



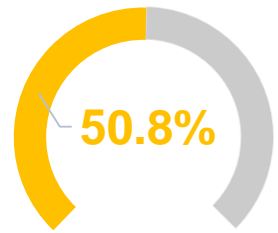


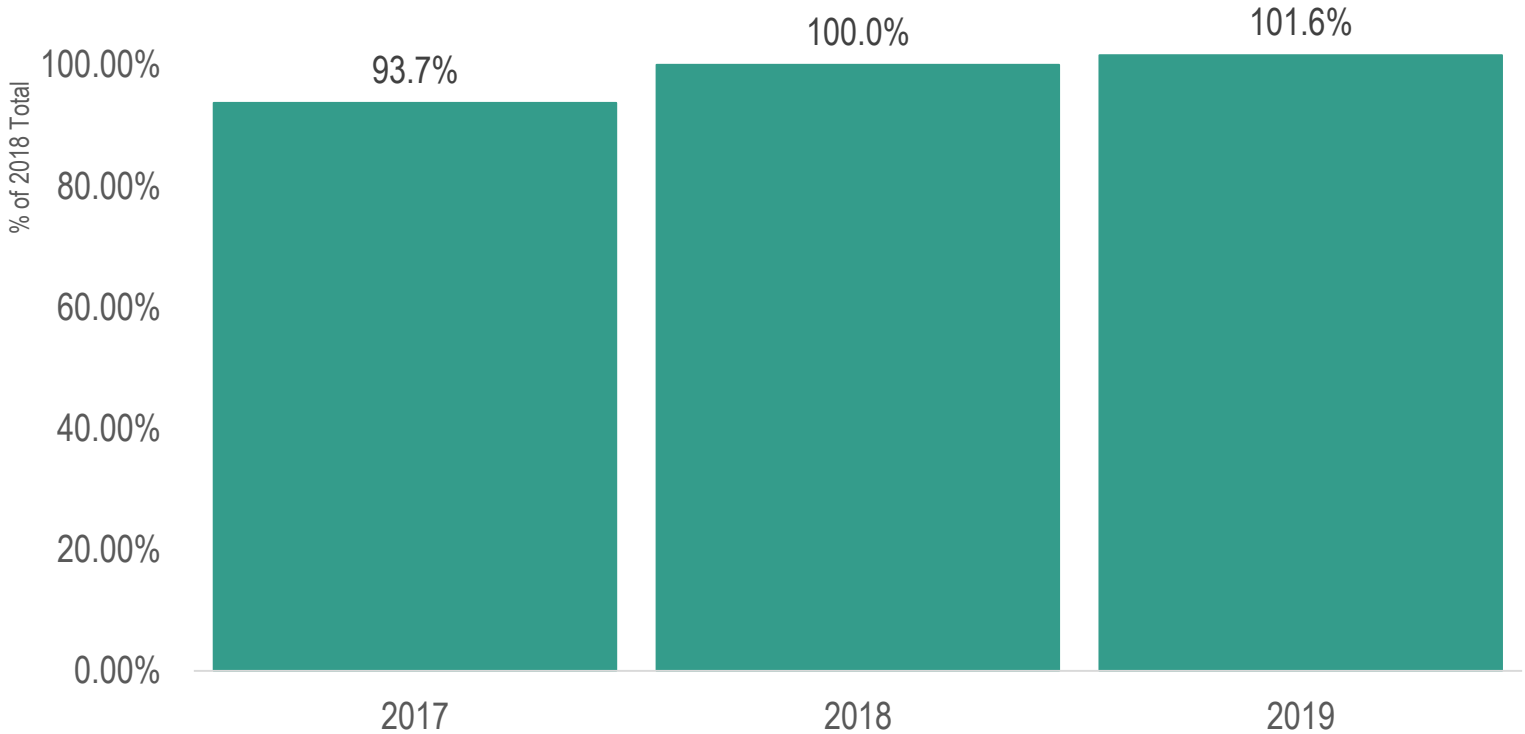
Project

Canadian Quarterly Fundraising Report™

Revenue and retention metrics report on year-to-date (YTD) performance compared against the prior year total based on a panel of organizations selected from the Canadian Growth in Giving Database of 119 organizations raising between \$100,000 and \$5,000,000.

