but accounted for a large portion of total dollars raised
- 26 donors opted into recurring giving, committing \$630 in monthly giving
- **2027 Opportunities:**
 - Donor education and encouragement to support multiple organizations
 - Stronger promotion of online giving
 - Education and resources to encourage recurring giving

MATCHES AND PRIZES

Matching gifts and prizes built excitement, urgency, and momentum.

- 30 Matching Grants
- \$93,000 in Matched Funds
- 53 Unique Prizes, including by Cause-Area, Organization Size, Golden Ticket drawings, and Sponsored Prizes
- \$43,000 in Funded Prizes



2027 Opportunities

- Targeted education on matching gift solicitation and utilization
- Prizes encouraging strategic behaviors, such as first-time gifts, recurring donations, multi-organization giving, etc.

NONPROFIT EXPERIENCE

The first year of **UTAHGIVES** showed that nonprofit success is closely tied to campaign readiness. Organizations that set goals, communicated with donors, used campaign resources, and actively promoted their participation were best positioned to see strong results.



- Organizations with fundraising goals raised 10 times as much as their counterparts, and saw 8 times as many donors
- Goal-setting organizations raised about \$560,000 total, with \$2,500 average raised by each organization

- Large organizations drove the most donation volume
- Small organizations demonstrated strong performance through significant gifts
- Mid-sized organizations showed broad participation and strong potential for growth



2027 Opportunity: Continue strengthening nonprofit education around goal-setting, donor outreach, matching gifts, campaign timelines, and readiness.

ORGANIZATIONAL PERFORMANCE

ORG SIZE	ACTIVE ORGS	RAISED ONLINE	DONATIONS	AVG GIFT
Small	42	\$161,213	280	\$576
Medium	83	\$114,096	626	\$182
Large	84	\$179,554	1,288	\$139

CAUSE AREA	ACTIVE ORGS	AMOUNT RAISED
Arts and Culture	22	\$172,107
Human Services	49	\$81,796
Animal Related	11	\$59,890
Housing and Shelter	16	\$27,078
Justice and Legal	5	\$26,740
Healthcare	17	\$23,778

2026 TAKEAWAYS

The inaugural year of **UTAHGIVES** confirmed several important lessons:

Utah nonprofits are ready for a statewide giving day. More than 300 organizations registered, showing strong sector demand.

Donors responded. More than 1,800 donors gave, with many small-dollar gifts that made the campaign accessible and community-driven.

Matches and prizes matter. Incentives created urgency, excitement, and momentum, while also offering sponsors a visible way to demonstrate support.

Nonprofit readiness is essential. Organizations need clear goals, donor outreach plans, and time to activate their communities. Public awareness will drive future growth.



2027 AND BEYOND

UTAHGIVES is positioned for meaningful growth in 2027. With the platform, brand, nonprofit network, sponsor base, and first-year data now in place, UNA can build on the inaugural campaign and expand its reach statewide to grow year-round visibility for participating organizations.

Priorities for 2027 include:

Strengthening nonprofit readiness. UNA will provide earlier training, clearer campaign milestones, goal-setting guidance, and more practical tools to help organizations plan and execute successful giving campaigns.

Expanding public awareness. Future campaigns will focus on helping more Utahns understand what **UTAHGIVES** is, why it matters, and how they can support the causes they care about.

Improving donor discovery. UNA will explore ways to help donors find nonprofits by cause area, region, community need, and personal interest, while encouraging multi-organization giving.

Growing match and prize strategy. Matches and prizes will continue to be important campaign tools, with opportunities to better align incentives with donor engagement, recurring giving, first gifts, and support for emerging organizations.

Building year-round engagement. **UTAHGIVES** can become more than a single day of giving. With stronger donor retention, nonprofit storytelling, sponsor visibility, and year-round communication, the campaign can grow into a lasting statewide generosity platform.



THANK YOU TO OUR SUPPORTERS

UTAHGIVES was made possible by the generosity, trust, and partnership of funders, sponsors, media partners, participating nonprofits, and donors across the state.

Your support helped launch a new statewide giving tradition for Utah. In year one, UTAHGIVES raised more than \$600,000 for nonprofit organizations and created a foundation for future growth.

Together, we are building a campaign that can strengthen Utah's nonprofits, inspire generosity, and connect more people to the causes that make our communities thrive.

FOUNDING SPONSORS

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BUILDING COMMUNITY

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Katharine B. Garff**
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FIRST NONPROFIT

Jill and Frank
Bennett

 **PATHWAY**
GROUP

TESTIMONIALS

"Thank you...for hosting a great event! The platform was well-designed and user friendly. I was able to make one-click donations with google pay and share the event with my contacts." Cache Humane Society

"Thank you very much! UTAHGIVES was great to be a part of, and we had a very successful campaign. We are really looking forward to participating again next year." The Road Home

"Thank you so much! Utah Gives was an excellent way for our organization to begin fundraising, we are super new (incorporated in August) and this represents our first infusion of crowd-sourced funding." High Desert Heritage and Research

"Our whole experience with UtahGives was so great." Tiny Tim's Foundation for Kids

"We are grateful and delighted to hear that we won some prize money! It was so fun to participate in UtahGives and we can't wait to do it again next year." The Motley Squad



Save the Date for UTAHGIVES 2027

April 29, 2027

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