

# Quarterly Fundraising Report™

Year-to-Date Nonprofit Sector Trends  
Q4 2021 (JAN 1, 2021 - DEC 31, 2021)

## Key Insights

- Large and sticky donors retained from 2020 help keep dollar growth positive through 2021
- New and small donors are not being acquired/recaptured, driving down donor counts
- Retention is lower with the least active donors
- Large and highly committed donors are sticking around - but small, infrequent, and new donors are being left behind



**-5.7%**

(+/- 0.5%)

YOY change



**DOLLARS**

**2.7%**

(+/- 0.5%)

YOY change



**RETENTION**

**-4.0%**

(+/- 0.5%)

YOY change

**-0.8%**

(+/- 1.0%)

Since 2019

**11.0%**

(+/- 1.0%)

Since 2019

**-7.9%**

(+/- 1.0%)

Since 2019

Because 2020 was such an outlier, for this edition of the report, a comparison with 2019 results has been included to these three topline metrics in order to provide a more accurate picture

- Visit <https://data.givingtuesday.org/fep-report/> for the most detailed version of this report, which includes additional data splits and organization-focused insights.
- We measure year-over-year change of year-to-date data. I.e. we take data through the current quarter for this year, and divide by data through the same quarter last year.
- \*Note: A significant amount of data arrives late, so we estimate the difference for top-line metrics by reviewing historical patterns of delayed data ('data drift'). Ranges for each metric express uncertainty in the estimates.

# Our Dataset

Year-to-Date Nonprofit Sector Trends  
 Q4 2021 (JAN 1, 2021 - DEC 31, 2021)

## ⚠️ Key Limitations

- Data is limited to orgs with  $\geq 3$  years of data, with limited growth/loss constraints.
- Data is weighted across size and NTEE code for orgs raising between \$5K-\$25M.
- Some data are recorded late (e.g., ~7% of Q1 is recorded Q2-Q4).



DONORS

18M

in 2021



DOLLARS

\$10B

in 2021



ORGANIZATIONS

9,652

in 2021

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 Growth in Giving Database of 241 million transactions from more than 20,000 organizations since 2005.

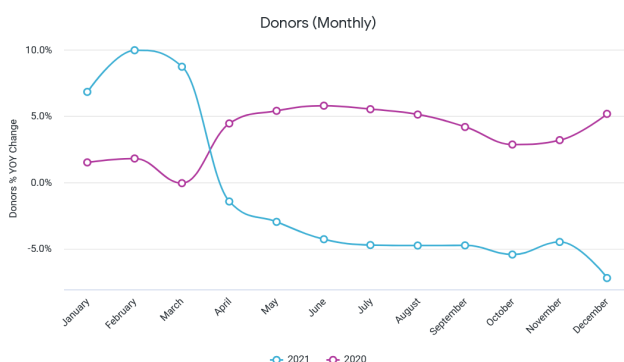
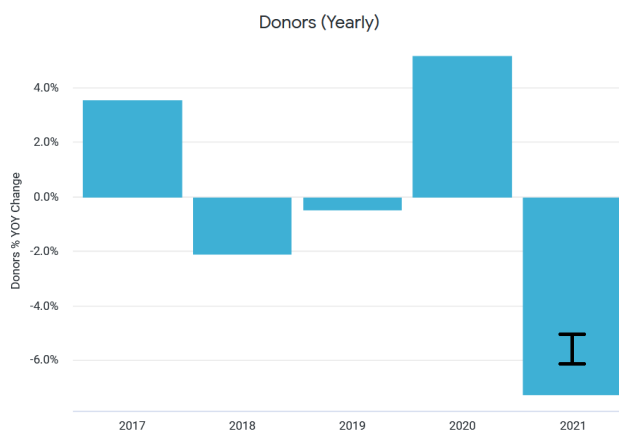


## Donors: Time Series

Year-to-Date Nonprofit Sector Trends  
Q4 2021 (JAN 1, 2021 - DEC 31, 2021)