 <p>Donors +2.2% YTD Change</p> <p>% of Total 2018 Donors</p>  <p>Donors (Year-to-Date) 102.2%</p>	 <p>Donations +1.6% YTD Change</p> <p>% of 2018 Revenue</p>  <p>Dollars (Revenue-to-Date) 101.6%</p>	<p>Overall YTD Donor Retention Rate¹</p>  <p>50.8%</p> <p>YTD Change +0.6%</p> <p><small>¹All prior year donors retained YTD</small></p>
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Dollars Raised (As % 2018 Total)





Fundraising Effectiveness Project

Year-to-Date Nonprofit Sector Trends
01/01/2019 to 12/31/2019

Donors

Year-to-Date donor counts for new, existing, and reactivated lapsed one-time and monthly donors.

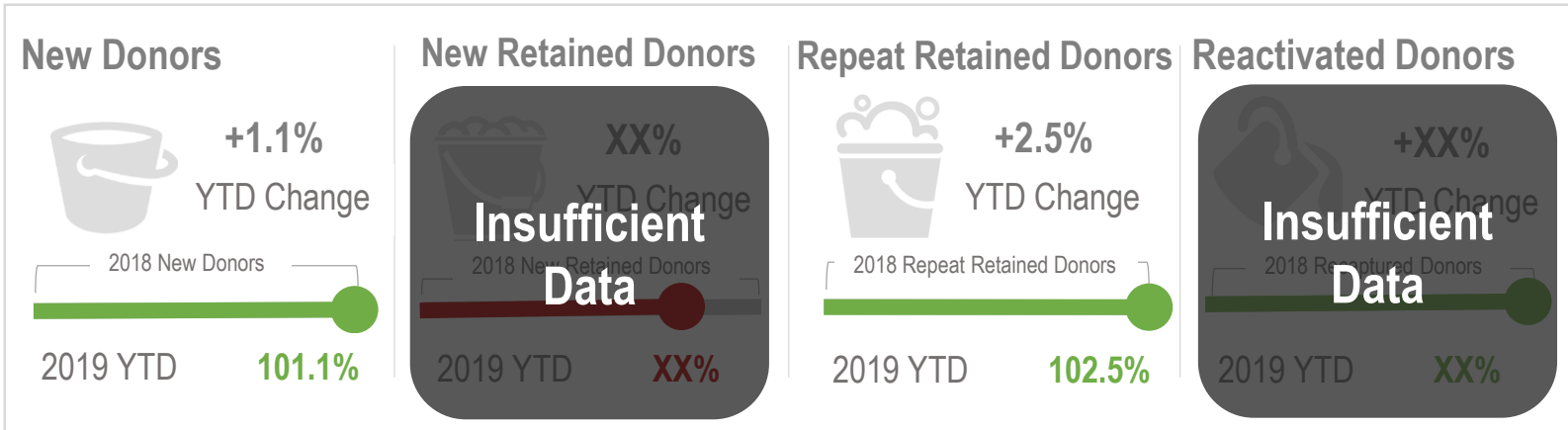
Donors Giving YTD

102.2% Donors YTD

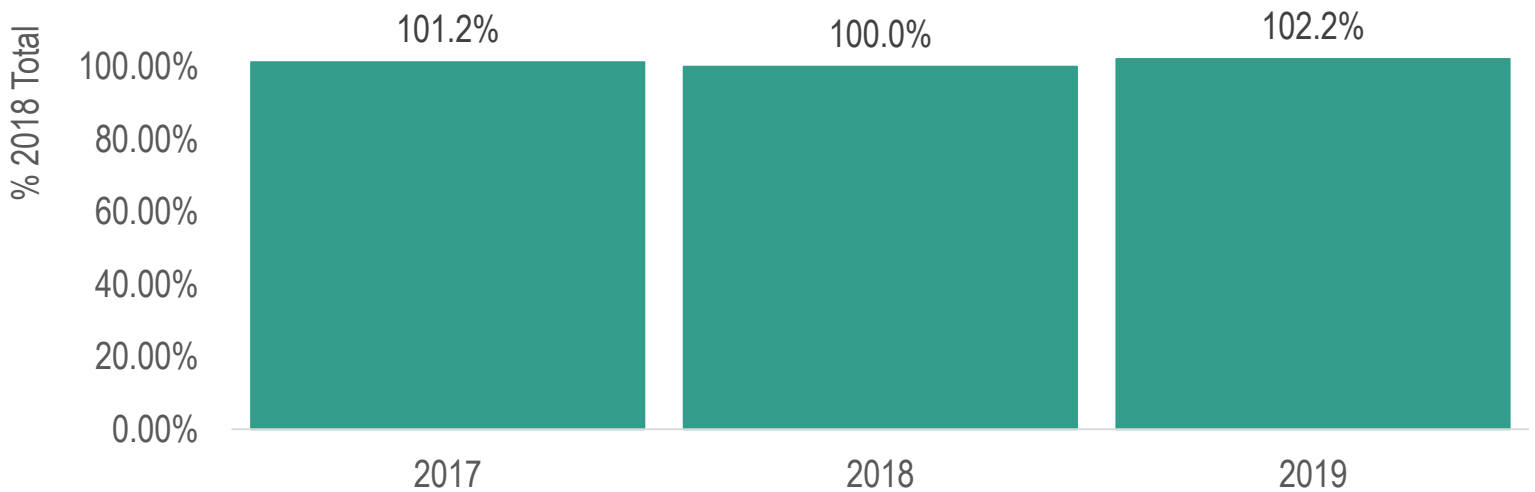
(% of Donors at end of 2018)

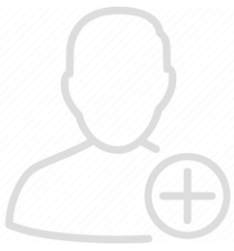
Donors Counts YTD by Type

Donors that gave at the end of 2018



Number of Donors YTD (As % 2018 Total)





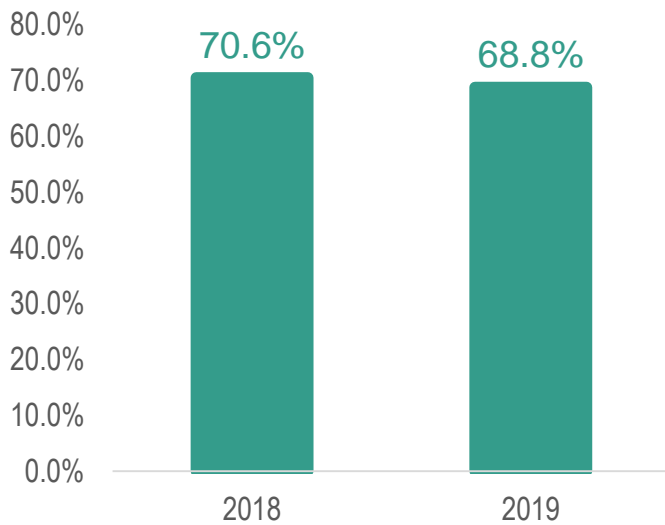
Fundraising Effectiveness Project

Retention and Reactivation

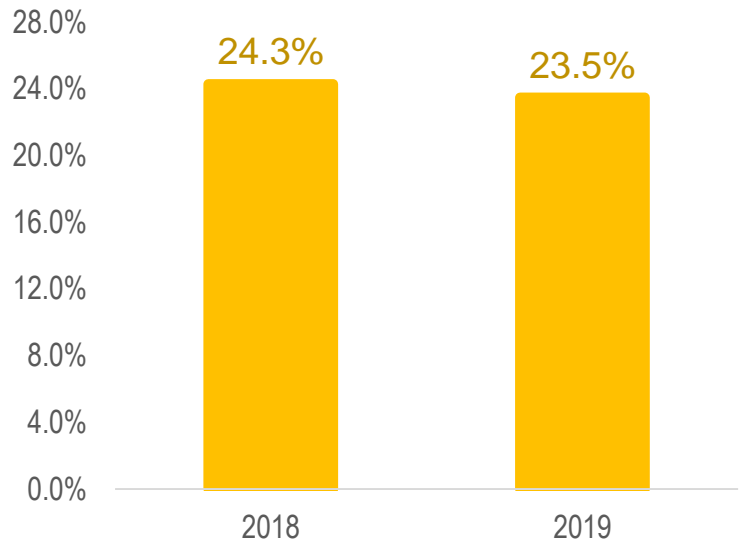
Year-to-Date Nonprofit Sector Trends
01/01/2019 to 12/31/2019

Year-to-Date retention and reactivation metrics indicate giving behavior of new, existing, and lapsed one-time and monthly donors.

