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.

Donors YTD Change

% of Total 2018 Donors

Donors (Year-to-Date) 102.2%

Donations YTD Change

% of 2018 Revenue

Dollars (Revenue-to-Date) 101.6%

Overall YTD Donor Retention Rate

YTD Change +0.6%

Donors +2.2%

Donations +1.6%

Overall YTD Donor Retention Rate1

50.8%

1All prior year donors retained YTD

Dollars Raised (As % 2018 Total)

% of 2018 Total

2017 93.7%

2018 100.0%

2019 101.6%
**Fundraising Effectiveness Project**

**Donors**

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

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**Donors Giving YTD**

**102.2% Donors YTD** (% of Donors at end of 2018)

Donors Counts YTD by Type

**New Donors**

- **2019 YTD**: 101.1%
  - **YTD Change**: +1.1%
  - **2018 New Donors**: Insufficient Data

**New Retained Donors**

- **2019 YTD**: XX%
  - **YTD Change**: XX%
  - **2018 New Retained Donors**: Insufficient Data

**Repeat Retained Donors**

- **2019 YTD**: 102.5%
  - **YTD Change**: +2.5%
  - **2018 Repeat Retained Donors**: Insufficient Data

**Reactivated Donors**

- **2019 YTD**: XX%
  - **YTD Change**: +XX%
  - **2018 Recaptured Donors**: Insufficient Data

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**Number of Donors YTD (As % 2018 Total)**

- **2017**: 101.2%
- **2018**: 100.0%
- **2019**: 102.2%
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**
- 2018: 70.6%
- 2019: 68.8%

**New Donor Retention Rate YTD**
- 2018: 24.3%
- 2019: 23.5%

**Donor Reactivation Rate YTD**
- 2018: 14.9%
- 2019: 15.1%

**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 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

<table>
<thead>
<tr>
<th>Donor Level</th>
<th>2017 YTD</th>
<th>2018 YTD</th>
<th>2019 YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Donors</td>
<td>12.2%</td>
<td>61.2%</td>
<td>67.9%</td>
</tr>
<tr>
<td>Mid-Level Donors</td>
<td>20.3%</td>
<td>12.3%</td>
<td>12.4%</td>
</tr>
<tr>
<td>Major Donors</td>
<td>21.3%</td>
<td>20.4%</td>
<td></td>
</tr>
</tbody>
</table>

*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.