

ORANGE COUNTY REGISTER

Online fundraising campaign for groups assisting homeless people raises more than \$700,000 in one day

The Help Them Home online fundraising campaign to benefit 16 nonprofits that assist homeless people in Orange County used promotional materials like this and raised more than \$700,000 in one day.

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The first themed Giving Day in Orange County – benefiting 16 nonprofits that provide services to homeless people – surpassed a \$500,000 overall goal by attracting \$743,700 in donations.

More than 1,100 donors responded to the 24-hour “Help Them Home” online fundraising campaign that began at midnight Wednesday, April 25.

Working with Orange County Community Foundation, each nonprofit set its own fundraising goal, ranging from \$10,000 to \$100,000, and used social media and email blasts to reach out to donors.

Six of the nonprofits met or exceeded their goals.

The 16 organizations also will split a \$10,000 grant from Funraise, which developed the Giving Day fundraising landing page at help-them-home.funraise.org. Donations can still be made there.

Other collaborative Giving Days are planned later in the year, with the next one on May 31. The theme will be Empowering Possibilities: A Giving Day for OC Neighbors with Disabilities.

Here are the results of the Help Them Home campaign, as of Friday, April 30:

\$100,000 goal: Families Forward, \$128,975; Grandma’s House of Hope, \$85,160

\$90,000 goal: Casa Theresa, \$87,947

\$75,000 goal: SPIN (Serving People In Need), \$95,060; Thomas House Family Shelter, \$76,575; HomeAid OC, \$75,091

\$50,000 goal: WISEPlace, \$33,695

\$35,000 goal: Family Promise of Orange County, \$32,693

\$30,000 goal: Pathways of Hope, \$27,951; South County Outreach, \$7,945

\$25,000 goal: Project Hope Alliance, \$8,430

\$20,000 goal: American Family Housing, \$21,150; Orange County Community Housing Corp., \$18,717

\$13,000 goal: Mercy House, \$11,085

\$10,000 goal: Family Assistance Ministries, \$13,215; HIS House, \$9,575



Theresa Walker

Theresa Walker is a Southern California native who has been a staff writer at The Orange County Register since 1992. She specializes in human interest stories and social issues, such as homelessness. She also covers nonprofits and philanthropy in Orange County. She loves telling stories about ordinary people who do the extraordinary in their communities.

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