

# THE 2018 Giving Tuesday Infographic

Classy is a proud supporter of the growing Giving Tuesday movement. Here's a look at how Giving Tuesday continues to make a record-breaking impact:



## Overall Giving Statistics<sup>1</sup> of 2018

This year...

ORGANIZATIONS RAISED MORE THAN **\$380 MILLION**



SUPPORTERS CONTRIBUTED **3.6 MILLION** DONATIONS

## Giving Tuesday on Classy<sup>2</sup> 2018 Data

ORGANIZATIONS RAISED A TOTAL OF **\$15,379,066** ON CLASSY

Compared to \$10,338,890 in 2017 (That's **49%** more than last year!)



**140,887** DONATIONS WERE MADE ON CLASSY WITH AN AVERAGE GIFT SIZE OF **\$114.00**

Compared to 100,210 donations in 2017



**2,162** ORGANIZATIONS PARTICIPATED ON CLASSY

Compared to 1,763 in 2017

### Top 5 Cause Categories By Amount Raised



**126,956** TOTAL DONORS ON CLASSY

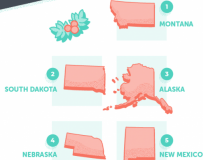
Compared to 92,386 in 2017



EXISTING RECURRING DONORS WHO GAVE AN ADDITIONAL ONE-TIME GIFT ON GIVING TUESDAY GREW BY

**84%**

### Most Generous States on Classy



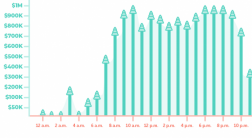
DONATIONS RAMPED UP **in the morning** AND STAYED HIGH WELL INTO THE EVENING

DONATIONS PEAKED ABOVE \$1M AT



in central standard time

### Donation Volume By Hour on Giving Tuesday



### Giving Tuesday All-Stars TOP ORGANIZATIONS BY AMOUNT RAISED

- 4-Time All-Star! **CAMP KESEM**
- THE SALVATION ARMY**
- 2-Time All-Star! **SHRINERS HOSPITALS FOR CHILDREN**
- 2-Time All-Star! **GARY SINISE FOUNDATION**
- RZIM**
- YELLOWSTONE FOREVER**
- 2-Time All-Star! **THE LUSTGARTEN FOUNDATION**
- 2-Time All-Star! **INTERNATIONAL JUSTICE MISSION**
- WORLDBUILDERS**
- SHOW HOPE**



GIVING TUESDAY DOESN'T COME FROM A STORE... GIVING TUESDAY MEANS A WHOLE LOT MORE.

Congratulations to all involved—we're honored to partner with so many organizations leading the way.

#### SOURCES

<sup>1</sup> GivingTuesday.org. "GivingTuesday Surpasses Billion Dollars in Online Donations Since It's Inception. It's Most Generous Yet!" <https://www.givingtuesday.org/blog/2018/11/givingtuesday-surpasses-billion-dollars-online-donations-its-inception-most-generous>

<sup>2</sup> Classy platform data, 2018