

DataKind

#GI  ING TUESDAY™

2018 Insight Report



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Data

EXECUTIVE SUMMARY

In March 2017, DataKind and the #GivingTuesday team, with the support of the Bill & Melinda Gates Foundation, held a DataDive event to better understand #GivingTuesday's impact on philanthropic giving. The 48-hour collaboration, which included over 100 volunteer data scientists and technologists, key members of the #GivingTuesday team and 36 corporate and nonprofit data providers, unearthed new insights into the impact of #GivingTuesday, helped inform storytelling and social media best practices for effective donation campaigns and provided a better understanding of the nonprofit sector's revenue streams. Of note, early findings from this DataDive showed that #GivingTuesday does indeed provide a net lift to charitable giving.

Inspired and motivated by the March 2017 DataDive, the #GivingTuesday team wanted to delve deeper into some of the learnings and questions that surfaced from the event, and further explore additional dynamics around philanthropic giving and #GivingTuesday's continued impact on giving globally.



DataKind, the #GivingTuesday team and the Bill & Melinda Gates Foundation partnered again to host a second DataDive, in August 2017, at the Bill & Melinda Gates Foundation in Seattle. For this DataDive, teams focused on further examining insights into donor behavior, continuing to improve

visibility into nonprofits by building out a 990 tax form data tool, and exploring additional areas impacting philanthropic giving such as workplace giving and the crowdfunding.

Over the two-day event, teams of volunteer data scientists analyzed massive new datasets and developed statistical models and tools that will not only help future initiatives around #GivingTuesday, but also serve to support the social sector as a whole. The work achieved is a powerful example of what can be accomplished through collaboration between mission-driven organizations, data scientists, social actors and multiple data providers. It shows how this greater sharing of knowledge, expertise and data can open up new channels of exploration and bring to light things that would not have been discovered otherwise.

Though DataDives serve as a starting point for organizations in their data journey and are meant to offer initial insights and learnings, the work from this DataDive has continued to live beyond this. In addition to follow up analysis performed by contracted data scientists building off the work of the DataDive, the prototypes and tools used to analyze 990 tax forms and the workplace giving dashboards created during the #GivingTuesday DataDive can be further developed and used to help nonprofits, as well as the sector as a whole, increase philanthropic giving and fuel more social change. It is because of the initiative that #GivingTuesday has shown in investing in data science techniques and in bringing together multiple data providers that this work has been possible. The work not only stands on its own, but also provides a foundation for further work to come.

MORE DATA, MORE EXPLORATION

Building off of previous findings, the August 2017 DataDive aimed to not only expand on past efforts, but to also explore a whole new direction with the data. Previous analysis was focused on donor behavior, and while some of the work in this DataDive touched on this, the goal of this further examination of the data was primarily to validate earlier findings.

In order to expand the amount of analysis the team could do, 92Y brokered a number of data partnerships with prominent philanthropic platforms, such as Razoo, GlobalGiving, and Blackbaud (a full list of data providers is listed in the appendix). The hope was that having all of this data across many different platforms would yield new insights that were previously unknowable with the smaller sets of data available in past analysis. The teams worked to see if they could confirm or modify previous findings based on this broader collection of datasets.

This time around, equipped with the knowledge gained about #GivingTuesday and philanthropic giving from the first DataDive, the new connection of data scientists and added data, DataKind's teams of volunteers were able to take the data further and build tools and prototypes that could be used by others in the social sector to learn about and evaluate philanthropic giving year-round. Some of the tools the teams designed, include an expanded 990 tool that provides greater visibility into nonprofit organizations and an analytical tool that has the potential to evaluate crowdfunding in the long-term.

The following is an overview of the key insights, prototypes and tools developed from the #GivingTuesday DataDive and in follow up work directly related to these objectives.

#GIVINGTUESDAY CONTINUES TO IMPACT CHARITABLE GIVING

Together the teams analyzed the new and added datasets, which included ten years of financial transaction data from various giving platforms, to both confirm and expand on previous findings related to individual giving.

Since its launch in 2012, the #GivingTuesday campaign has continued to steadily gain momentum and is now a powerful and widespread global movement. It is reported that \$380+ million in donations were generated online within the 24-hour period of #GivingTuesday in 2018 alone. Previous analysis shows that #GivingTuesday does not simply shift the timing of donations, but provides a net lift to charitable giving.

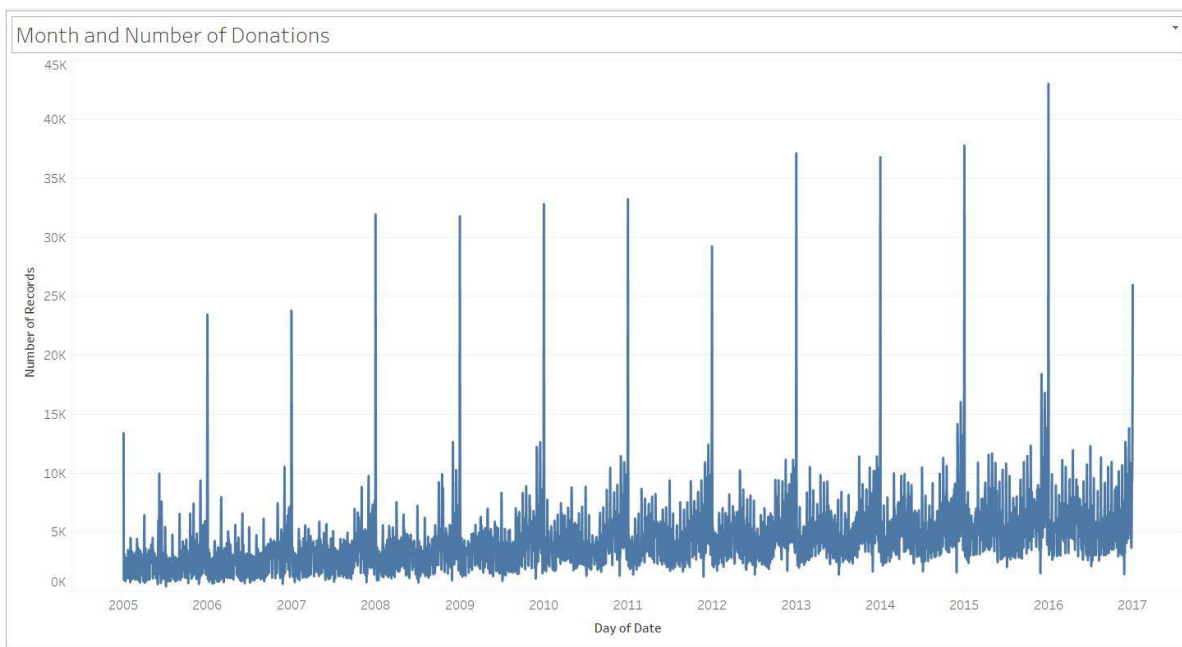


Figure 1. A monthly breakdown of a large sample of online donations from 2005 to 2017.

Using the larger datasets provided for this DataDive, the team plotted the number of donations made through giving platforms each year, from 2005 to 2017 and performed a time series analysis (Figure 1). The data once again showed statistically significant spikes in the number of donations made around #GivingTuesday for 2013, 2014 and 2015, confirming the campaign had a notable impact on charitable giving during these years. Although these shifts could in part be attributed to the start of the holiday season (late November to early December), it should also be noted that since the inception of #GivingTuesday in 2012, there has clearly been a steady and sizeable increase in the number of donations and online donations, year over year, during this period.

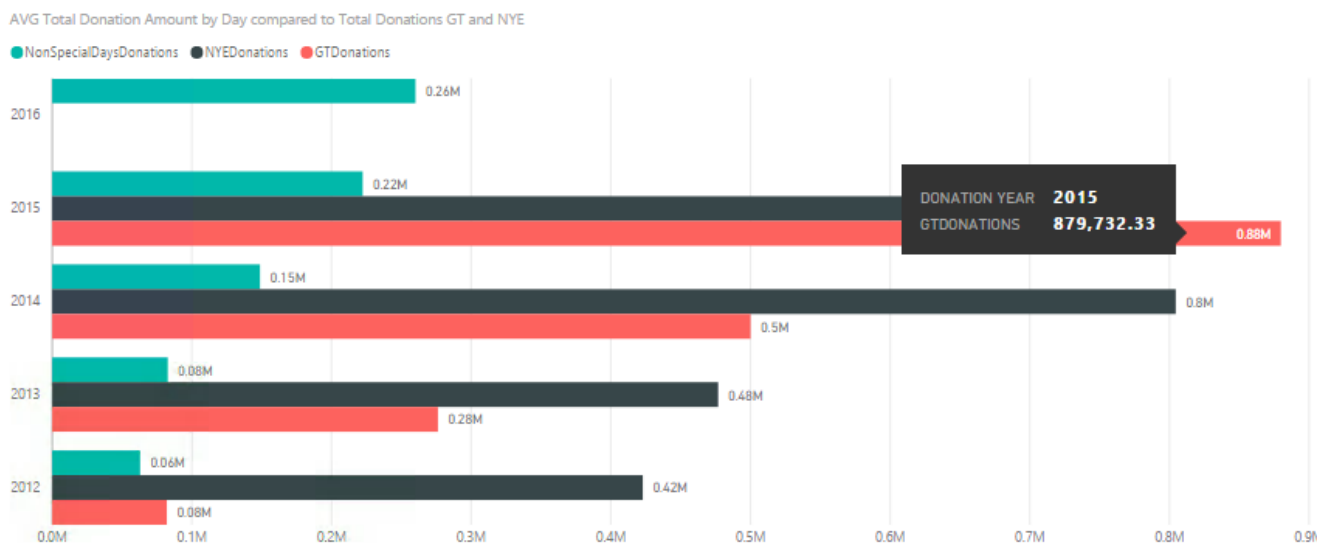


Figure 2. Dashboard comparing the donation amounts received on #GivingTuesday (red bottom-most bars) vs. New Year’s Eve (dark gray middle bars) vs. other days (teal upper-most bars).

The screenshot of the above dashboard, which was created by teams at the DataDive, shows donation amounts received during #GivingTuesday have steadily increased year over year, since the campaign's launch in 2012 (Figure 2). Since that time, #GivingTuesday donations have continually exceeded giving on other days of the year - every year - and in 2015 grew to even outpace December 31st - historically the biggest day of the year for charitable giving.

A DEEPER DIVE INTO ENGAGEMENT AROUND THE #GIVINGTUESDAY HASHTAG

A globally recognized hashtag, #GivingTuesday is associated with very high use and engagement among nonprofit organizations and individual donors. In the first #GivingTuesday DataDive, initial efforts were made to understand how the #GivingTuesday name and hashtag could be used to inspire a higher level of engagement and increase philanthropic giving. More than 600,000 tweets from #GivingTuesday were analyzed and the top 50 hashtags that were tweeted together with #GivingTuesday were identified.

In this DataDive, the teams took this challenge a step further and created the #GivingTuesday Hashtag Analyzer.

