

PILOT CASE STUDY

DAY OF GIVING 2021

Sydney Community Foundation's "Be Kind Sydney (BKS) " charity initiative supports local programs addressing the growing divide of opportunity in Sydney. BKS builds stronger communities and alleviates poverty, supporting activity across several grassroots programs assisting those in need, such as youth at-risk with alternative learning & job pathways, people with mental health issues, those who are homeless and those with food insecurity.

Catalyst Management worked with BKS to execute a pilot digital philanthropy matched crowdfunding campaign, culminating in the Day of Giving on 12 November 2021 to align with World Kindness Day. The main objectives were to raise much needed funds, raise awareness of Be Kind Sydney, and importantly to test a new, high impact digital innovation with view to achieving a proof of concept and build a strong foundation for future giving.

Strategy and tactics:

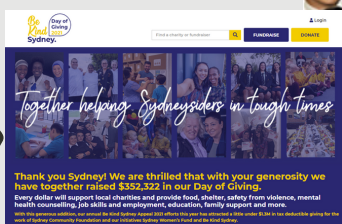
- **Design and optimise** a strategy in a complex ecosystem: umbrella community foundation with 100 'charity partners'.
- **Use matched finding, urgency and gamification**, to inspire giving, and create friendly competition to boost fundraising activity.
- **Tap into the power of 'social fundraising'**: enable the fundraising 'champions' and partner charities to tap into and activate their networks, families, friends and supporters.
- **44 charities activated and joined in the fun** as they raced to win cash prizes added to their totals, such as Halfway to Goal, Start Posting prize, Staff Stories and 'Board on Board' to encourage Board giving.
- **Bonus funds were 'unlocked'** when charities reached pre-set targets at \$2000 and \$8000.



Key Metrics

\$352,322 raised
630 donations online
\$191 average online donation
\$195,000 matched funds pool
\$30,000 charity prize pool to encourage fundraising

Click image to view webpage and campaign video



Read what the charities said over the page!



Jane Jose OAM

CEO, Sydney Community Foundation

“ For our inaugural Be Kind Sydney Day of Giving, the support and advice from Catalyst Management was invaluable. As a new project, our Board and team were very appreciative of the experience, knowledge and expertise of Catalyst Management in guiding us in key strategic and tactical decisions to optimise our very first Day of Giving. They assisted us with the debrief as well to ensure we can take it to the next level in year 2. ”



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**South Eastern
Community Connect
(SECC)**

*A massive thank you to all our donors and supporters for a very successful campaign with Be Kind Sydney. Watch our quick recap video here:
<https://youtu.be/1Ue7V2Eprgc>*



Heaps Decent:

What an amazing result for the campaign, and we are so thrilled to have received the special rewards and matched funding for our initiative.

These funds will be so valuable for our program work - just what we needed after such a difficult time for young people at risk during the COVID lockdowns in Sydney. A huge thanks for giving us the opportunity to participate.



Milk Crate Theatre:

Thank you so much once again! We are delighted with the results of this campaign

Exodus Youth Worx:

It's such a great initiative and Exodus is so grateful to have been a part of it. We are happy to see funds were raised and matched.



**Bonnie Support
Services**

Thank you and congratulations to you all there, you have done an amazing job. Please pass on our sincere thanks to everyone involved in the Be Kind Sydney Day of Giving, we appreciate your support.



Little Dreamers

So happy to have been part of such a wonderful movement.



Footpath Library:

Well that was amazing! We'd like to say a big thank you to Be Kind Sydney and the Day of Giving Appeal, as securing over \$6,000 for The Footpath Library was a fantastic achievement. Thanks so much for the matching funds and recognition of our board members' support. This will really help us with our Sydney mobile library services for people experiencing homelessness.

**Warrior Women
Foundation:**

Congratulations on a great initiative and result. Thank you for everything you do for the community.



3Bridges:

Thank you again for allowing 3Bridges to be part of the Be Kind Sydney Day of Giving. What a great initiative! The funds will make a difference to the lives of many.



ABCN Foundation:

Thank you so much for involving us in your inaugural Day of Giving. We were honoured to be included and were delighted to raise just over \$4,500 for our program. This goes a long way in our small budget! We thought the communications and thought that had gone behind it was excellent, and we would love to be involved again if you decided to repeat.



One Meal - It Makes a Difference

Thank you for a well run campaign. It is a great help to have support for fundraising like the Be Kind Sydney campaign. Your generous prizes and matched donations also made a huge difference

**Rotary Club of Sydney
Cove**

Thank you for the opportunity to take part in your great Day of Giving. Congratulations on the big outcome - \$352k is amazing. We are very happy with what we achieved and truly appreciated the bonuses that came through - what a great way of pushing us and others along. Also thank you for your contribution to our cause - it was so helpful and much appreciated. We'd be very happy to work with you again soon. May I just add my voice of thanks to accompany Jeremy's perfect expression of our appreciation. I am sure that we can use 2021 as a great learning curve and make an even better impact on the community next year. Well done!



107 Projects

Thanks very much and 107 are really glad that we could be part of your Day of Giving Appeal. The money raised will really help us