



#iGIVECATHOLIC

Goal: \$200,000 raised in The Archdiocese of Atlanta

Results: \$292,115 through 2,245 online gifts

Participants: 33 parishes, 22 non-profits/ministries, 11 schools

Overall Statistics (Advanced Giving and Day of Giving):

- **37% were first time donors** – significant and effective way to acquire new, often younger donors
- **Highest first time donors:** St. Lawrence (137), St. Monica (64), St. Peter Chanel (41), Holy Trinity (36), and St. Oliver Plunkett (34)
- **Average gift:** \$130. Additionally, 13 organizations received an average gift over \$150.
- **Most number of gifts**
 - **Parishes:** St. Lawrence (292), St. Monica (155), St. Peter Chanel (119), Holy Trinity (110) and St. Oliver Plunkett (74)
 - **Schools:** St. Pius X Catholic High School (140), Marist School (118), Our Lady of the Assumption (63), Regina Caeli (33), and Cristo Rey High School (25)
 - **Non-Profits:** Catholic Charities (60), Ignatius House (50), The Society of St. Vincent de Paul (43), Monastery of the Holy Spirit (43), Le Bao Tinh Eucharistic Youth Group (26)
- 300 planned giving leads generated.

Highlights:

- **Top Parish: St. Lawrence Catholic Church** in Lawrenceville
 - Highest number of donations (292 gifts) and most raised (\$40,003)
 - Most successful parish *out of the 17 dioceses across the entire US*
- **Top School: St. Pius X Catholic High School**
 - Raised \$27,178 online with 140 gifts. Matching gifts critical to reaching goal.
 - Third highest ranking school across all 17 dioceses nationwide
- **Top Non-Profit/Ministry: The Society of St. Vincent de Paul**
 - Raised \$15,775 with only 43 gifts (an average gift of \$367).

Thank you to all who gave Catholic on Giving Tuesday – November 28, 2017!