



A Statewide Day of Giving Our 2020 Report to the Community

OVERVIEW

After nearly a year of planning, who would have thought the first 401Gives would kick off in the midst of a global pandemic? At 10am on April 1, 2020, United Way of Rhode Island launched Rhode Island's first 401Gives campaign, a statewide day of giving.

With an ambitious goal of \$1 million, 401Gives (a nod to the state and RI's beloved area code) raised \$1,215,480 for 266 nonprofits from 7,340 generous donors who made 13,277 gifts.

Modeled after other giving days across the country, and rising to the occasion of 2020's 401Gives Day, this digital fundraising campaign is designed to bring a collective voice to the nonprofit sector and deepen the state's culture of giving through a single call to action.

This giving challenge combines a state-of-the-art platform with a sophisticated media strategy and community partnerships to highlight the impact of Rhode Island's nonprofit sector, which accounts for 18% of the state's workforce.

Powered by United Way of Rhode Island and sponsored by P&G Global and Blue Cross Blue Shield of Rhode Island, along with a \$20,000 matching dollars provided by Rhode Island Foundation and a \$5,000 match from Luma Adria of Communications, 401Gives was off to a great start even before April 1. In addition, Centerville Bank, Cox Communications, Oak Street Health, and National Grid came on board as monetary prize sponsors while Brain Power Solutions, Cleva-Cosmetics, and Observe provided virtual services to the prize pool that was a critical tool in advancing nonprofits efforts.

In response to the health crisis, United Way added a last minute option for donors to include a gift in their "gift basket" in support of the Covid-19 Relief Fund, which resulted in an additional \$20,000 to help area nonprofits affected by Covid-19.

The inaugural 401Gives was a success because of everyone involved. The sponsors, advisory council, community leaders, media partners, social media followers, the nonprofits that work hard every day and of course all the generous donors that gave on April 1 to make a difference in our community.

"We know that Rhode Islanders want to help their neighbors – in a state as small as ours, we are all interconnected!" says Courtney Morrison, United Way of Rhode Island's president and CEO. "But knowing where or how to help isn't always easy. 401Gives puts the opportunity to help right at our fingertips. It's more than a day, it's a movement."

HOW WILL YOU BE INVOLVED WITH 401GIVES IN 2021?

WITH YOUR
GENEROUS
SUPPORT

\$1,215,480
RAISED

266
NONPROFITS

7,340
DONORS

13,277
GIFTS