

Over \$35 Million raised for charities around the world at the 126th Boston Marathon

Thursday 9 June, 2022

An incredible \$35.6 million was raised for charities around the world at the 126th Boston Marathon, returning for the first time in three years to its traditional Patriots' Day slot. Included in that total is more than \$15 million raised online by over 2,063 fundraisers via global online crowdfunding pioneer GivenGain—the preferred charity fundraising platform of the 126th Boston Marathon.

An integrated fundraising powerhouse

Combined, fundraising through GivenGain and the charity programs of the organizers and lead sponsors (the Boston Athletic Association Official Charity Program, and the John Hancock Non-Profit Program) exceeded last year's total by more than 30%.

The 126th Boston Marathon had an in-person field of 25,314 athletes from all 50 states and an even bigger international field than last year, from 120 countries.

A day of giving

As part of the lead up to the 126th marathon, the fundraising experts at GivenGain helped the B.A.A. and John Hancock organize the Boston Marathon Giving Day on March 16, 2022. The appeal had incredible success, with almost 1,800 fundraisers raising over \$1.1 million in 24 hours, receiving donations from supporters in 37 different countries. This was the second-biggest single day of fundraising in Boston Marathon history, and came less than six months after the 125th Boston Marathon held in October 2021.

One World. Zero Barriers.

With the return to the Boston Marathon's traditional Patriots' Day slot of the third Monday in April, the average donation received via the GivenGain fundraising platform was \$131. This incredible generosity came from around the world, with over 122,000 donations coming in from 83 countries, showing the global impact of this iconic event.

"The non-profit community across Greater Boston is resilient, and, as a non-profit itself, the B.A.A. takes great pride in being a catalyst for more than 200 charitable organizations to raise critical funds in support of their missions," said Nicole Juri, the B.A.A.'s Director of Development. "The return to our full field size and traditional Patriots' Day date enabled our non-profit partners to raise even greater funds for a variety of meaningful causes."

"Supporting athletes and charities in Boston to raise money around the world with ease is at the very heart of what we do at GivenGain, and shows the real power of online fundraising," says Bryan Lively, GivenGain.

"GivenGain was founded in 2001 with the vision of empowering fundraisers around the world with cutting-edge technology. The Boston Marathon and its international reach makes it the perfect showcase for our global online fundraising platform."

"GivenGain also empowers charities, giving them visibility over all the money raised on their behalf, both online and offline. Our technology helps charities attract greater fundraiser numbers and totals by enabling them to commit to raising a minimum amount of money in exchange for a charity entry to the race."

"We're excited to announce that our partnership with the B.A.A. will continue, as we work together towards the 127th marathon in April 2023."

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