



## Legislation Text

File #: 18-793, Version: 1

Adopt and present a resolution recognizing November 27, 2018 as Give Local Solano Day to encourage County residents to give to local nonprofits during the charitable season, when many focus on their holiday giving (Supervisor Thomson)

Published Notice Required? Yes ☐ No ☒  
Public Hearing Required? Yes ☐ No ☒

### **DEPARTMENTAL RECOMMENDATION:**

Supervisor Skip Thomson requests that the Board adopt and present a resolution recognizing November 27, 2018 as Give Local Solano Day to encourage County residents to give to local nonprofits during the charitable season, when many focus on their holiday giving.

### **SUMMARY:**

#GivingTuesday is a global day of giving fueled by the power of social media and collaboration. It is celebrated on the Tuesday following Thanksgiving (in the U.S.) and the widely recognized shopping events of Black Friday and Cyber Monday. #GivingTuesday kicks off the charitable season, when many focus on their holiday and end-of-year giving and celebrates their generosity and kindness by encouraging everyone to give to nonprofit organizations all around the world.

This philanthropic event sets itself apart as a social media celebration, hence the hashtag you often see associated with it (#GivingTuesday). Many donors who give to charities on #GivingTuesday also share stories about their favorite causes on Facebook, Twitter, Pinterest, etc., and encourage their friends to give, too.

Give Local Solano Day is how Solano Community Foundation participates in this day-long giving event.

The Solano Community Foundation believes in and advocates for a strong, independent nonprofit sector. Solano Community Foundation also believes in giving locally to help support and build capacity of the nonprofits serving Solano County.

Nonprofit organizations are essential to the vitality of our community, and vital in building a better life for Solano residents. Solano Community Foundation respects and nurtures nonprofits so they can do the important and challenging work of creating a social safety net, promoting civic engagement, enriching us through arts, education and culture, and protecting the environment.

### **FINANCIAL IMPACT:**

The costs associated with preparing the agenda item are nominal and absorbed by the department's FY2018/19 Adopted Budget. The costs associated with preparation and purchase of the resolution materials are included in the Board's FY2018/19 Adopted Budget.

### **DISCUSSION:**

The first-ever county-wide Give Local Solano (GLS) fundraising campaign was held on May 3, 2016 in

partnership with twenty-eight local nonprofit organizations. The Solano Community Foundation is forever grateful to them for their enthusiasm and support. Their advance efforts in encouraging donors to contribute was an essential part of the entire event. The collaborative effort itself increased interaction and camaraderie with Solano Community Foundation and among the participants.

Although the day was less than perfect due to technical difficulties encountered by the giving platform, there were solid positive outcomes realized. These are just a few:

- The Solano Community Foundation successful in raising recognition of the need for a culture of philanthropy in this county.
- With the help of many supporters, the participating nonprofits increased their visibility and lifted public awareness of their needs.
- Every mayor in Solano County and the Board of Supervisors proclaimed May 3, 2016 as Give Local Solano Day.
- Several of the local access TV channels aired the GLS promotional video, which was made possible by Mayor Augustine and created by the City of Vacaville's PIO department.
- The county put it up on their main web page, as did some of the cities, and it was posted on the GLS web page, Facebook, Twitter, and on the websites of our participating organizations.
- The Fairfield Daily Republic alone published six articles about Give Local Solano and Solano Community Foundation.
- The Vallejo Times-Herald published an article a couple of days before the event, and named every one of the participating organizations.
- After GLS Day, both newspapers published an article summing up the event, including both positive and negative outcomes.
- The Solano Community Foundation made new business partnerships and reconnected with existing partners.

#### **ALTERNATIVES:**

The Board of Supervisors could choose not to adopt and present a resolution recognizing November 27, 2018 as Give Local Solano Day.

#### **OTHER AGENCY INVOLVEMENT:**

No other agencies were involved in the preparation of this item.

#### **CAO RECOMMENDATION:**

**APPROVE DEPARTMENTAL RECOMMENDATION**