### Key Insights

- The number of active donors does not keep up with 2020
- A decrease of -5.7% in donors is expected after accounting for late data

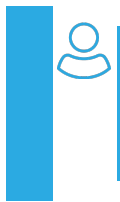


- The drop in donors this year is larger than the growth last year
- The larger drop in donors now means a net loss (-0.8%) of donors since 2019

**NOTE:** The panel for each year differs based on our panel rules (stable organizations over the past 3 years w/ \$5K - \$25M received in the prior year, via the Growth in Giving database). This ensures consistent historical data & avoids biasing past results by filtering on future data.

**UPPER:** Percent year-over-year change (on YTD totals) through this quarter, over the last 5 years. Shows what's typical across years.

**LOWER:** Percent year-over-year change (on YTD totals) by month, this vs last year. Shows the evolution of changes over months, and how they compare this year to last.

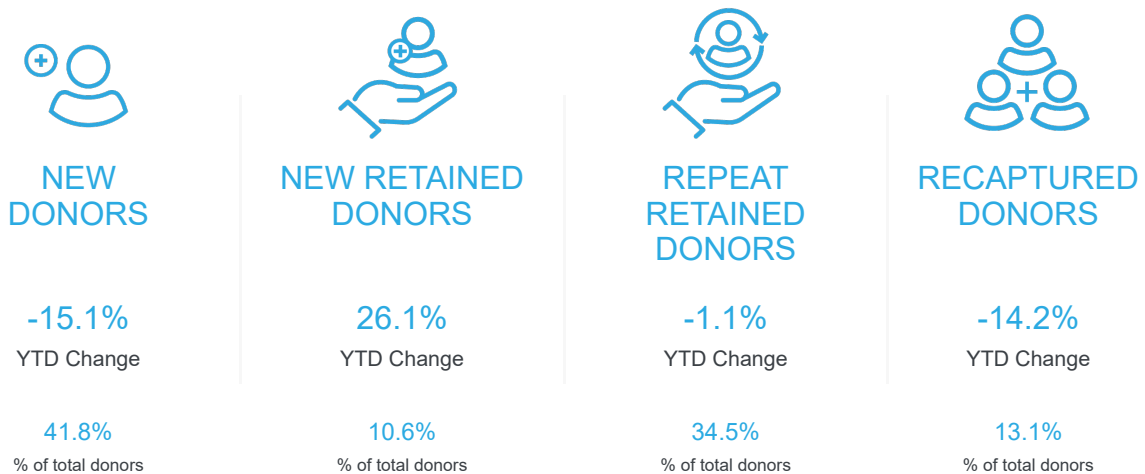


## Donors by Life Cycle

Year-to-Date Nonprofit Sector Trends  
Q4 2021 (JAN 1, 2021 - DEC 31, 2021)

### Key Insights

- The large spike in new donors from last year were largely retained, leading to an incredible increase of 26% in newly-retained donors this year
- The number of new donors could not match last year's impressive growth, leading to a significant drop of -15%
- Likewise with recaptured donors: last year's gain are not matched this year, leading to a large -14% decrease



