



## RI's Statewide Day of Giving 2023 Report to the Community



### THE FOURTH ANNUAL RHODE ISLAND STATEWIDE DAY WAS A WEEKEND OF CELEBRATING OUR RHODE ISLAND NONPROFITS!

In its fourth year, 401Gives grew to raise nearly \$3.5 million for 546 local nonprofits in the first ever "Weekend Edition." This was double digit increases for dollars raised (11%), number of gifts (19%), and number of donors (17%). Since its inception, 401Gives has raised over \$10M to benefit Rhode Island nonprofits that help our community. Thank you Rhode Island!



Powered by United Way of Rhode Island, and with presenting sponsor Papitto Opportunity Connection and Wave sponsor Blue Cross & Blue Shield of Rhode Island, 401Gives highlights the great work of the organizations helping the Ocean State. These nonprofits provide services such as basic supports, help with housing and food, school programs as well as entertained with theatre and arts programs.



401Gives offers a simple way for everyone to give back. It combines an easy and fun way of giving virtually with a sophisticated marketing and social media presence. 401Gives Peer-to-Peer (P2P) fundraising also gives everyone an opportunity to raise money for their favorite nonprofits and recruit their family and friends to help. This year 629 community members helped raise \$445,405. And when a nonprofit has P2P help, they raise 4.13 times more money. In addition, nonprofits love the benefit of the matching gifts and prizes from area businesses. [Click here to see the 2023 prize sponsors and winners.](#)

This year April 1 fell on a Saturday, so what better way to celebrate nonprofits than to get the community involved all weekend! Social influencers, the chambers, Cardi's, and others throughout the state pitched in and spread the word about 401Gives. The weekend was capped off with a special 401Gives WaterFire and the sun shined down after a rainy day to have a beautiful evening in Providence. See the 401Gives WaterFire video.



"401Gives, powered by United Way of Rhode Island, was created as a collective day of giving to both support the state's nonprofit community and uplift the vital work of a sector that touches nearly every Rhode Islander. What a better way to celebrate the hard work of these nonprofits and thank donors than by sponsoring and gathering at our state's beloved WaterFire," Says Cortney Nicolato, President and CEO of United Way of Rhode Island.

United Way of Rhode Island's [2025 Strategic Plan](#) 'Invest United' pillar calls for creating experiences that help donors connect with the mission. United Way powers the 401Gives website, trainings, networking, support, and easy-to-use tools to support nonprofits with their 401Gives day.

*Photos, top to bottom: Cortney Nicolato at Audrey's Coffee House & Lounge; Kyle Bennett at Revival Brewing Co., What Cheer Flower Farm and 401Gives team at Farm Fresh Rhode Island; 401Gives displayed on the jumbotron during a Providence Bruins game.*

## GABBY HELPS SHOW THE GROWTH OF 401GIVES OVER FOUR YEARS!



**2020**

**\$1,310,520 RAISED**

**7,546 DONORS**

**13,378 GIFTS**

**366 NONPROFITS**



**2021**

**\$2,291,467 RAISED**

75% increase over 2020

**12,087 DONORS**

60% increase over 2020

**18,619 GIFTS**

39% increase over 2020

**422 NONPROFITS**

15% increase over 2020



**2022**

**\$3,137,945 RAISED**

36% increase over 2021

**13,0918 DONORS**

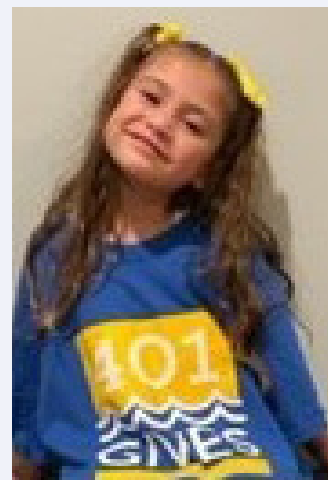
7.9% increase over 2021

**20,153 GIFTS**

8.3% increase over 2021

**507 NONPROFITS**

20% increase over 2021



**2023**

**\$3,493,981 RAISED**

11% increase over 2022

**15,257 DONORS**

17% increase over 2022

**24,059 GIFTS**

19% increase over 2022

**546 NONPROFITS**

7% increase over 2022

**Click here for a deeper dive into 401Gives 2023 statistics.**



## THANK YOU TO 401GIVES 2023 SPONSORS:

**Presenting Sponsor:** Papitto Opportunity Connection

**Wave Sponsor:** Blue Cross & Blue Shield of Rhode Island

**WaterFire Sponsor:** Rhode Island Energy

**Matching Gift Sponsors:** Hope Global, Rhode Island Foundation

**Prize Sponsors:** Cox Communications, Revival Brewing Co., Centerville Bank, Realtor Foundation of R.I., Johnson & Wales University,

**In-Kind Prize Sponsors:** Otraway, SQA Group, Audrey's Coffee House, Rhode Island Image/Joseph Morel Photography



## WANT TO BE A PART OF 401GIVES 2024?

Join 401Gives with a sponsorship that reflects your company's commitment to the community. Learn how to support 401Gives 2024 with a premier sponsorship, matching gifts, or prizes sponsorship at [www.401gives.org/info/sponsorships](http://www.401gives.org/info/sponsorships).

Nonprofits, businesses, community champions... start the conversation with us now. Nonprofit website registration and trainings begin Fall 2023. Email [401Gives@unitedwayri.org](mailto:401Gives@unitedwayri.org).

*Photos, top to bottom: 401Gives team at the Providence Flea; social influencer, Ian Brownhill, tells his viewers about 401Gives.*

To stay up to date on 401Gives, visit [www.unitedwayri.org/401gives](http://www.unitedwayri.org/401gives) or [www.401gives.org](http://www.401gives.org). Follow on Facebook & Twitter [#401Gives](https://www.facebook.com/401Gives) [401gives@unitedwayri.org](https://www.facebook.com/401gives@unitedwayri.org) [401-444-0612](tel:401-444-0612)