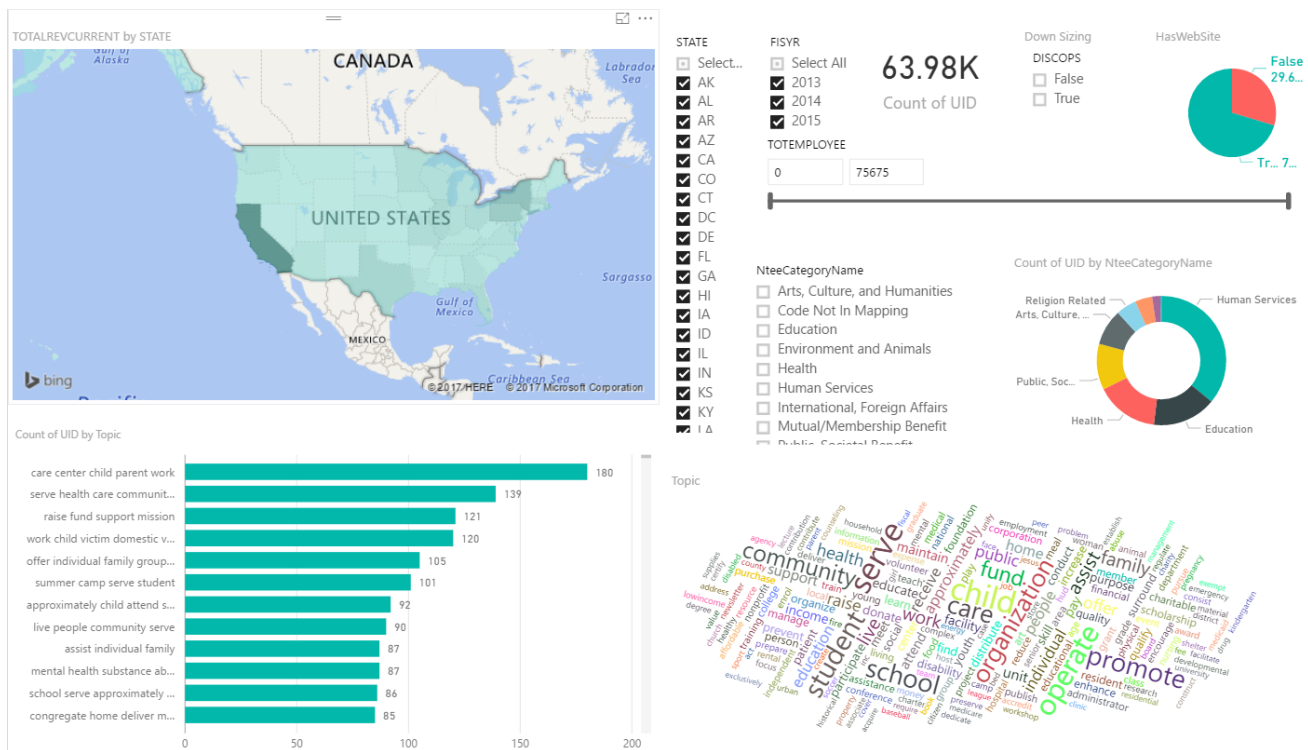


Figure 3. This dashboard provides an in depth look at the organizations that use the #GivingTuesday hashtag.

A dashboard was created to provide an in depth view of the #GivingTuesday hashtag and the organizations that use it. The dashboard, as seen above in Figure 3, shows the words appearing most frequently among tweets that had high levels of engagement (retweets, likes) on #GivingTuesday and that also were associated with charitable cause categories and geolocated in the US. Though they have not been tested statistically, these results provide some qualitative insight into the online activities of #GivingTuesday participants by cause type. Dashboards like this can be used by 92Y and #GivingTuesday partners in the future to monitor how conversations around #GivingTuesday are happening in real time.

BUILDING GREATER VISIBILITY INTO NONPROFIT ORGANIZATIONS

One of the most critical sources of information for philanthropic giving is information about nonprofit activities themselves. Often times funders want to give to nonprofits working in a certain issue area operating in a certain locale or operating a certain way. This information can at times be difficult to attain.

However, nonprofit organizations are tax-exempt, and therefore are required to file an IRS 990 Tax Form. Used by government agencies to prevent abuse of tax exempt statuses, the 990 form contains rich, detailed information about an organization, including its financial sources, expenditures, mission and programs. In June 2016, the IRS digitally released all form 990 filings since 2011. This information would be invaluable for donors, of #GivingTuesday and otherwise, for informing their giving, but it needs formatting to make it usable to the general public.

Building off an earlier prototype designed at a past DataDive, the teams created an expanded 990 tool that allows prospective donors and organizations to search for nonprofit entities by location, mission, budget and NTEE codes - the National Taxonomy of Exempt Entities system used by the IRS and National Center for Charitable Statistics (NCCS) to classify nonprofit organizations.

Find an Organization!

State: City: NTEE Major Group: NTEE Subgroup: Min Operating Budget: Max Operating Budget:

Sort By: Asc/Desc:

Results (27)

NTEE	Name	City	State	Mission	Year of Formation	Operating Budget
Crime & Legal-Related - Child Abuse Prevention (172)	CASA OF PUEBLO INC	PUEBLO	CO	Casa of Pueblo is the agency responsible in the 10th Judicial Court District for recruiting, screening, training and supervising community volunteers who are directly appointed by the Court to advocate for abused and neglected children during court proceedings.	2002	419743
Crime & Legal-Related - Child Abuse Prevention (172)	INTERNATIONAL SOCIETY FOR THE PREVENTION OF CHILD ABUSE AND NEGLECT	AURORA	CO	THE ORGANIZATION'S PRIMARY MISSION IS THE PREVENTION OF ALL FORMS OF CHILD ABUSE, NEGLECT AND EXPLOITATION WORLDWIDE.	1977	562047
Crime & Legal-Related - Child Abuse Prevention (172)	FOUR CORNERS CHILD ADVOCACY CENTER	CORTEZ	CO	TO STRENGTHEN OUR COMMUNITY'S RESPONSE TO CHILD ABUSE AND NEGLECT,AND TO PROVIDE A SAFE AND NURTURING PLACE FOR EVALUATION, INVESTIGATION AND TREATMENT.	NA	215309
Crime & Legal-						

Figure 4. Snapshot of the Nonprofit Organization search app.

The team also built an app to identify organizations using specific characteristics like NTEE code and operating budget. Using the app, an individual or organization can easily find:

- Nonprofits operating in their area and the issues they support
- Where nonprofits working on certain causes are located
- Nonprofits working in a specific issue area, in a specific place, within a specific budget

A view of the app can be found above in Figure 4 and the app itself can be accessed via this [link](#).

EIN	Name	TwitterHandle	Social Links
237172077	100 CLUB OF ARIZONA	100ClubAZ	
366158087	The Hundred Club of Cook County	Chicago100Club	https://www.facebook.com/100clubofchicago https://www.facebook.com/100clubofchicago https://twitter.com/Chicago100Club https://twitter.com/Chicago100Club https://www.linkedin.com/company/the-100-club-of-cook-county https://www.linkedin.com/company/the-100-club-of-cook-county https://www.instagram.com/100clubchicago/
455195419	100PLUSANIMALRESCUE INC	100plusrescue	https://www.facebook.com/ABANDONEDDOGSEVERE https://twitter.com/100plusrescue http://instagram.com/100plusevergladesrescue
900702671	100REPORTERS	100Reporters	https://facebook.com/100Reporters https://twitter.com/100Reporters

Figure 5a. Snapshot of an organization’s Twitter handles.

	user	text	year	2012	2013	2014	2015	2016
0	99balloonsorg	On #GivingTuesday GIVE REST! rEcess provides ...	2016	0	0	0	0	1
1	99balloonsorg	Help us change the story of disability with a ...	2014	0	0	1	0	0
2	6thSP	For #GivingTuesday we're offering \$20 tickets ...	2016	0	0	0	0	1
3	AAA1C	Celebrate #GivingTuesday with The Senior Allia...	2016	0	0	0	0	1
4	AAA1C	If you are looking for a worthy cause to donat...	2015	0	0	0	1	0
5	AAA1C	You can be a part of #GivingTuesday by donatin...	2014	0	0	1	0	0
6	AAA1C	http://t.co/BPvepWIXLu\n^Purchasing a holiday ...	2014	0	0	1	0	0
7	AAA1C	RT @GivingTues: Thank you for celebrating #Giv...	2013	0	1	0	0	0
8	AAA1C	#GivingTuesday is tomorrow.The Holiday Card Pr...	2013	0	1	0	0	0
9	AAA1C	#GivingTuesday is a new day for giving back. T...	2013	0	1	0	0	0
10	AASummerFest	https://t.co/xhrSwD88tN #GivingTuesday If you ...	2016	0	0	0	0	1
11	AASummerFest	♥ Help Us Make Magic Happen on #GivingTuesday ...	2016	0	0	0	0	1
12	AASummerFest	https://t.co/TrbA81UlXq Wishing you a happy #G...	2015	0	0	0	1	0

Figure 5b. Engagement for #GivingTuesday.

Another challenge that #GivingTuesday faces is understanding how different nonprofits are engaging with their campaign, as the #GivingTuesday hashtag is a grassroots effort that anyone can adopt. To even answer such a question, the task of finding the social media accounts for every nonprofit to then monitor is daunting and infeasible by hand.

To solve these problems, one team analyzed a list of 6,500 nonprofit names along with Employer Identification Number (EIN) domain names and Twitter handles. Using this information, the team developed a program that could automatically collect social media information, including handles and tweets, from the web. As a result, the team created a database of numerous nonprofit organizations' history using #GivingTuesday on Twitter every year, from 2012 to 2016, as seen in Figure 5. The top image shows a snapshot of a table containing the social media account information for nonprofits. The bottom table shows whether that organization used the #GivingTuesday hashtag in a given year. Aside from being valuable resources for folks looking to follow nonprofit behavior on social media, this dataset can also be used to inform further analysis of #GivingTuesday performance of nonprofits based on its correlation to their social media efforts.

PURSUING NEW PATHS

With new and larger datasets, the DataDive looked to explore other areas influencing philanthropic giving, including trends in workplace giving and the impact of crowdfunding platforms. Teams worked to analyze the data to gain a greater understanding of how each affect charitable giving and are used in relation to #GivingTuesday. They also looked to develop prototypes and tools that may be used to provide organizations with deeper insight into these areas and forecast future donation trends to help drive more charitable giving.

UNCOVERING DONOR TRENDS IN THE WORKPLACE

The teams evaluated data from large scale employee giving programs in an effort to understand factors that contribute to a successful workplace giving campaign and higher levels of donor engagement.

From the data explored, the team found there to be an increase in total donation amounts received through workplace giving, between 2005 and 2016. The team was also able to categorize the donations made through workplace programs by issue area and identify trends in giving across various categories.

