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TOP STORY

EDITOR'S PICK

Napa Valley Give!Guide announces record-breaking 2025 season of giving

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A display at the Sharpsteen Museum of Calistoga History, which in 2025 was featured in the Napa Valley Give!Guide for the first time.

Register file photo

The Napa Valley Give!Guide closed its 13th year with its strongest results yet, according to a news release.

In 2025, the community-powered giving campaign raised a record \$1.3 million from the largest-ever number of donors — 1,975 in all — benefiting



local nonprofits serving every corner of the Valley, organizers said.

After well over a decade, the Give!Guide “continues to show growth not only in dollars raised, but in the breadth of community participation.”


“While the growth in donations is exciting, what inspires us most is the continued increase in donors,” said Give!Guide representative Nancy Fireman.

“Reaching more people means expanding the impact across our entire valley,” she said. “Our goal has always been for the Give!Guide to reach every corner of the Valley — just as our nonprofits do every day. These organizations serve people throughout our community, and it’s heartening to see support growing valley-wide.”

Since 2013, the Give!Guide has raised more than \$8.6 million for 180 Napa County nonprofits.

The Give!Guide is an all-volunteer organization, whose small team creates and promotes the online guide to raise funds for local, vetted nonprofits. Every dollar stays in Napa County and all funds raised pass directly to the charitable organizations.

For many participating organizations, the Give!Guide delivers value far beyond fundraising.

“The Sharpsteen Museum’s first experience as a Give!Guide participant was a great one,” said Eden Umble, media chair of special exhibits for the Calistoga-based historical museum. “We exceeded our fundraising goal, connected with new donors and potential members, partnered with a local restaurant for a Dine & Donate event, built relationships with other nonprofits, and raised 

profile through Give!Guide marketing and outreach.”

Longtime participants echoed that sentiment.

“Our sixth year partnering with Give!Guide enabled us to raise essential funds to support our affordable sober living residences and enhance the wraparound services crucial to resident success,” said Claire Meeks, development director at Serenity Homes of Napa Valley.

“Equally meaningful was the increased visibility — families saw us in the Give!Guide and reached out for help at critical moments. That connection translated directly into people accessing care.”

The Give!Guide has been a project of the local service organization Napa Valley CanDo since its inception in 2013. The initiative was inspired by the Oregon Give!Guide and its founder, Richard Meeker, whose mentorship helped shape the model and has continued to guide the program year after year.

As planning begins for the next Give!Guide, organizers are already exploring new ways to engage donors and further expand reach.

“Our vision remains the same — to strengthen local nonprofits by connecting them with a community that cares,” said Fireman. “In many ways, we’re just getting started.”

