

**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](https://feedingsandiego.org).*