Median Donation by Time and Category

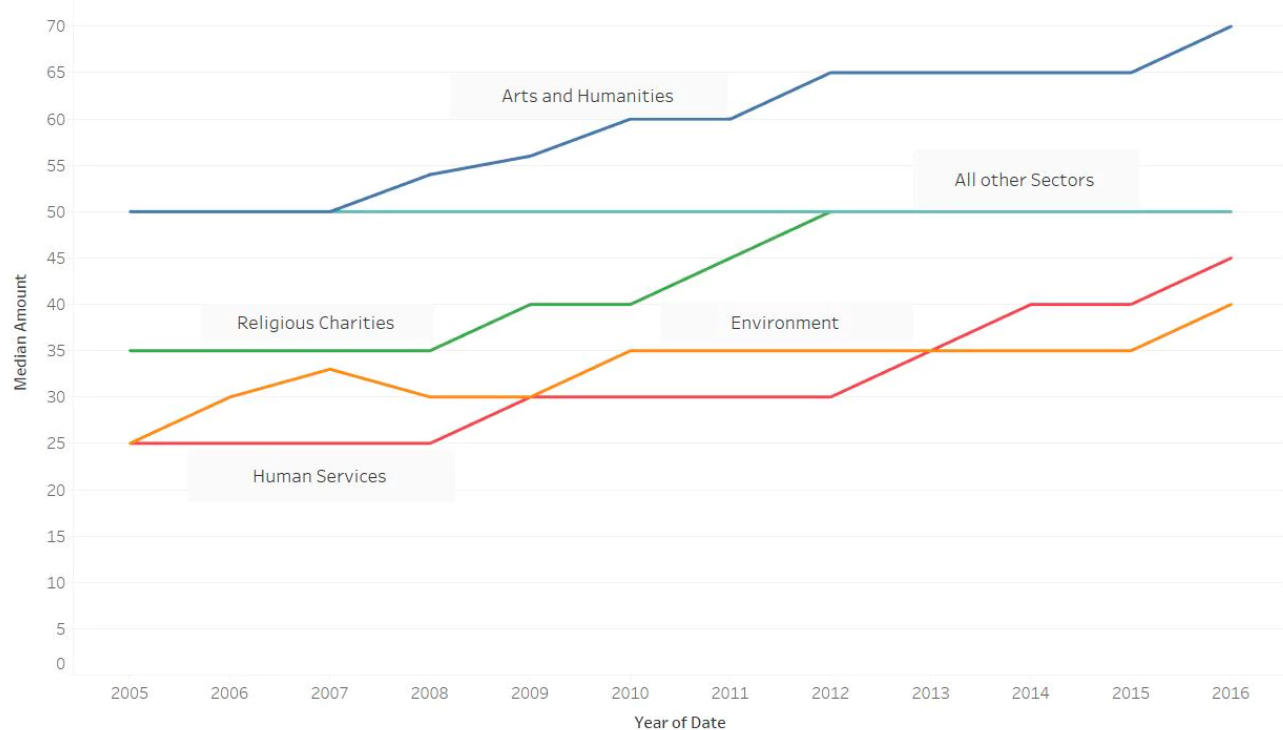


Figure 6. Median donations over time for categories of giving.

#GIVINGTUESDAY IMPACT ON DONOR BEHAVIOR

Volunteer teams and contracted data scientists took a deep look at the behavior of existing donors to determine any effects of #GivingTuesday participation on their typical giving activities during the DataDive and in follow up work that was conducted post-event. By linking transactional data to an anonymized, unique donor ID, volunteers determined that donors who are already familiar with an organization did change their giving behavior after participating in #GivingTuesday. Existing donors, typically, increase both the frequency and value of their donations to the organizations that they historically contribute to after participation in #GivingTuesday. The examples below were observed from a sample of mid-level donors. Similar behavior shifts were observed for higher level donors.

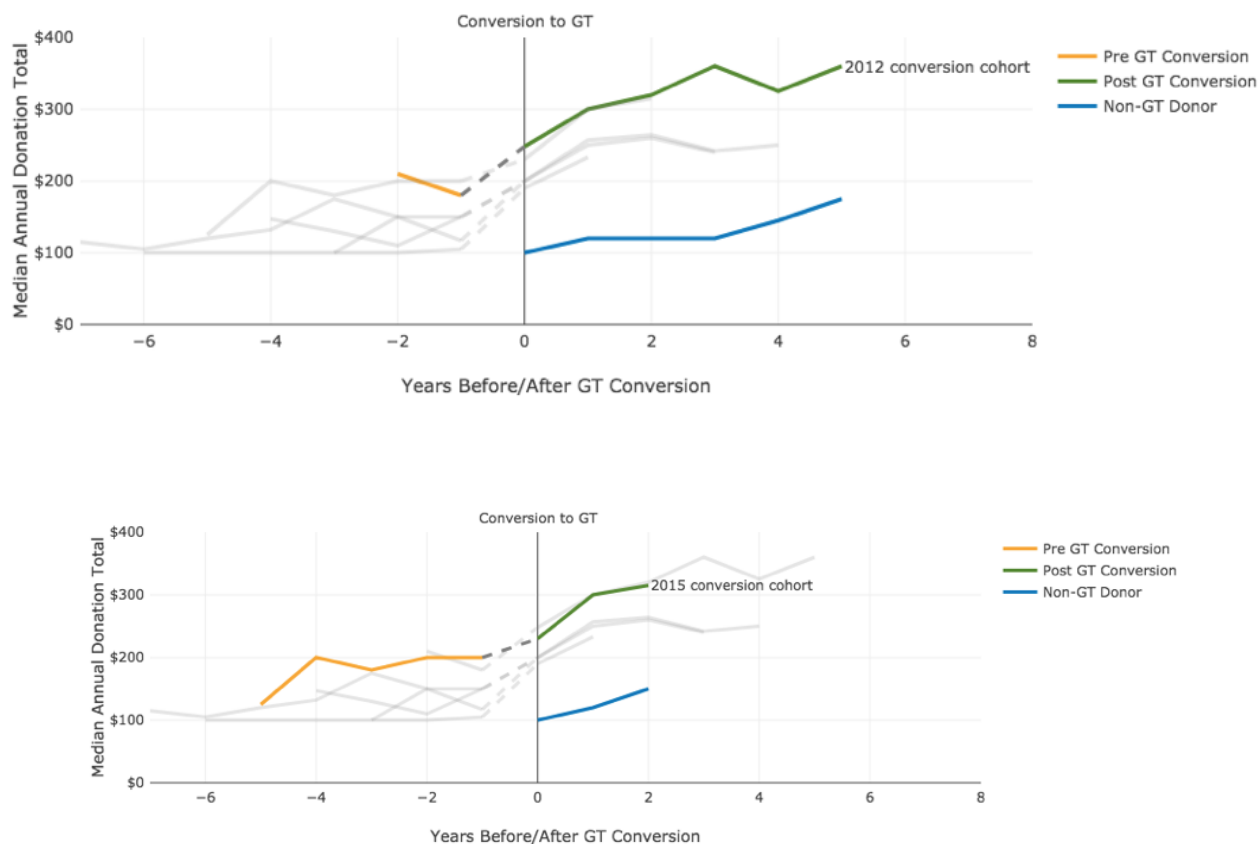


Figure 7a and 7b. Existing donors' giving frequency increases after their first #GivingTuesday donation. This trend is seen for every measurable annual cohort of #GivingTuesday. Select years are highlighted in the figures above; the greyed lines represent all available data.

As expected, the more engaged donors are more likely to participate than others. We define “engaged donors” as those donors who were already donating more often and/or larger amounts than the average donor to a specific organization before their first #GivingTuesday donation. It is important to note that despite being previously engaged, with this donor group, we see a dramatic increase in both the frequency and median annual value of donations in the years after a donor’s first #GivingTuesday donation, indicating that #GivingTuesday could have an effect on even an engaged donor’s giving behavior. This may be due to a higher rate of donors opting-in to monthly donations on #GivingTuesday or may be an indication that these organizations are engaging their donors more effectively overall. More research is warranted to uncover the cause of this consistent effect.

The project also looked separately at donors who made contributions to crowdfunding campaigns and measured their behavior using a new methodology to yield a deeper understanding of giving patterns. In order to understand and measure how indiscriminate those who make multiple donations can be, data scientists attempted to measure cause or organization “loyalty”. To do this, they calculated the daily percentage change in a donor’s overall portfolio of causes they support. Based on this, the teams determined both an overall and daily “portfolio variability index” (DVI) for each donor. The “portfolio variability” of a donor captures the degree to which a donor switches the causes they support over time. It is important to note that the portfolio variability would not necessarily shift when an individual expands their portfolio, while still maintaining consistent giving to a particular cause or causes.

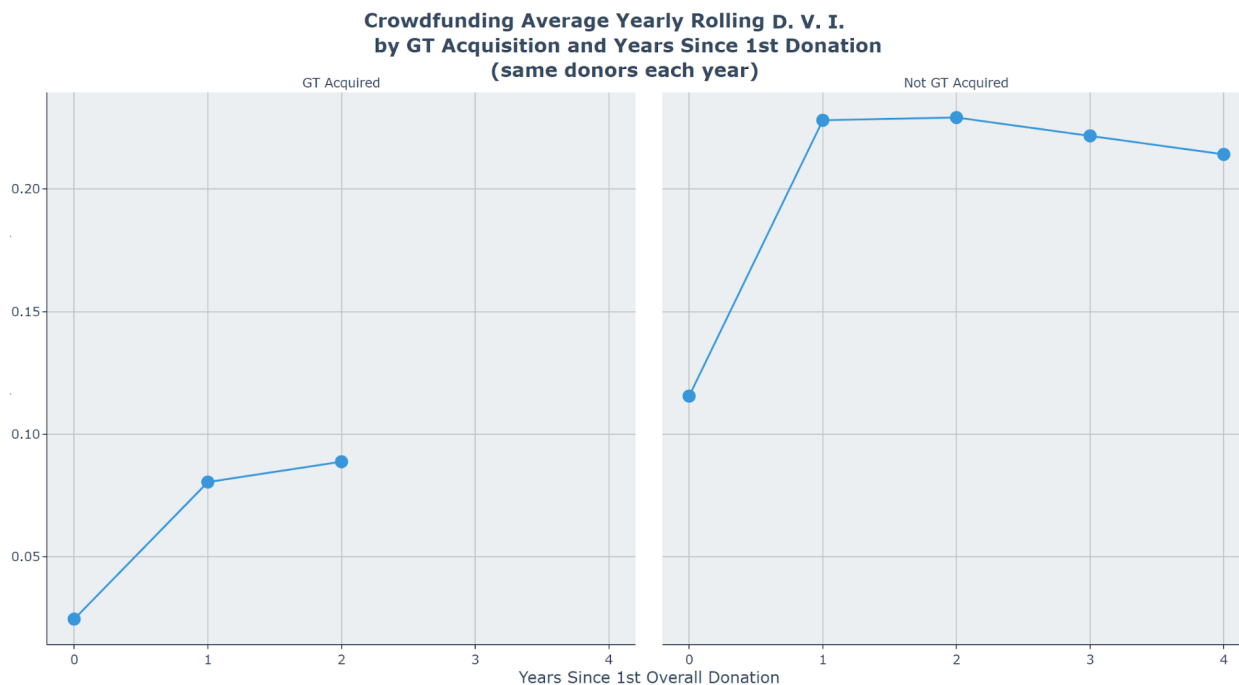


Figure 8. #GivingTuesday acquired donors showed lower variability in their portfolios.

The index and analysis of these patterns can also be used to identify time periods that show higher than normal portfolio variability for all donors or to identify interventions that trigger a shift in portfolio variability. Through this analysis, it was found that #GivingTuesday-acquired donors showed a lower portfolio variability than donors acquired at other times. That is, they were more loyal to the causes that acquired them, even though their overall portfolio of causes they support had a tendency to grow. This has tremendous implications for the relative value of #GivingTuesday campaigns.

