

brackets for good.org

Brackets For Good is turning local philanthropy into a team sport.

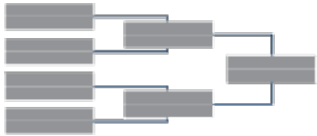
The seasonal excitement of tournament brackets and easy to use technology combine into a marketable force that skyrockets the awareness of local nonprofits, raising them new funds, and attracting new supporters along the way.

Basement Beginnings



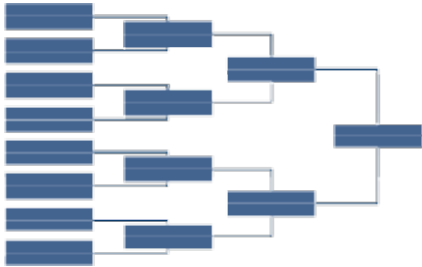
2012

8 Nonprofits | 4 Sponsors | \$32,000 Donated | \$5,000 Winner



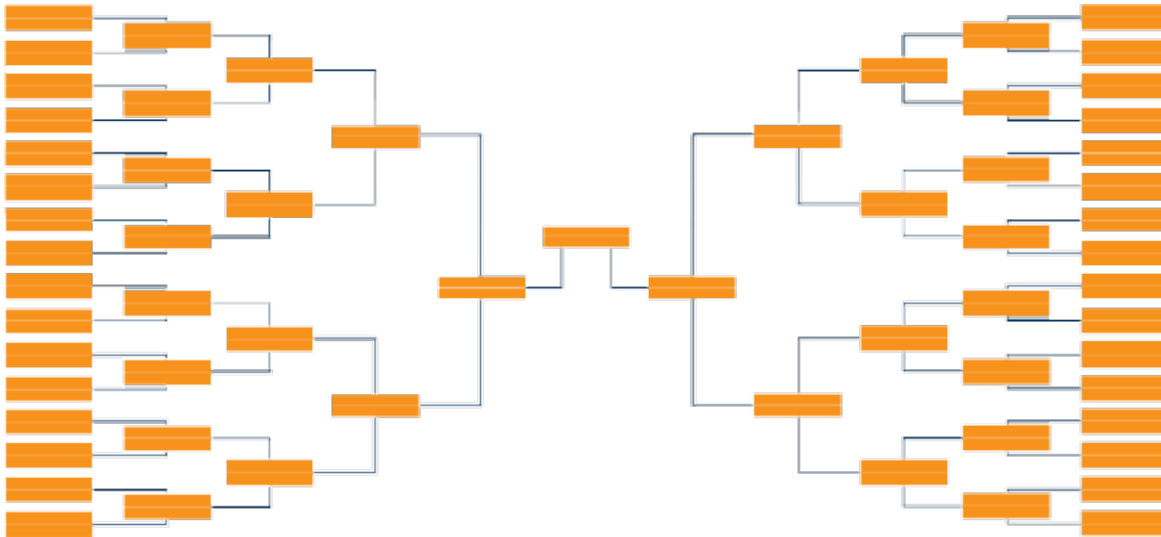
2013

16 Nonprofits | 6 Sponsors | \$85,000 Donated | \$5,000 Winner



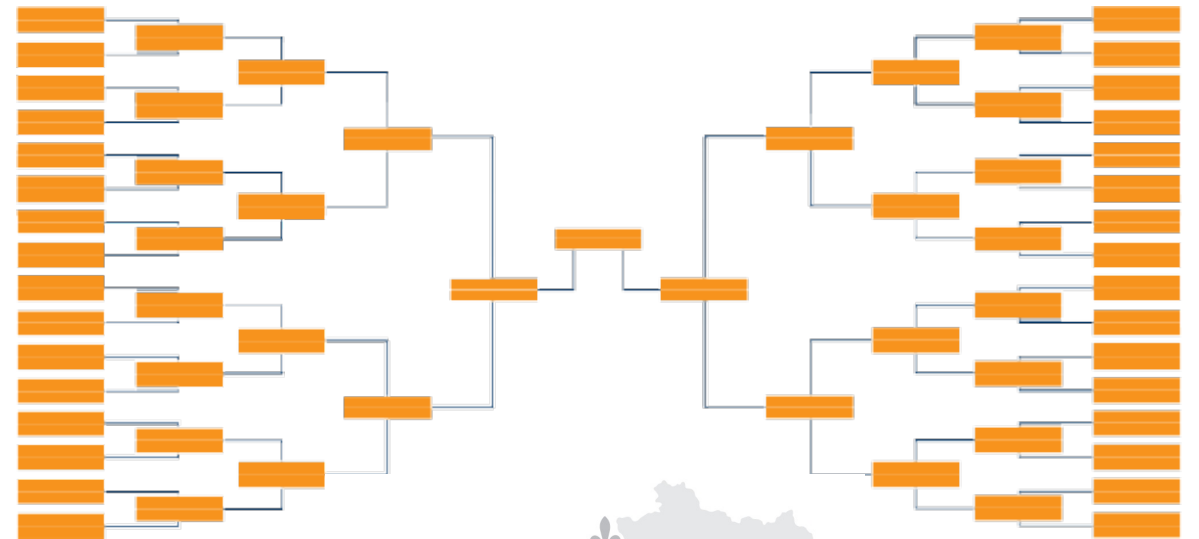
2014

64 Nonprofits | 15 Sponsors | \$336,969 Donated | \$10,000 Winner



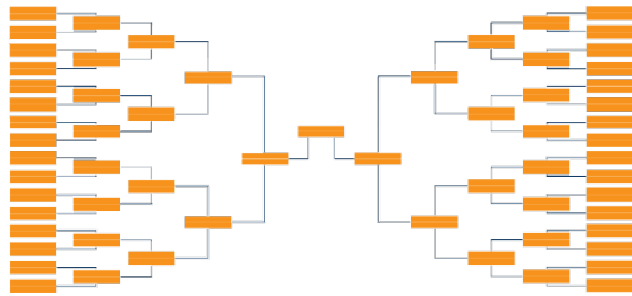
2015

128 Nonprofits | 30+ Sponsors | \$844,308 Donated | Two \$10,000 Winners

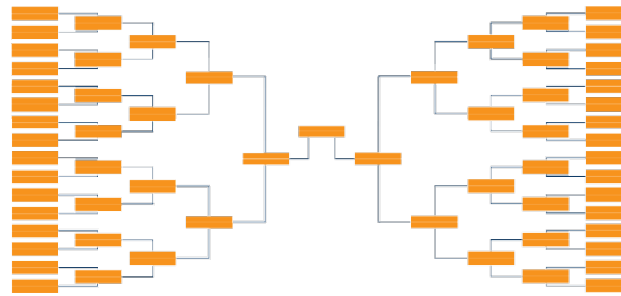


2016

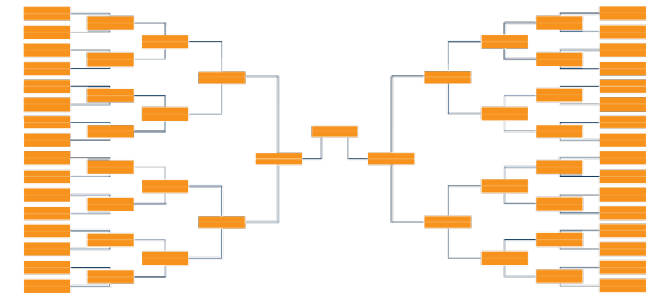
320 Nonprofits | 70+ Sponsors | \$2.5M Donated (EST) | Five \$10,000 Winners



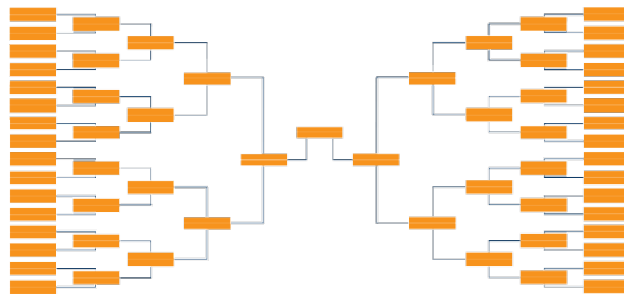
Indianapolis



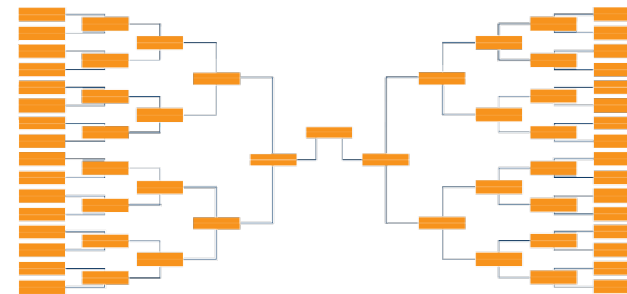
Louisville



St. Louis



Ann Arbor



Twin Cities

2015 Tournament In Review



2015 STATS