**NEW DONORS** - never gave to this organization before (in this dataset).

**NEW RETAINED DONORS** - gave last year to the organization, but never before.

**REPEAT RETAINED DONORS** - gave last year to the organization, but not for the first time.

**RECAPTURED DONORS** - did not give last year to the organization, but had given in the past.

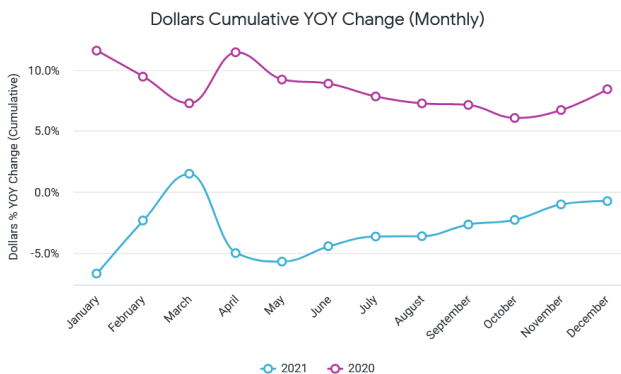
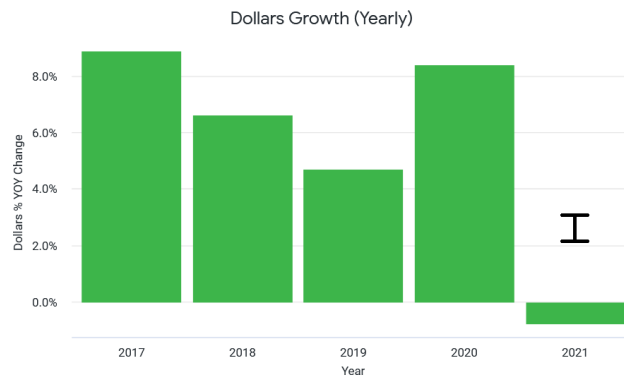


# Dollars: Time Series

Year-to-Date Nonprofit Sector Trends  
Q4 2021 (JAN 1, 2021 - DEC 31, 2021)

## Key Insights

- ~\$10 Billion dollars raised in 2021 after late data arrives
- Estimated to be up around 2.7% year-over-year



- 2020 was a very strong year for fundraising
- Keeping up or even exceed fundraising levels from 2020 is a positive sign

**NOTE:** The panel for each year differs, based on our panel rules (stable organizations over the past 3 years w/ \$5K - \$25M received in the prior year, via the Growth in Giving database). This ensures consistent historical data & avoids biasing past results by filtering on future data.

**UPPER:** percent year-over-year change (on YTD totals) through this quarter, over the last 5 years. This graph highlights what's typical across years.

**LOWER:** percent year-over-year change (on YTD totals) by month, this vs. last year. This graph highlights the evolution of changes over month, and how they compare this year to last.

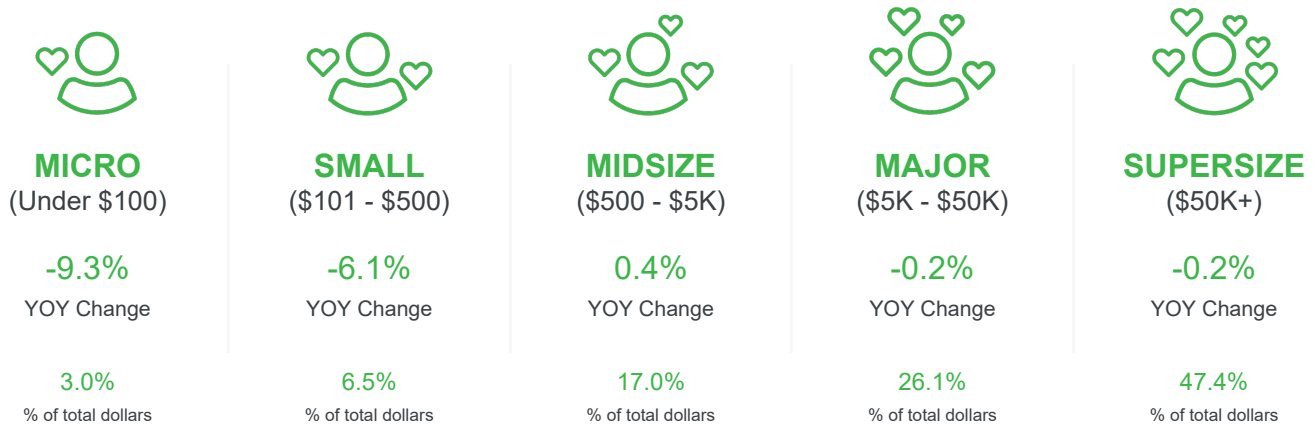


# Dollars by Donor Size

Year-to-Date Nonprofit Sector Trends  
Q4 2021 (JAN 1, 2021 - DEC 31, 2021)