DONOR BEHAVIOR BY CAUSE TYPE

As seen in the above graphs (Figure 6), the team found that certain categories of nonprofits have experienced a rise in the amount donated per transaction, while other areas have remained constant. Nonprofits related to the arts and the humanities, religious, environment and human services have seen a steady increase in donation amounts, while areas involving international donations, hospitals and health, public and societal benefit and education have not experienced any growth. Interestingly, these categories that have not experienced increases in donation amounts have, however, experienced the fastest growth in donor base. This might suggest that new workplace donors are contributing less than existing donors.

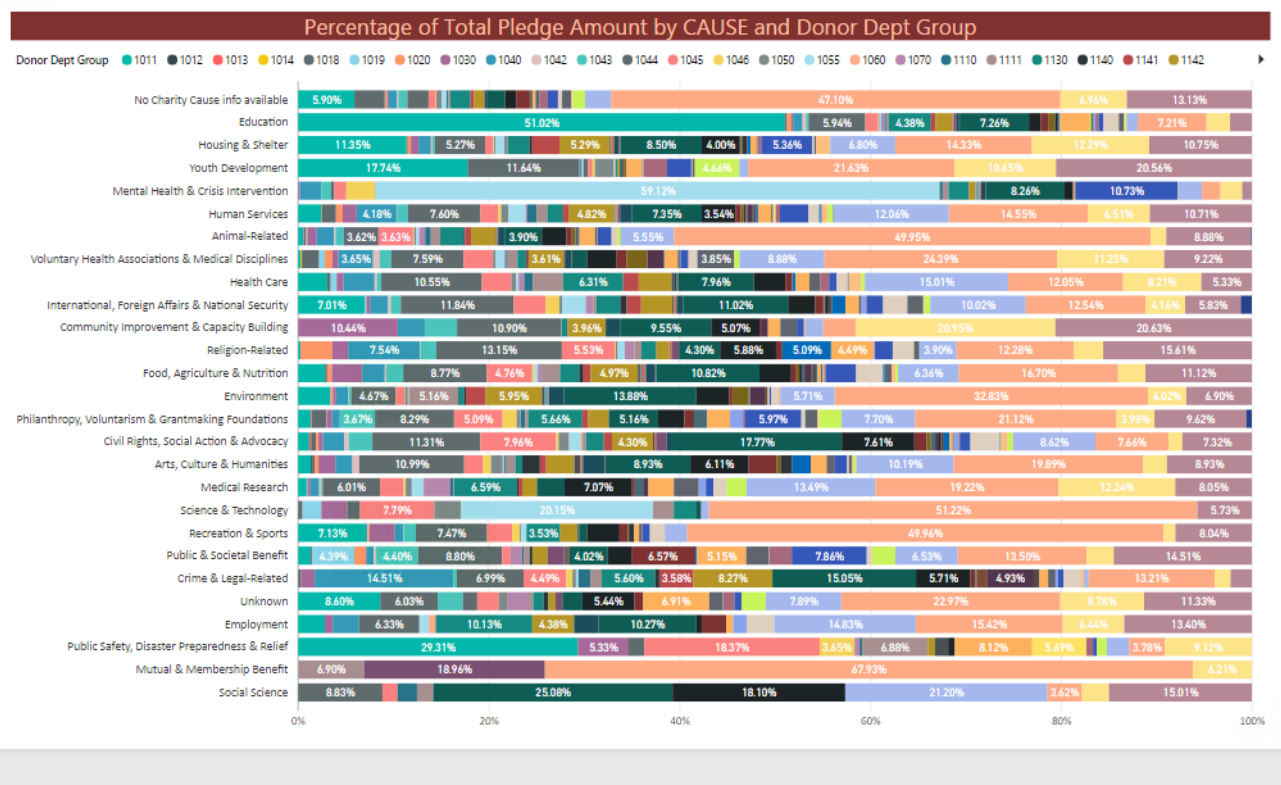


Figure 9: Dashboard showing donation amounts to various causes made by different departments within the workplace.

Using workplace giving data, the team also explored the interconnectedness of giving in the workplace and created a dashboard that shows donation amounts across various departments and cause areas (Figure 9). With this dashboard, organizations can gain insight into which causes receive the most, as well as the least, donations and which departments are giving to these causes. Views can be adjusted to look at various aspects of giving throughout the workplace, from departments to issue areas to times of the year, in order to identify trends and interesting findings or anomalies that may be worthy of further exploration.

Following are some of the compelling findings the dashboard helped to reveal:

*Note: In this report, the following charts have been anonymized by department and are represented as numbered IDs. However, one can see how organizations using this tool, with the full knowledge of the departments represented, could gain interesting and valuable insights on giving in the workplace.

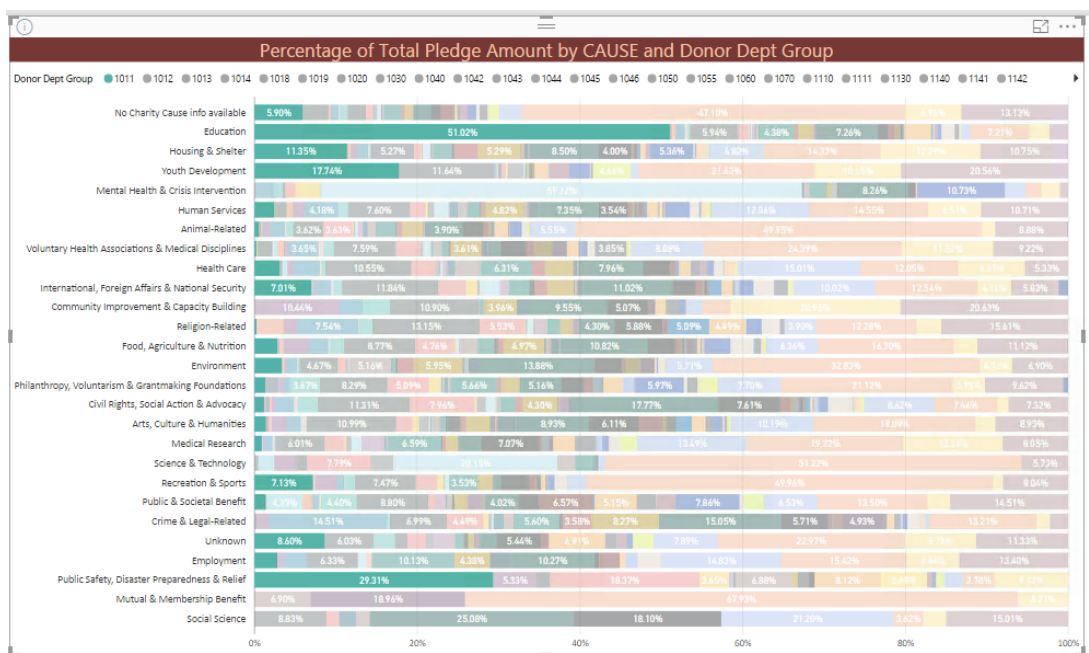


Figure 10: This view shows that department 1011 accounts for much of the giving across all departments and that its greatest interest area is in Education and it accounts for half of all Education donations.

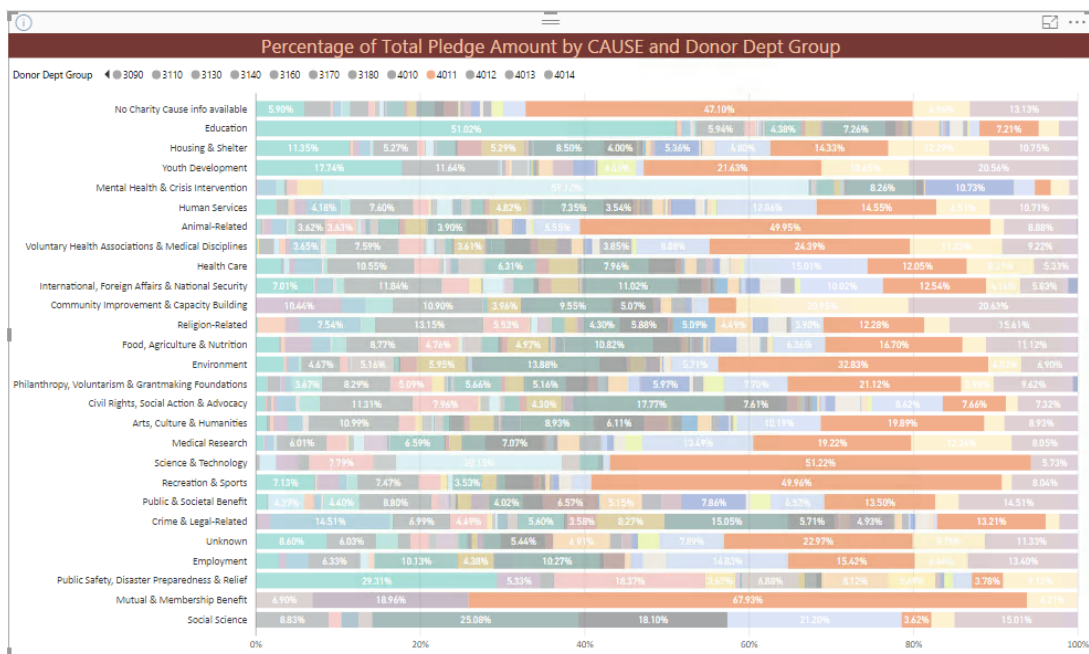


Figure 11: The above shows that Department 4011 is a highly philanthropic department that gives large amounts across a huge number of domains. It would be interesting to know who they are and why they care about giving.

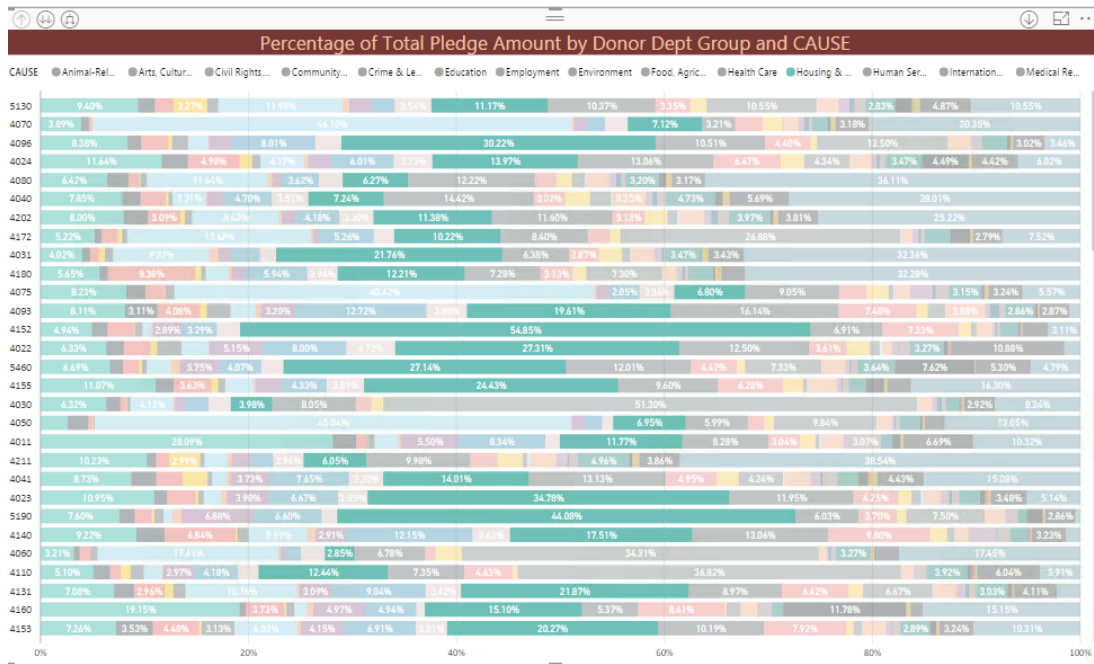


Figure 12: This view shows the percentage breakdown of which causes each department gives to. We see that almost every department gives to Housing. This view provides an understanding of who the biggest donors in an issue area are and who is proportionally giving more or less.

