



2025 – 2026 Integrated Fund Development Plan – Donors, key performance metrics

SUCCESS MEASUREMENTS

<i>Gifts from all donors including individuals and organizations, excluding bequests and grants</i>	2023-24 Goal	2023-24 Actual	2024-25 Goal	2024-25 YTD 6-30-2025	2025-26 Goal
Financial Goal	\$1,255,000	\$623,636	\$1,165,000	\$638,235	\$940,000
Overall Donor Count	1,600	1,081	1,600	767	1020
				71%	75%
Acquisition/First Time Donor					
<i>First time gift</i>					
• Number of new donors	350	180	350	108	144
• Dollars raised from new Donors		\$128,629		\$58,109	\$77,285
Recaptured Donors					
<i>Donors who gave anytime in the past but not the previous fiscal year</i>					
• Number of recaptured donors	500	249	400	148	197
• Dollars raised from recaptured donors		\$80,594.98		\$117,783.68	\$156,651
• Dollars raised from recaptured sponsorships					
First Time Donor Renewals					
<i>NEW donors from last year who gave again this year</i>					
• Number of new donor renewals	75	27	60	19	25
• Dollars Raised from First Time Donor Renewals		\$16,965		\$16,254	\$20,618
Repeat Donors					
<i>Donors from last year who gave again this year (inc. new donors)</i>					

• Number of Repeat Donors	1,100	647	1,035	506	673
• Percent of Goal		58%		49%	75%
• Dollars raised from repeat donors		\$376,816		\$450,762	599,513
• Dollars raised from repeat sponsorships		\$135,823			
Giving Circle Donors – New 2025/26 (May)					
• Number of Giving Circle Donors					20
• Dollars raised from Giving Circle Donors					100,000
Appeals:					
• Fall Appeal \$\$ (Sept/Oct)				\$54,202	\$72,089
• Fall Appeal #				133	176
• Holiday Appeal \$\$ (Nov/Dec) – program specific				\$8,825	\$11,737
• Holiday Appeal #				11	15
• St. Joseph’s Day \$\$ (March)				\$4,645	\$6,178
• St. Joseph’s Day #				22	29
• Annual Fund \$\$ (December)				\$291,964	\$388,312
• Annual Fund #				312	415
• End of Year Appeal \$\$ (June)				\$3,360	4,469
• End of Year Appeal #				19	26
• Website \$\$ (Ongoing)				\$16,900	\$22,477
• Website #				141	188
• Other \$\$				\$186,973	\$342,926
• Other #				312	415
TOTAL:				\$637,735	\$848,188
NEW Appeal:					
• Holiday Fund					TBD
• Emergency Fund					TBD
ADDITIONAL CROSS SECTION OF DATA					
Memorial Donors					
<i>Memorial Donors are included in donor counts and revenue (for example, if memorial gift is a first-time gift.) Memorial donors who choose to give again become repeat donors.</i>					
• Number of memorial donors		124		21	28
• Dollars raised from memorial donors	\$25,000	\$19,828		\$2,300	\$3,059

Donor Advised Funds					
DAF are third party entities who administer funds on behalf of the donor. The named fund is credited with the gift, with soft credit being given to the donor.					
• Number of donors giving through DAF		77		52	72
• Dollars raised from DAF		\$158,582		\$60,955	\$81,070
Change in Donor Giving					
<i>Snapshot of all giving categories at fiscal year end</i>					
Number of FY23 or FY24 donors upgrading gifts in FY24 or FY25	300				
Number of donors whose gifts equal previous gifts	325				
Number of donors decreasing gifts					

Scorecard Metrics Definitions:

25/26 Year: All goals were increased 33% from 24/25 actuals to reach 25/26 goal of \$940,000 in contributions.

Individual Prospects: An individual who has never given a contribution or has never given to the Annual Fund.

New Individual Donor: An individual that has contributed to any of the ministries, annual fund or events.

Recaptured Individual Donor: An individual that did not give last year but gave this year.

Repeat Individual Donor: An individual that has given the past year to any of the ministries, annual fund or events.

Upgraded Donor: The number of donors that have given a larger annual total gift than the previous year.

Appeals: New reporting for 25/26. Appeals are for specific mailings (Fall Appeals, Holiday Appeal, St. Joseph's Day). We also have funds that are allocated to the Annual Fund – these are donations that come in that are not specifically noted to one of the appeals above. We will be changing that to better reflect funding received for the specific appeal (I anticipate \$\$ & # increasing in individual appeals, and \$\$ & # decreasing in the Annual Fund.

New Appeals: This is part of our effort to combine all our programs into one appeal (increasing visibility for what we are doing organization wide, and streamlining what we are asking our donors/volunteers/supporters for). The Holiday appeal is focused on the needs for programs during the holiday season, the Emergency Fund combines the 9 different emergency funds into one appeal that will be highlighted throughout the year – increasing engagement and awareness across programs, decreasing the amount of 'asks' that go out to our supporters, and allowing for better planning and execution for our marketing/communication strategies.