## Key Insights

- Midsize and larger donors remain stable and help drive the strong top-line fundraising figures
- Small and micro-sized donors (less than \$500) raised less money in 2021 than in 2020.
- Small and micro-sized donors account for only 9.5% of dollars raised



Donor size is computed on a donor's total year-to-date dollars given. Donor size segments were chosen to span both dollars and donors, with each segment representing 1-50% of the total. Estimates for late data only apply to top-line donors, dollars, and retention. Thus, these more granular breakdowns underestimate year-over-year growth.

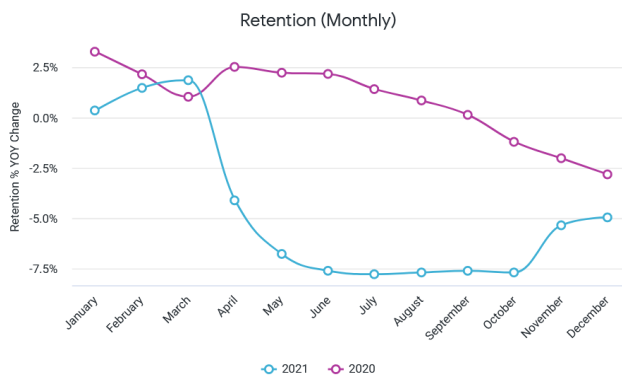
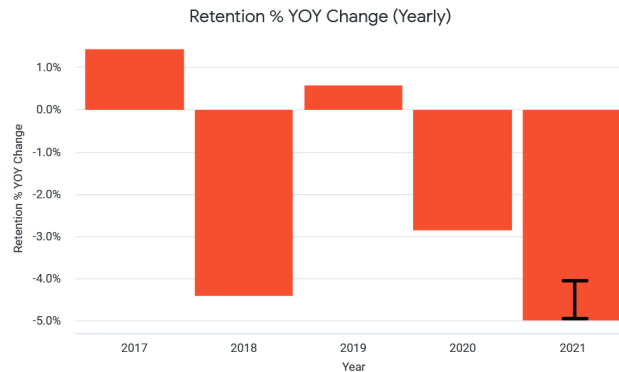


# Retention Rate: Time Series

Year-to-Date Nonprofit Sector Trends  
Q4 2021 (JAN 1, 2021 - DEC 31, 2021)

## Key Insights

- Retention rates are expected to be around -4% year-over-year
- Low retention rates line up as expected with decreases in donor count



- Retention rates have remained low since Q2 of this current year
- Org-dropout is likely a key driving factor as well

**NOTE:** The panel for each year differs, based on our panel rules (stable organizations over the past 3 years w/ \$5K - \$25M received in the prior year, via the Growth in Giving database). This ensures consistent historical data & avoids biasing past results by filtering on future data.

**UPPER:** percent year-over-year change (on YTD totals) through this quarter, over the last 5 years. Shows what's typical across years.

**LOWER:** percent year-over-year change (on YTD totals) by month, this vs last year. Shows the evolution of changes over months, and how they compare this year to last.



## Retention Rate: Donor Type

Year-to-Date Nonprofit Sector Trends  
Q4 2021 (JAN 1, 2021 - DEC 31, 2021)

### Key Insights

- New-donors are the only ones with positive retention rates showing that newly acquired donors from 2020 were unusually sticky
- Recapture rates see a sharp drop of -19%. Some of this is due to a particularly strong year for recaptured donors last year, but the magnitude of the shift shows that a sizeable cohort of donors were not retained through 2020 and the COVID pandemic
- Retention of long-time donors is particularly weak and driving down overall retention rates