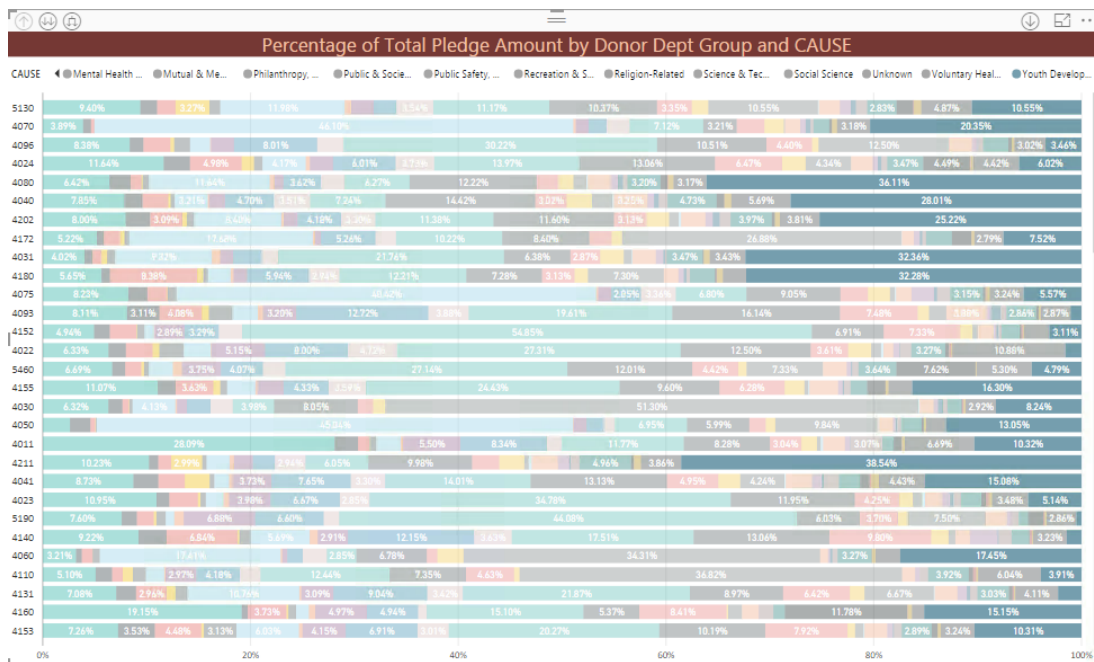


Figure 13: In this view, one can identify which causes may be underrepresented and only supported by a few departments. Here we can see that Youth Development has nearly unanimous representation.

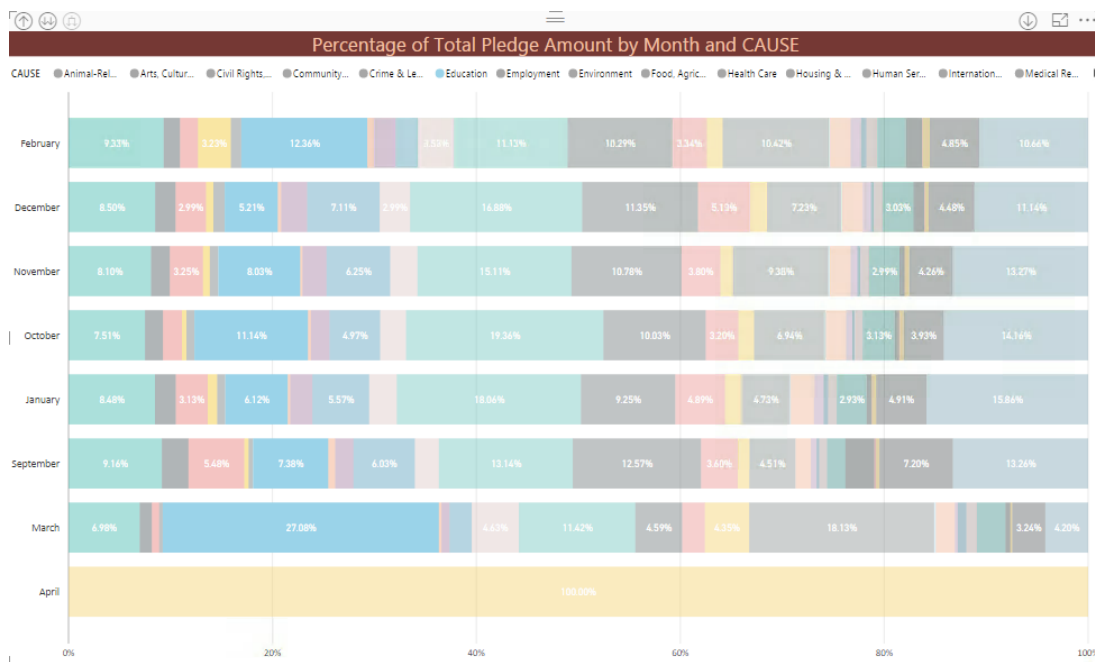


Figure 14: In this view we can look at giving to causes by month. Here we can isolate interesting trends, such as the fact that we see a much bigger donation to Education in March than any other month.

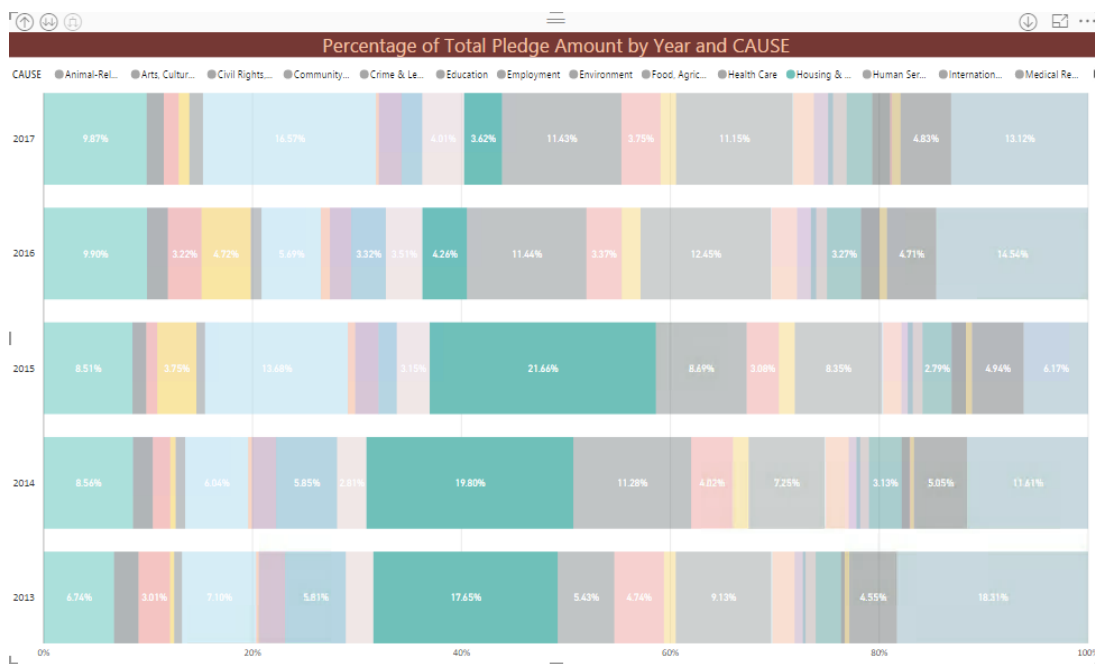


Figure 15: This view presents a look at donations to a cause by year. Note the dramatic drop off in Housing donations after 2015.

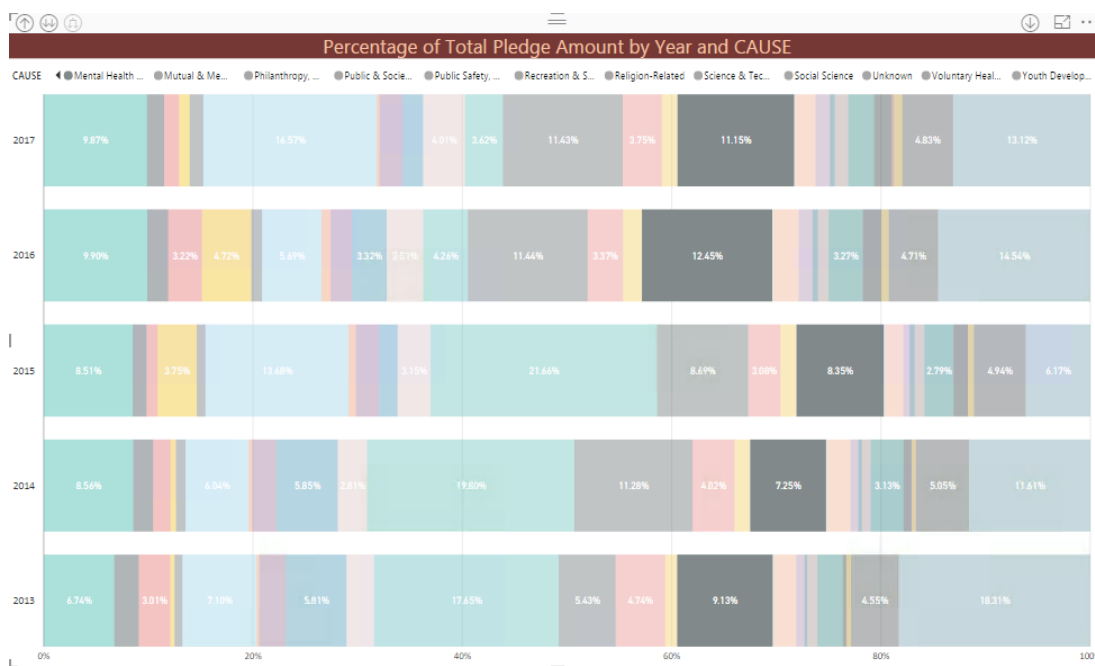


Figure 16: You can also see there was a notable increase in 2015 in Mental Health donations.