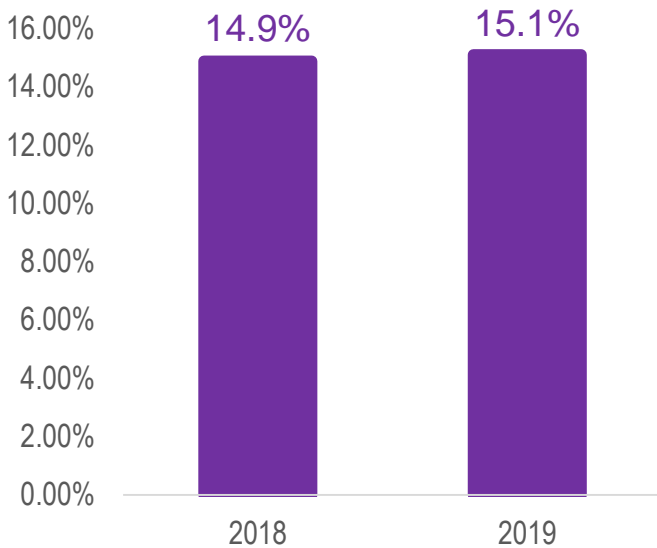
Repeat Donor Retention Rate YTD



New Donor Retention Rate YTD



Donor Reactivation Rate YTD



Definitions

Repeat Donor Retention Rate YTD = How many donors who gave in the full prior year, excluding new donors and have given this Year-to-Date divided by the number of donors who gave in the full prior year, excluding new donors.

New Donor Retention Rate YTD = How many donors whose first gift was last year and have given this Year-to-Date divided by the number of donors whose first gift was last year

Donor Reactivation Rate YTD = The percent [%] of previously lapsed donors who have given this Year-to-Date and two years ago, but not last year, divided by number of donors who gave two years ago, but not last year.





Fundraising Effectiveness Project Revenue

Year-to-Date Nonprofit Sector Trends
01/01/2019 to 12/31/2019

Year-to-Date revenue metrics indicate the value of one-time and monthly gifts from general, mid-level, and major donors.