#### NEW DONOR RETENTION RATE

6.2%

YOY Change

18.6%

retained YTD



#### REPEAT DONOR RETENTION RATE

-3.9%

YOY Change

60.7%

retained YTD



#### RECAPTURE RATE

-19.0%

YOY Change

20.7%

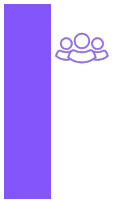
retained YTD

**NEW DONORS** - never gave to this organization before (in this dataset).

**REPEAT DONORS** - donors who gave last year to the organization, and were not new last year.

**RECAPTURED DONORS** - donors who did not give last year to the organization, but had given in the past





# Organizations

Year-to-Date Nonprofit Sector Trends  
Q4 2021 (JAN 1, 2021 - DEC 31, 2021)

## Key Insights

- Trends observed in Q3 2021 keep up in this quarter
- Organization size matters less in 2021. Small orgs keep gaining and large orgs are flat or pulling back.
- Organization cause matters less in 2021, as fundraising normalizes away from COVID.
- Orgs not reporting data keeps increasing in Q3, increasing confidence that there are true long-term impacts to fundraising operations post-2020.



### Organization Size Impact

**-14%**

YOY Change

*Size matters less than in 2020*



### Organization Cause Impact

**-32%**

YOY Change

*Cause matters less than in 2020*



### Organizations Not Reporting

**242%**

YOY Change

*More orgs did not report in 2021*

Our 'impact' metrics measure the importance of size and cause on organization results. These are meant to be more directional than quantitative, but numbers help track these trends year-over-year.



# Organization Size Impact: Splits

Year-to-Date Nonprofit Sector Trends  
Q4 2021 (JAN 1, 2021 - DEC 31, 2021)

## Key Insights

- Large organizations raising more than \$5 million experienced a decrease in funding
- Small organizations on average (mean) raised more money than last year
- A decrease in large organizations funding and an increase in small organization funding hints at a reversal of COVID-19 trends across organization size

	ORGANIZATION SIZE	% 2021 DOLLARS	% GROWTH (MEAN)	% GROWTH (MEDIAN)
1	1. <=\$100k	2.0%	15.8%	-0.1%
2	2. \$100k-\$250k	5.9%	15.2%	4.5%
3	3. \$250k-\$1M	18.1%	7.1%	1.0%
4	4. \$1M-\$5M	36.1%	0.4%	-0.1%
5	5. \$5M-\$25	37.9%	-8.6%	-3.2%

**% DOLLAR GROWTH (MEAN)** - Year-over-year dollar growth for all organizations of this organization size.

**% DOLLAR GROWTH (MEDIAN)** - The median year-over-year dollar growth across each organization of this organization size.



# Organization Cause: Split

Year-to-Date Nonprofit Sector Trends  
Q4 2021 (JAN 1, 2021 - DEC 31, 2021)

## Key Insights

- Organizations focused on 'Environment and Animals' saw large year-over-year gains. 'Arts, Culture, and Humanities' causes also experienced growth
- Organizations in 'Health', 'Human Services', 'Religion Related', and 'Public/Societal Benefit' saw a decrease in funding
- Funding across organization cause shows a reversal of the pattern from 2020

ORGANIZATIONAL CAUSE	% 2021 DOLLARS	% DOLLAR GROWTH (MEAN)	% DOLLAR GROWTH (MEDIAN)
I. Arts, Culture, and Humanities	3.6%	5.6%	1.2%
II. Education	15.1%	1.7%	2.0%
III. Environment and Animals	5.2%	20.2%	9.1%
IV. Health	12.3%	-1.9%	2.8%
V. Human Services	30.0%	-5.4%	-1.8%
VIII. Religion Related	10.0%	-2.0%	6.6%
VI. International, Foreign Affairs	2.9%	1.5%	6.3%
VII. Public, Societal Benefit	6.4%	-3.0%	-1.2%
X. Unknown, Unclassified	14.5%	1.5%	-0.2%

**% DOLLAR GROWTH (MEAN)** - Year-over-year dollar growth for all organizations of this NTEE major group.

**% DOLLAR GROWTH (MEDIAN)** - The median year-over-year dollar growth across each organization of this NTEE major group.