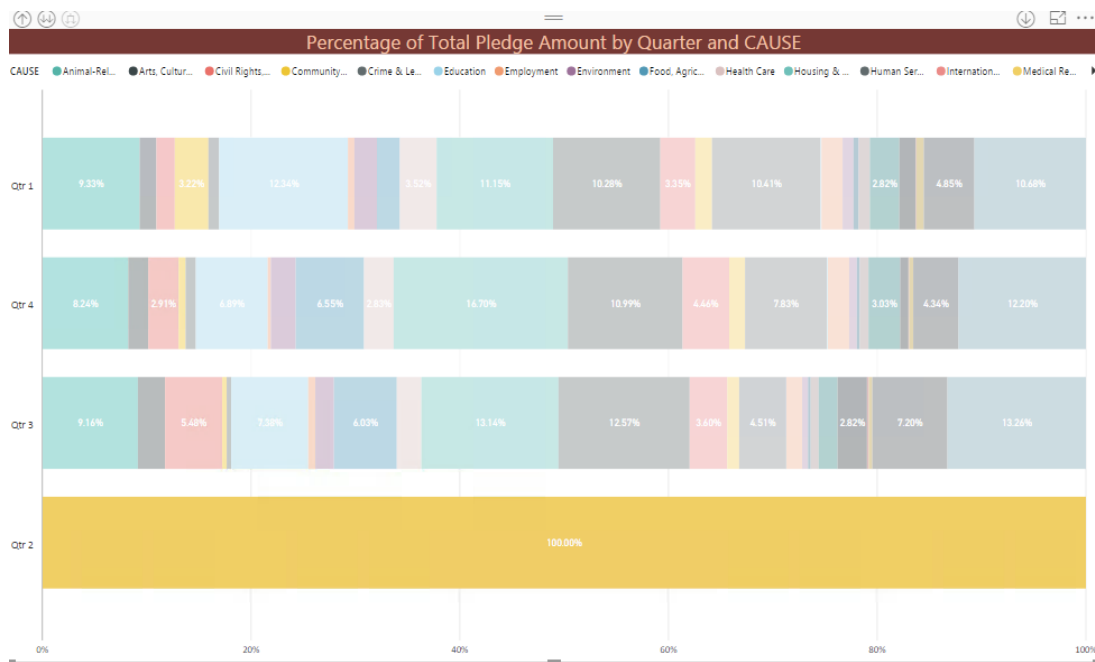


Figure 17: This view shows a large anomaly in the data in the second quarter of the year.

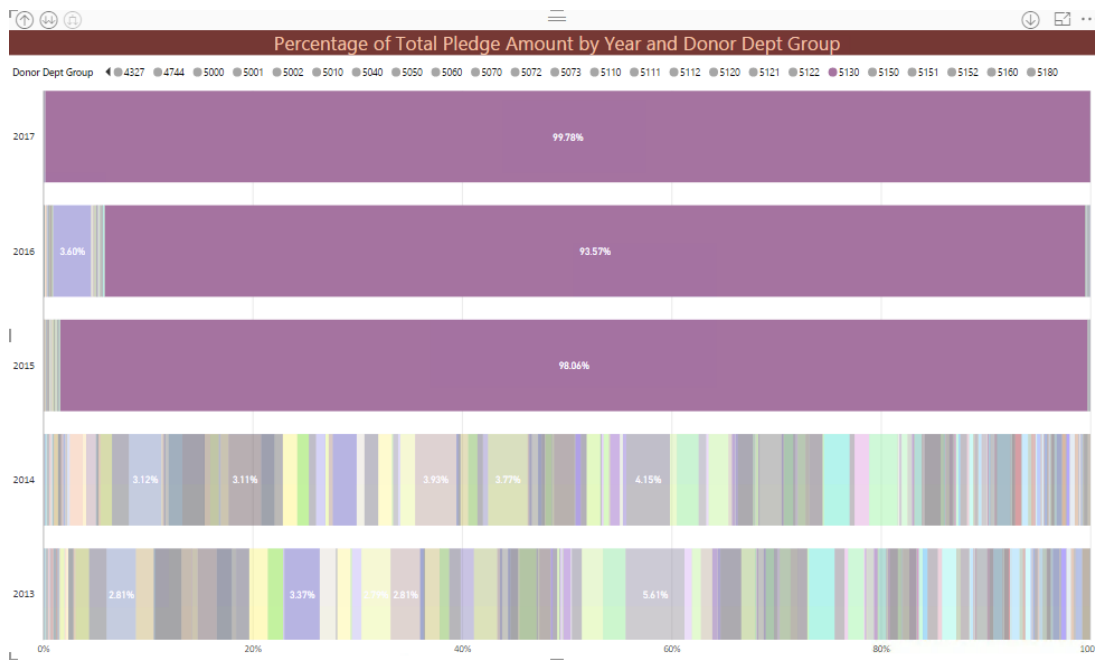


Figure 18: The same could be asked of Department 5130’s increasing dominance in giving. From 2015 on it accounts for a huge amount of donations - nearly 100% by 2017. Is this a fluke? A change in data standards? Or a department we definitely want to learn more about? More insight is needed, and this will be included in follow up work.

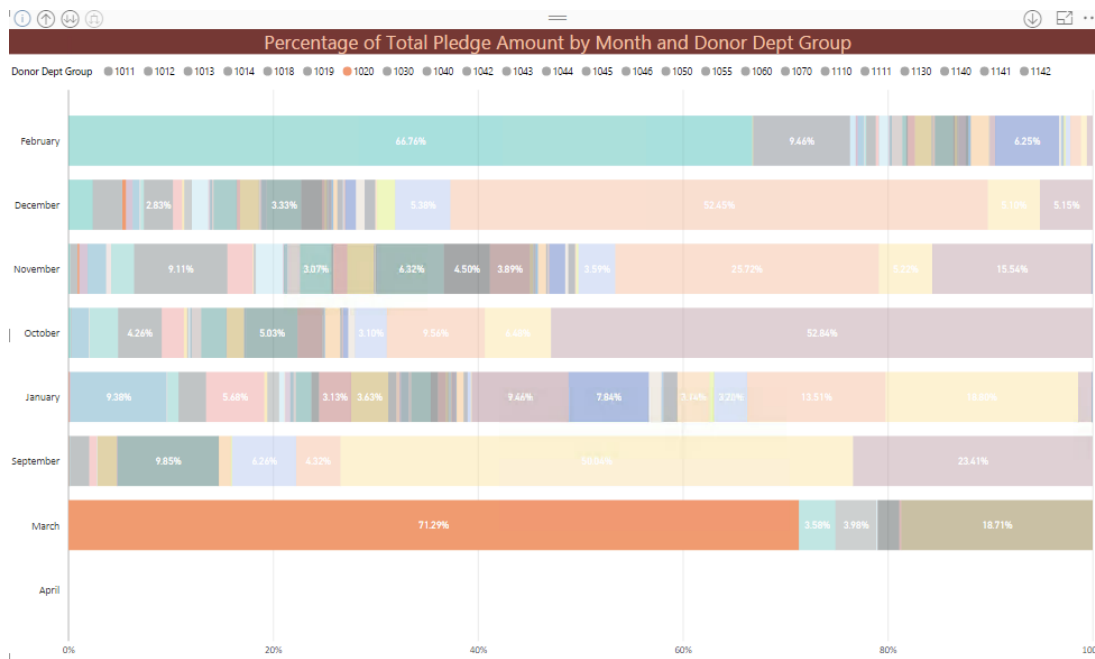


Figure 19: Here we see dramatically different proportions of giving to causes by department by month. Notice Department 1020 does almost all of its giving in March.

Other items of interest we noted from the dashboard include:

- Organization ID 5130000 is responsible for 77% of the donations to the Housing & Shelter cause, and 94% of donations to the Youth Development cause.
- One third of workplace giving to the Crime & Legal cause comes from one-time donations.
- The Youth Development cause had the widest geographical spread of donations, spanning 81 different zip codes.
- Organization ID 4070000 led the pack with 5,436 donations, of which 4,320 came from payroll contributions.

UNDERSTANDING CROWDFUNDING PLATFORMS & THEIR EFFECT ON PHILANTHROPIC GIVING

Crowdfunding campaigns are a relatively new form of fundraising where individuals or organizations can fund causes or specific projects by raising smaller amounts of money from a larger number of people, via an online platform. The proliferation of these crowdfunding platforms continues to shift methods around giving and shape the philanthropic landscape.

To gain a deeper understanding of the impact crowdfunding has on philanthropic giving and what contributes to a successful campaign, the team analyzed past behavior of participants in crowdfunding campaigns.

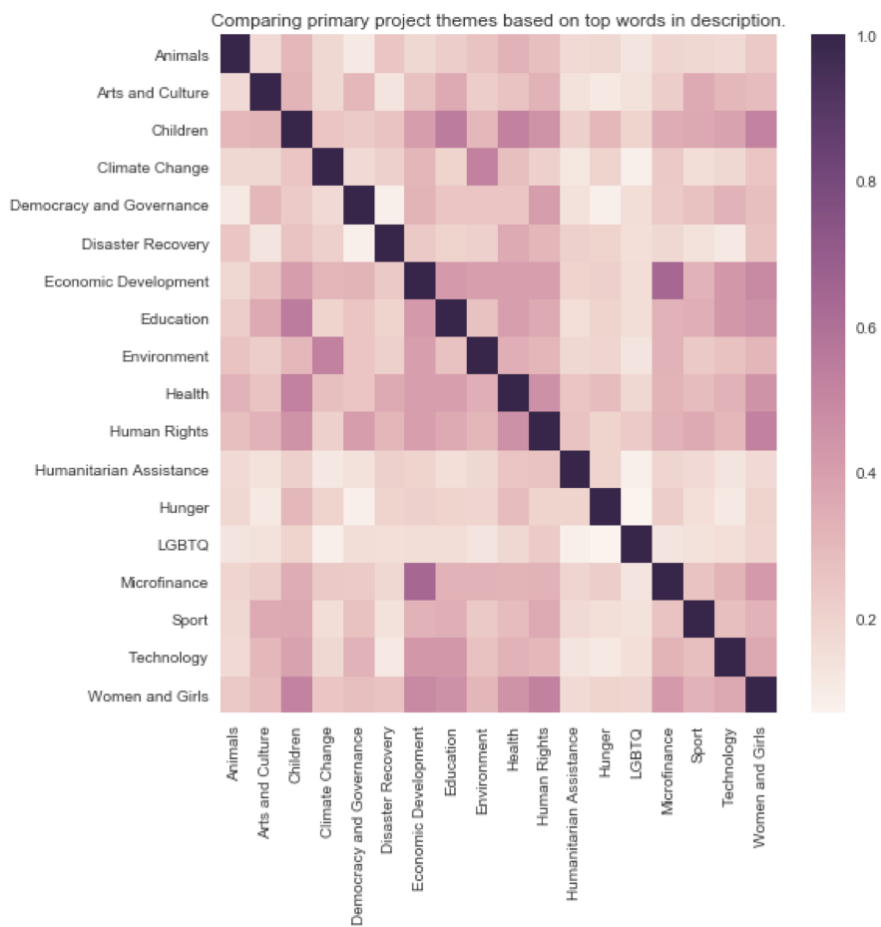


Figure 20. A matrix showing which words are most commonly associated together — the darker the color, the greater the association. Notice that words like Climate Change are commonly associated with words like Environment.

