

## Wayne County Foundation Challenge Match Initiative

The Challenge Match Initiative grew out of a need to help local not-for-profit organizations raise unrestricted operating dollars more efficiently. It quickly became a means to help organizations strengthen their development functions and a fun way for donors to express which charities are most important to them. Perhaps most importantly – at least from the Foundation’s perspective – the Challenge Match became a very positive and highly-visible way to encourage charitable giving in our community.

Participating organizations are given the opportunity to secure a dollar-for-dollar match from the Foundation, up to a specified match goal, based on qualifying gifts they receive from the community in a designated period of time. There are no restrictions on the use of the money raised and very few limitations on qualifying contributions. “Bonus Bucks” allocate unclaimed match dollars to those organizations that exceed their goals.

The program was piloted in 2011 with very few participating organizations and a relatively limited scope. In the years that have followed, the initiative has been characterized by greater numbers of participating organizations, increased funding from the Foundation and its Match Partners, and more dollars raised in the community. Despite some operational changes along the way, the Challenge Match remains focused promoting philanthropy and helping grantee organizations develop fundraising best practices.

Year	Applicant Orgs.	#Orgs. Selected	# Match Partners	Match Period (# Days)	Raised in Community	Fdn. Match	Total Benefit	Notes
2011	11	5 (+1)	--	5	126,928	42,132	169,060	Exploratory format featured a limited number of organizations. 1:2 Match ratio. All gifts flow through the Foundation.
2012	33	26	--	12	390,300	150,000	540,300	"Classic format:" 1:1 match. Match goals aligned with budget size. Full match (up to \$1K per donor per org.) for new/lapsed donors; on increase from current donors. Gifts directly to organizations.
2013	35	35	3	14	532,787	169,250	702,037	Very similar to 2012. First year for Match Partners.
2014	45	40	12	12	792,580	231,370	1,023,950	Eliminated distinction between new/lapsed and current donors.
2015	50	26	--	12	779,412	200,000	979,412	More restrictive selection process. Introduced threshold requirements.
2016	51	46	5	8	1,272,044	230,000	1,502,044	Return to less restrictive selection. New \$2.5K level w/ no threshold.
2017	53	49	8	8	1,268,535	240,000	1,508,635	