SUCCESS STORY: FEEDING SAN DIEGO

Feeding San Diego Raises $5.4M on Classy in the Wake of COVID-19

THE CHALLENGE:
Keep San Diego residents facing hunger fed during the pandemic

$5.4M RAISED ONLINE since March 2020

760% YoY INCREASE in online donations within December 2020 alone

230% INCREASE in peer-to-peer giving

$38,286 INCREASE in monthly donations from 721 new recurring donors from Feb 2020

79% OF DONORS elected to cover fees

Feeding San Diego pivoted during the pandemic to serve a growing population facing hunger. To fulfill its mission, the organization doubled down on online fundraising.

A March relief campaign, followed by two more fundraising campaigns and then their holiday peer-to-peer campaign—all on Classy—drove online giving up by 760% year over year in December alone.

The ability to quickly launch a variety of campaigns from March 2020 to January 2021 led to widespread success with a total of $5.4 million raised online to support hunger relief, as well as 721 new recurring donors.

The organization's director of marketing and communications shared, “Classy is priceless. It's helping us feed people across San Diego, and there can be no price put on the value of a life.”

To learn more about Feeding San Diego, go to feedingsandiego.org.