A textual analysis performed by the team shows campaign themes are highly associated. The top 5,000 most frequently used words across all campaign descriptions in the data were collected across 18 themes. Next, the top 100 terms for each theme were found and compared against one another. The above chart shows related topics often use similar expressions. For example, the chart shows a deeper hue for microfinance and economic development because the topics are highly similar. The areas showing the greatest overlap in topics suggests these two different areas may benefit from being promoted together.

The team examined year-over-year results in a large sample of crowdfunding transactions to look at growth trends. Donations were found to have increased significantly over the last few years by both frequency and total donation amounts. Of note, donations received in the US in particular, since the inception of #GivingTuesday, show a dramatic increase.

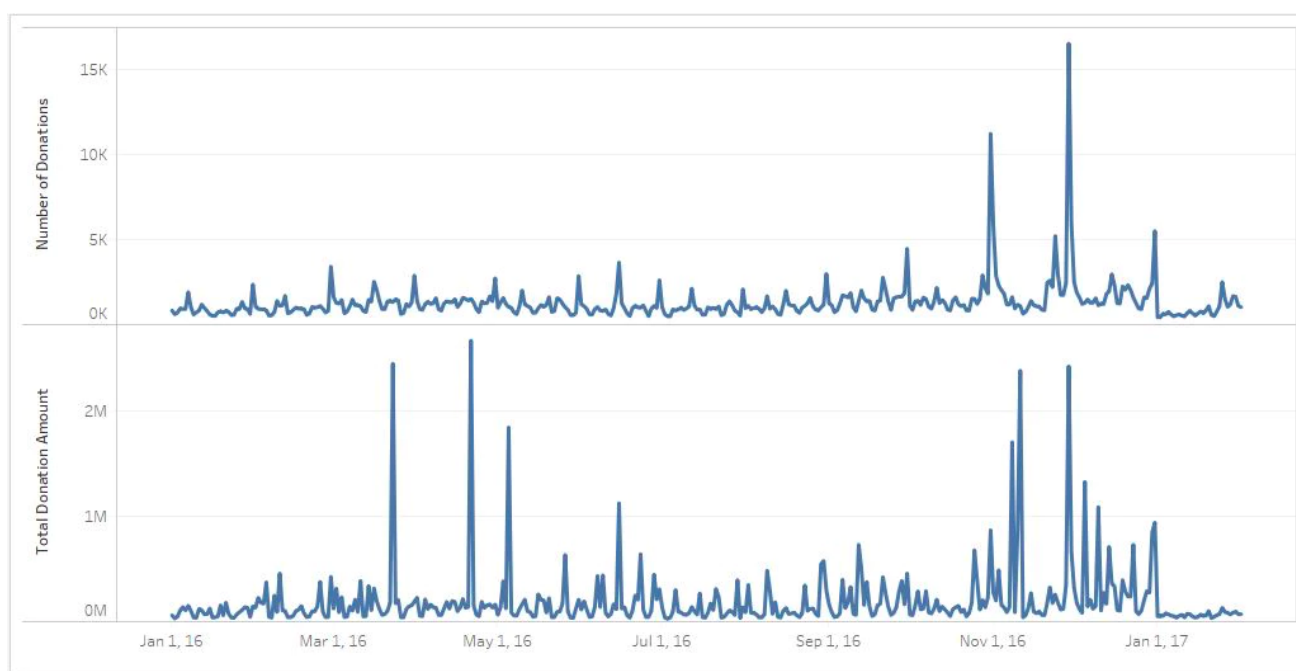


Figure 21. Number of donations (on top); total donation amount (below). Notice the recent spikes in the last year.

The team looked further into donation frequency and total donation amounts from the sample data for #GivingTuesday. As expected, the team found large spikes both on #GivingTuesday and at the end of the year. The team also discovered a high number of surprising spikes in total donation amounts throughout the year. Upon further inspection, it was determined that these outlying spikes were a result of large single corporate donations.

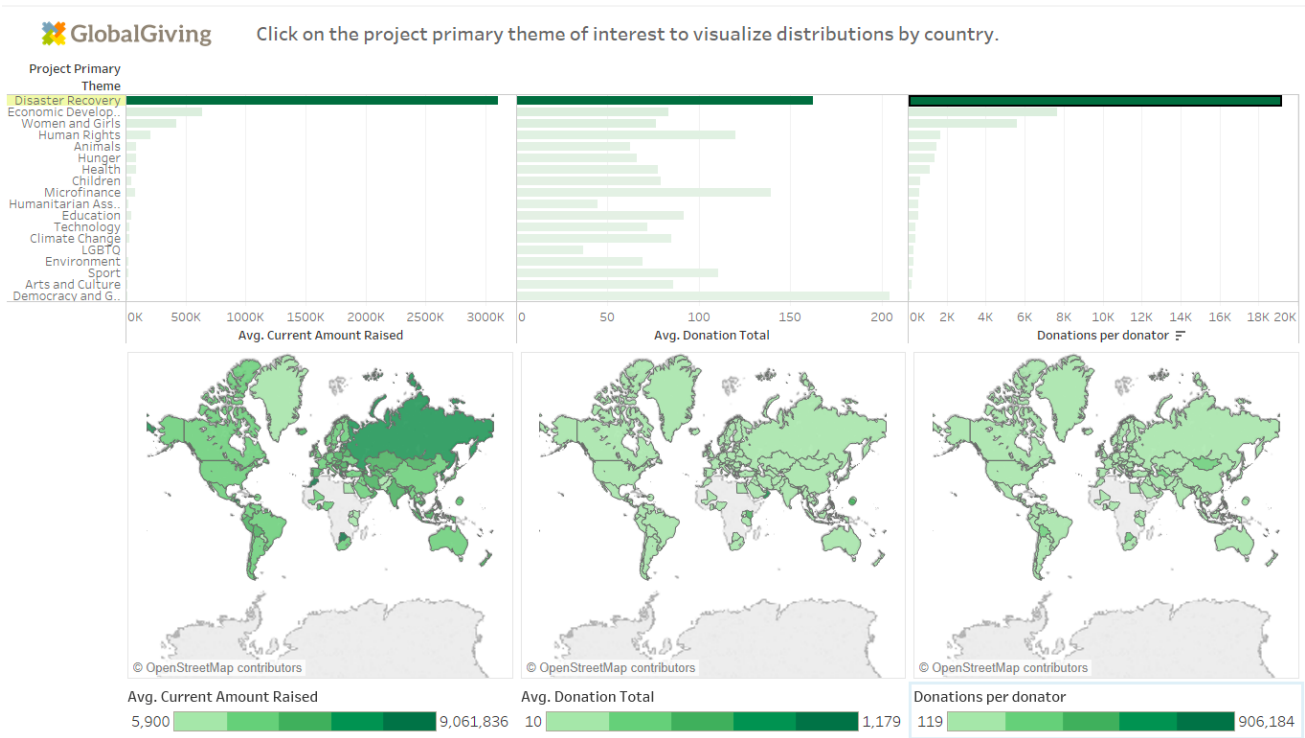


Figure 22. GlobalGiving dashboard showing the breakdown of giving by theme, geography and donation amounts.

The team created several interactive dashboards to help model and visualize crowdfunding donations using data from the GlobalGiving platform. In particular, the dashboards allow users to analyze donations by geography, year, or specifically around #GivingTuesday. The above visual shows the donation sources for various #GivingTuesday project themes by country. An interactive version of the above results is available to project collaborators and researchers.

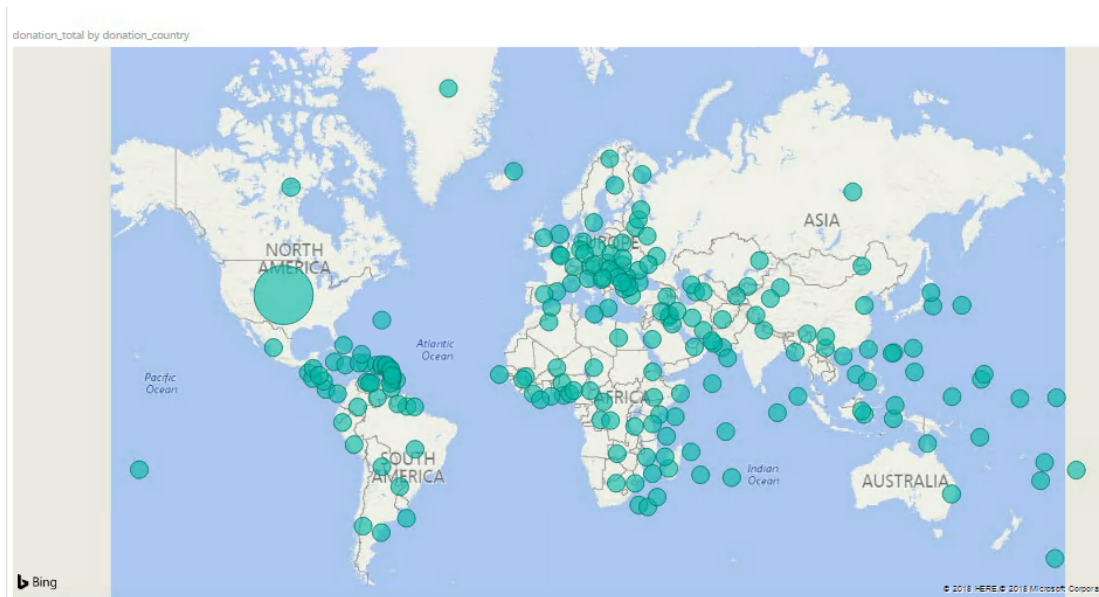


Figure 23. Map view of the GlobalGiving dashboard.

Organizations can use the dashboard to understand where crowdfunding is happening across the world by city, country, etc. over time. With it, they can determine where their biggest crowdfunders are coming from, which areas they may not be reaching and examine how these geographies of giving may change over time.