\$571,383.00 + \$10,000.00 Grand Prize =  **\$581,383.00** Donation Total



Donation Details

Total Number of Donations: 5,014
Average Donation: \$113.95
Median Donation: \$25.00
Largest Donation: \$10,000.00

Mobile Donations: 24%
First Time Donors: 60%
Anonymous Donors: 15%
Number of Donors: 2322
Number of Unique Donors: 2021
% of Unique Donors: 87.0%
Average Donations / Donor: 2.16



Top Five Fundraisers

-  Humane Society for Hamilton County
\$124,763.00 (Champion)
-  Joseph Maley Foundation
\$75,316.00 (Runner Up)
-  Girls Inc.
\$38,581.00
-  Children's Bureau
\$36,770.00
-  Outreach Inc
\$32,018.00



2015 STATS

\$252,925.00 + \$10,000.00 Grand Prize =  **\$262,925.00** Donation Total



Donation Details

Total # of Donations: 2,594
Average Donation: \$98
Median Donation: \$25.00
Largest Donation: \$8,000.00

Mobile Donations: 25%
First Time Donors: 61%
Anonymous Donors: 14%
Number of Donors: 1171
Number of Unique Donors: 1167
% of Unique Donors: 99.7%
Average Donations / Donor: 2.22



Top Five Fundraisers

-  Louisville Ballet
\$34,403.00 (Runner Up)
-  FEAT of Louisville
\$33,918.00 (Champion)
-  Neighborhood House
\$22,842.00
-  New Directions Housing Corp
\$17,262.00
-  Teach Kentucky
\$16,986.00

Sunday, November 1st
1pm – 5pm