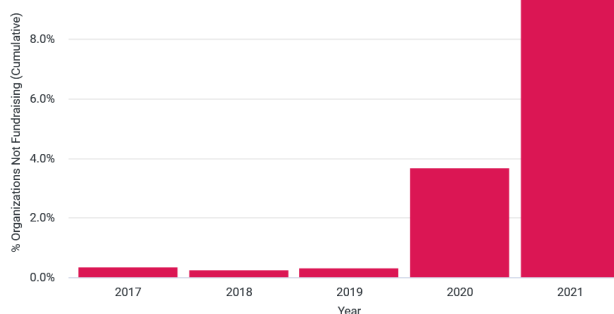
# Organizations Not Reporting: Time Series

Year-to-Date Nonprofit Sector Trends  
Q4 2021 (JAN 1, 2021 - DEC 31, 2021)

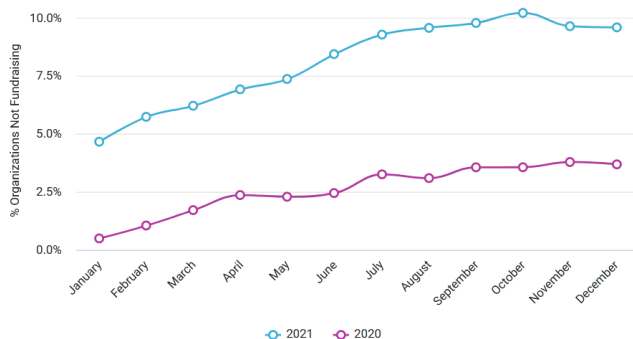
## Key Insights

- 9.6% of organizations from previous years that were expected to report have not done so
- The dramatic dropout from the previous quarter has been reduced after the arrival of late data

Org Dropout (Yearly)



Org Dropout (Monthly)



- We tentatively suspect that abnormally high dropout rates are due to the impact of covid on fundraising and reporting. [Click here](#) for more details.

**NOTE:** We only look at organizations within the panel of a given year based on our panel rules: stable organizations over the past 3 years w/ \$5K - \$25M received in the prior year. This ensures consistent historical data & shields the results from outliers.

**UPPER:** percent year-over-year change (on month totals) through this quarter, over the last 5 years. Shows what's typical across years.

**LOWER:** percent of organization drop-out in each month. Organizations may drop out one month, and then return in a subsequent month.

## FUNDRAISING EFFECTIVENESS PROJECT

The Fundraising Effectiveness Project (first established in 2006) and the Growth in Giving database (created in 2012) are both administered jointly by the Association of Fundraising Professionals and GivingTuesday. The Growth in Giving database is the world's largest public record of donation activity, with more than 241 million donation transactions, and is continuously updated by top fundraising software partners (in alphabetical order) Bloomerang, DonorPerfect, and NeonCRM. Additional partners include the 7th Day Adventists, The Biedermann Group, DataLake Nonprofit Research, and DonorTrends (a division of EveryAction). For more information and how you or your fundraising software provider can participate, please visit [www.afpfeop.org](http://www.afpfeop.org)

## METHODOLOGY

We removed organizations that did not have a minimum of 25 donors and \$5,000 in revenue in each of the previous three years. We removed organizations at either tail of the revenue growth curve. If revenue growth was more than 300% or less than -66% in any of the past three years, organizations were removed. We weighted our data by organization size and NTEE major group to make it reflective of 2018 IRS filers in the \$5K - \$25M range of contributions. In 2018, there were 222K IRS filers in this contributions range and passing our growth and size filters, making this report representative of 4.3% of the total relevant filers. Details regarding estimation methodology for data drift (late reported data) can be found [here](#).



### DATA PROVIDERS

The FEP wouldn't be possible without data. These software providers make the collection of data for this analysis possible.



### DATA REPORTING

The Quarterly Report wouldn't be possible without the data processing and analytics provided by these firms.