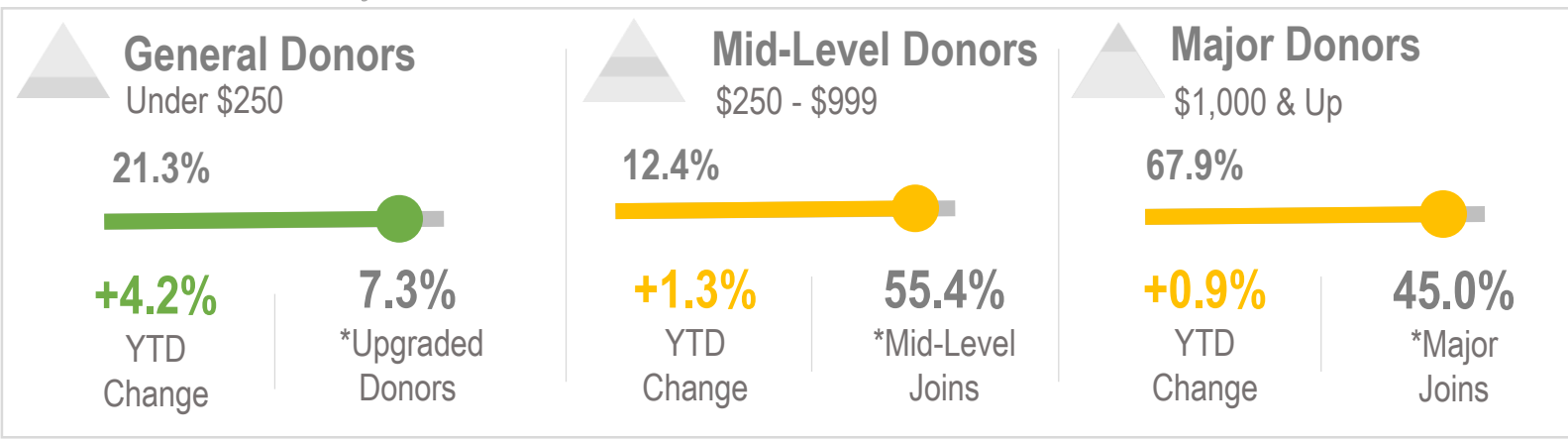
Revenue YTD

101.6%

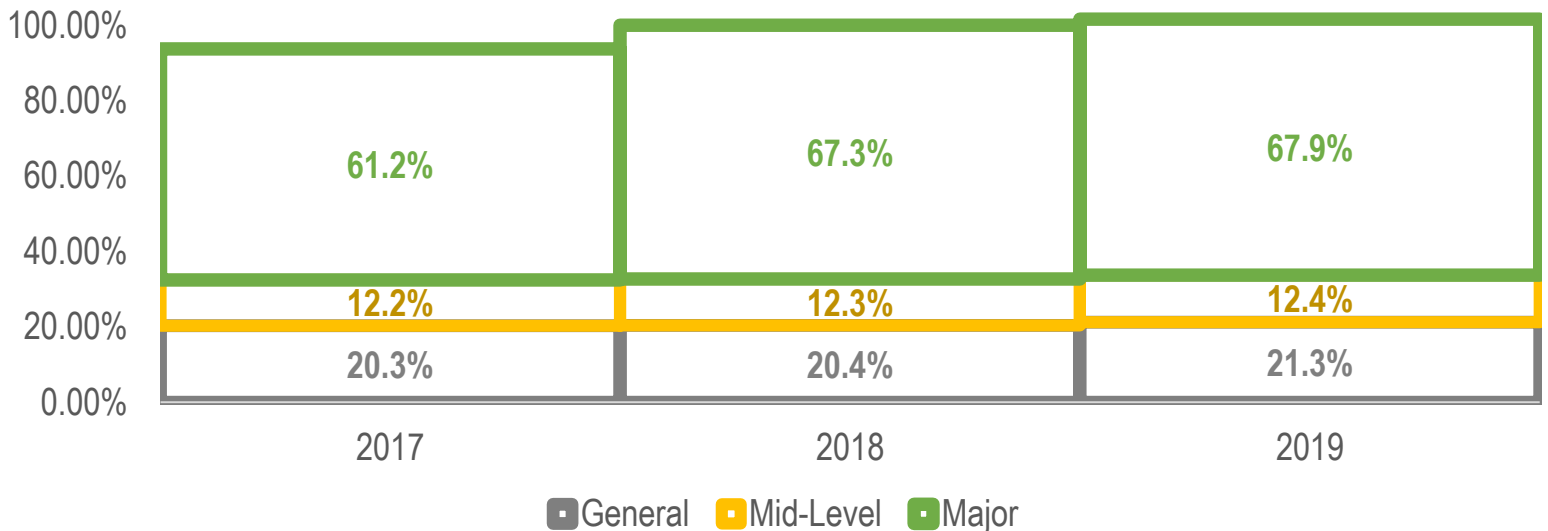
(% of Revenue at end of 2018)



Revenue YTD by Donor Level



Revenue YTD by Donor Level



*Upgraded General Donors = % of under \$250 donors that increased their giving.
*Mid-Level Joins = % of \$250-\$999 donors with first gift in that range.
*Major Joins = % of \$1,000+ donors with first gift in that range.

The Fundraising Effectiveness Project (FEP)

In 2006, the Association of Fundraising Professionals (AFP) and the Center on Nonprofits and Philanthropy at the Urban Institute established the Fundraising Effectiveness Project (FEP) to conduct research on fundraising effectiveness and help nonprofit organizations increase their fundraising results at a faster pace.



Data Providers

The FEP wouldn't be possible without data. These software providers make the collection of data for this analysis possible. Join us in improving this report! To learn how you and your fundraising software provider can participate, please visit www.afpfep.org/Canada.



Sponsors

Thank you to the Sponsors of this project, without whom we would not have been able to produce this report.



Data Reporting

The Quarterly Report wouldn't be possible without the data processing and analytics provided by these firms. The panel consists of 119 organizations raising \$71,183,266 in 2019. Organizations included in the panel for the quarterly reports have raised between \$100,000 and \$5,000,000 in 2019.