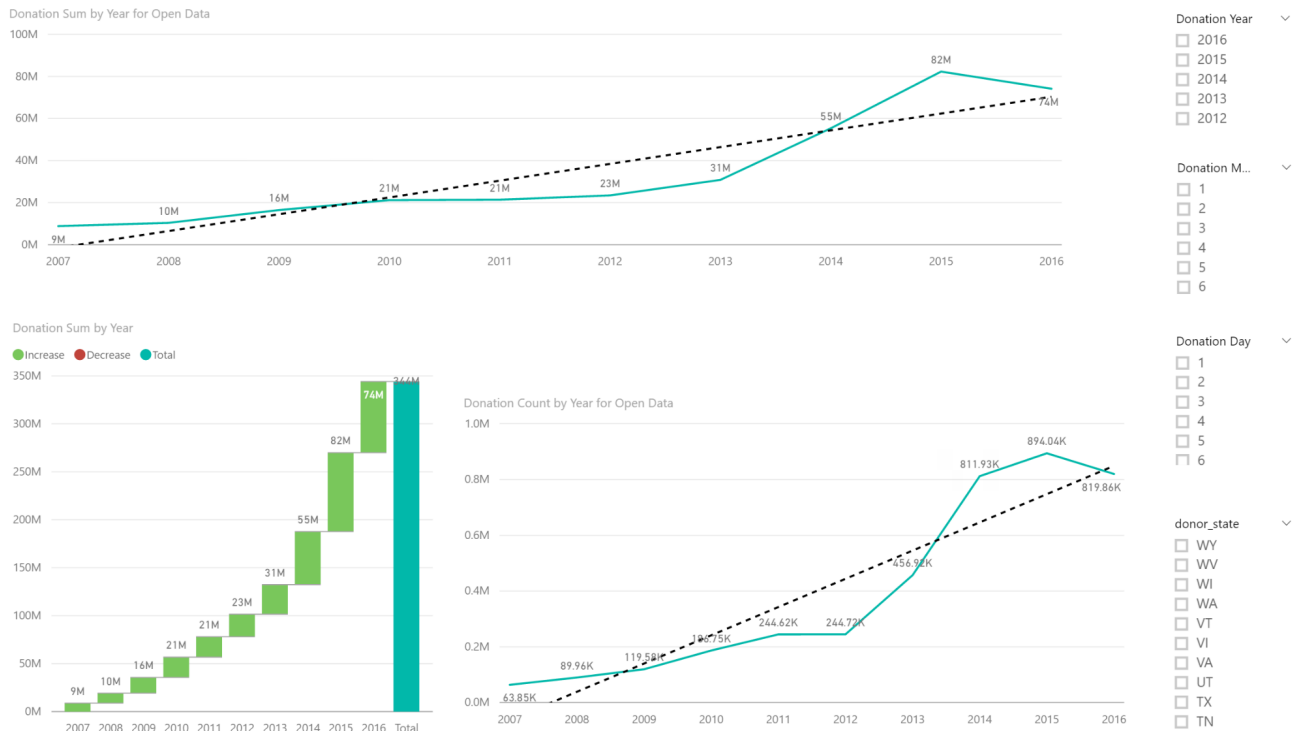


Figure 24. Dashboard featuring donations by year tab.

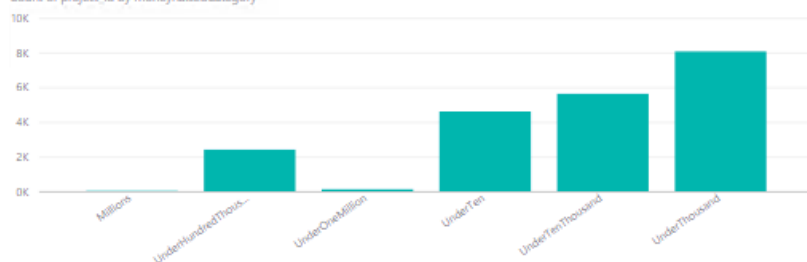
The Donations by Year dashboard above shows the total donations in a time series. Users can highlight specific months or drill down donation amounts by state.

#GivingTuesday Campaign Description Analysis Dashboard

A dashboard to highlight #GivingTuesday campaign donation amounts alongside the words used within the descriptions of various campaigns was also developed. By placing the words shown in the context of the campaign's primary theme, along with the donation amounts raised under each theme, one could potentially gain insight into the types of descriptions that contribute to more effective campaigns. That being said, the dashboard was created to provide a more in-depth view of campaign themes beside additional features and shine a light on associations that may be explored further to determine any true causal connections.

MoneyRaisedCategory	project_primary_theme	Millions	UnderHundredThousand	UnderOneMillion	UnderTen	UnderTenThousand	UnderThousand	Total
<input type="checkbox"/> Millions	Children		525	26	820	1271	1834	4476
<input type="checkbox"/> UnderHundredThousand	Health		347	17	666	725	890	2645
<input type="checkbox"/> UnderOneMillion	Women and Girls	2	250	26	469	650	1003	2400
<input type="checkbox"/> UnderTen	Economic Development	1	112	4	535	350	465	1467
<input type="checkbox"/> UnderTenThousand	Disaster Recovery	6	186	24	75	303	353	947
<input type="checkbox"/> UnderThousand	Environment		71	1	233	208	274	787
	Animals		104	10	77	223	280	694
	Human Rights		57	5	218	159	210	649
	Hunger		54	2	51	127	250	484
	Sport		23	1	71	84	116	295
	Climate Change		40	1	48	56	135	280
	Technology		22	1	71	58	107	259
	Microfinance	1	22	1	41	60	83	208
	Arts and Culture		23		40	54	69	186
	Democracy and Governance		11	2	56	38	44	151
	Humanitarian Assistance		7		6	7	6	26
	LGBTQ		1		1	4	5	11
	Total	10	2434	149	4635	5653	8094	20975

Count of project_id by MoneyRaisedCategory



Top 20 base words

project_id	description
7892	
8726	
18775	
22954	
3595	_x000D_ Update: April 11 2011 _x000D_ _x000D_ Following the Eye Camp on February 20 2011 29 cataract patients were selected for surgery. Operations were performed on these patients on February 23 2011
8162	To provide for people who are hungry while at the same time advocating for other ways to end hunger and its causes;_x000D_ To educate and raise the consciousness of the Jewish community regarding its obligation to alleviate
4977	6.1. Objective: To mobilize the target women to organize groups._x000D_ Output: Forty seven women groups formed._x000D_ Activity: Organize meetings with the target group and the community leaders._x000D_ Select
5583	Financial contributions from this project will support The WestAC's emergency shelter for domestic violence survivors and their families. Last year we saw the need for shelter increase dramatically an
8519	Kenya's Nyanza Province is leading with high number of AIDS orphans due to high rate of this pandemic disease among these are deaf and deaf blind children left orphans with less supervision from guardians.With no option guidan
6249	More than 1000 children in Matoponi village do not attend school. These children will have no future and end up working in the quarry if not helped by Ingrid which you can help fund.
4280	Providing educational opportunity to the 100 children labour for 1 year.They have been offered basic literacy,health care and nutritious food and providing vocational training to the senior children.
6917	The Bume Primary School building in the Volta region was built about 80 years ago and since then has never been renovated. The entire building is in urgent need of repair or reconstruction.
7567	The Kidz Academy of Bume was built about 80 years ago and since then has never been renovated.The entire building has become a death trap for the kids and in urgent need of repairs.
7795	This project will provide pre-school access to 3000 3-6 year old children studying in 100 Government run pre-school centers in Bangalore,India for a year. The pre-school centers will be stocked with a kit corresponding with the go
7802	thousands of patients with facial deformities suffering. _x000D_ we and our doctors have joined hands to serve to provide quality care. _x000D_ this will improve their living and provide confidence

Figure 25. #GivingTuesday Campaign Description Analysis Dashboard.

An organization could use this dashboard to understand things like the amount of crowdfunding that is going to each cause, how many campaigns are using certain keywords and if any correlations exist between keywords, locations and donations. For example, organizations can answer questions such as “Are people in Colorado giving more to causes with the word ‘children’ than to ‘health’?” Nonprofits could then optimize their campaigns to use language to attract more donors.

The above dashboard can be viewed through the free [Power BI Desktop program](https://powerbi.microsoft.com/en-us/desktop/): <https://powerbi.microsoft.com/en-us/desktop/>

This initial exploration into crowdfunding platforms yielded many interesting findings and also led to the development of prototypes for several valuable analytics tools that can be used by organizations to understand where and when crowdsourcing is occurring and help them optimize campaigns to increase giving. Imagine what can be accomplished through more collective efforts and using the tools developed here across multiple data sets from other crowdfunding platforms around the world.

CONTINUATION OF WORK

Though DataKind's engagements are short-term volunteer opportunities, one positive benefit of this partnership is that the #GivingTuesday DataDive has catalyzed work that others have continued working on. Volunteers from the original 990 tool team have continued developing improvements to that tool beyond the event. Volunteers have continued to join in to help analyze giving data. Beyond volunteer efforts, DataKind and 92Y hope the release of these tools with this report will also catalyze further development and analysis from nonprofits and companies.

CONCLUSION

This work shows the potential of applying data science to questions and challenges of philanthropic giving. By combining the data of multiple data providers, 92Y and others can see a much more holistic view of giving, such as how much is given in total and to which issue areas. In addition to providing data analysis, this DataDive also showed the power that creative uses of data and software tools could provide to the space. The ability to search NGOs by their 990 data and to track social media activity is an addition to the toolkit for 92Y and other #GivingTuesday partners. The BI dashboards are also longer-lasting, dynamic ways to continue understanding #GivingTuesday activities into the future. We intend to follow this work as it continues beyond this DataDive and look forward to seeing the new ways that data is harnessed to increase philanthropic giving.



#GIVINGTUESDAY DATADIVE PARTNERS

#GIVINGTUESDAY™

Launched by 92nd Street Y in 2012 and housed in its Belfer Center for Innovation & Social Impact, #GivingTuesday is a global movement that inspires people around the world to take collaborative action to improve their local communities and contribute in countless ways to the causes they believe in. The movement reaches millions of people with campaigns and activities in all 50 states and over 185 countries on the Tuesday after Thanksgiving and throughout the year. On #GivingTuesday 2017, \$300+ million was raised online in the US alone to benefit a tremendously broad range of causes, and much more was given in volunteer hours, non-monetary donations and acts of kindness.

BILL & MELINDA GATES *foundation*

Guided by the belief that every life has equal value, the Bill & Melinda Gates Foundation works to help all people lead healthy, productive lives. In developing countries, it focuses on improving people's health and giving them the chance to lift themselves out of hunger and extreme poverty. In the US, it seeks to ensure that all people—especially those with the fewest resources—have access to the opportunities they need to succeed in school and life. Based in Seattle, Washington, the foundation is led by CEO Sue Desmond-Hellmann and co-chair William H. Gates Sr., under the direction of Bill and Melinda Gates and Warren Buffett.

THANK YOU TO THE COMMUNITY

None of DataKind's work is possible without the dedication and talent of our volunteers. We are grateful to the more than 100 volunteers who gave their time and talent to this effort; in particular, our Data Ambassadors who not only helped scope the work, but also successfully led teams to victory. Thanks to the rigorous efforts and dedication of our data science volunteers, the DataDive resulted in actionable insights and new and valuable tools that will benefit the nonprofit sector as a whole.

Data Ambassadors

Karthik Kuber, *Microsoft*

Jun Kim, *Institute for Health Metrics and Evaluation*

Dirk Biesinger, *Microsoft*

Jeanna Clark, *LaunchCode*

Samuel Smith, *Microsoft*

Paul Jurek, *Boeing*

Elizabeth Walsh, *Canopy Research*

Miranda Tao, *Institute for Health Metrics and Evaluation*

DATA PROVIDERS

We also want to thank the many data providers that generously donated data for the event. Their contribution allowed the volunteer teams to conduct this analysis around philanthropic giving and develop these new tools and applications for the nonprofit community.



Abila	GlobalGiving
Agora for Good	Global Impact
Benevity	GoodWorld
Blackbaud	Growth in Giving Initiative
Bloomerang	HIPGive
CAF America	iDonate
Classy	iModules
Coin Up	Indiegogo
Crowdrise	Kindful
Deposit a Gift	Little Green Light
DonationXchange	Movember Foundation
DonorPerfect	Neon
DonorsChoose	Network for Good
Frontstream	PayPal
Fundraising Effectiveness Project	Razoo
Fundrazr	Salsa
Funraise	USA for UNHCR
GiveGab	WePay
GivKwik	

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