

Quarterly Fundraising Report™

Year-to-Date Nonprofit Sector Trends
Q2 2022 (JAN 1, 2022 - June 30, 2022)

Key Insights

- Dollars are estimated to be up after late data* gets reported. The reduction in larger donations is less severe as compared to smaller donations
- Donors counts down severely, with counts driven down by small (sub \$500) donor segments, as well as lower new donors and retention
- Organization dropout stays at the same level as last year which is at an unprecedented level



DONORS

-7.0%

(+/- 2.0%)

YOY change



DOLLARS

6.2%

(+/- 2.0%)

YOY change



RETENTION

-4.2%

(+/- 1.0%)

YOY change

- 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
 Q2 2022 (JAN 1, 2022 - June 30, 2022)

⚠️ Key Limitations

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



DONORS

7.6M

in 2022



DOLLARS

\$4.0B

in 2022



ORGANIZATIONS

8,787

in 2022

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.

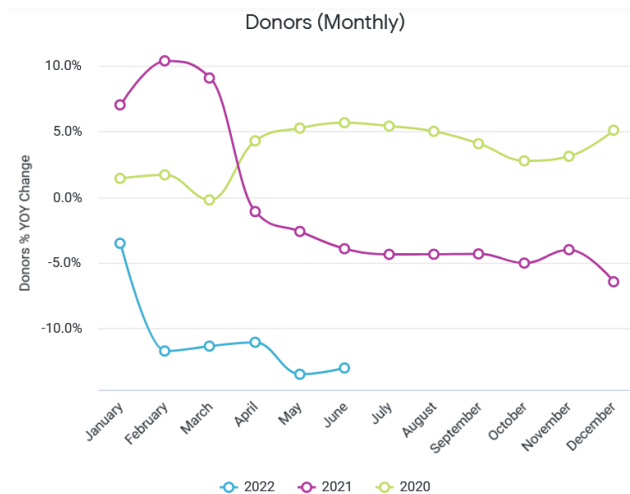
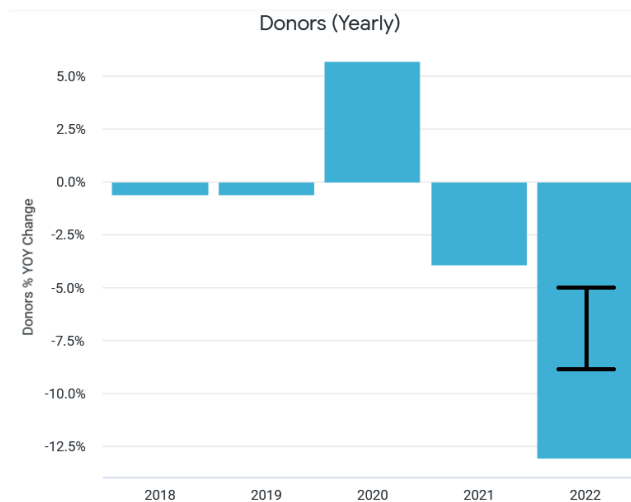


Donors: Time Series

Year-to-Date Nonprofit Sector Trends
Q2 2022 (JAN 1, 2022 - June 30, 2022)

Key Insights

- Donors continue to decline, even after a depressed 2021
- Donors are estimated at -7% after late data



- Decrease in donors comes from a collapse in the sub \$500 donor buckets and one-time donors
- As the largest segments of donors, the sub \$500 and one-time donors segments typically drive overall donor metrics

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.

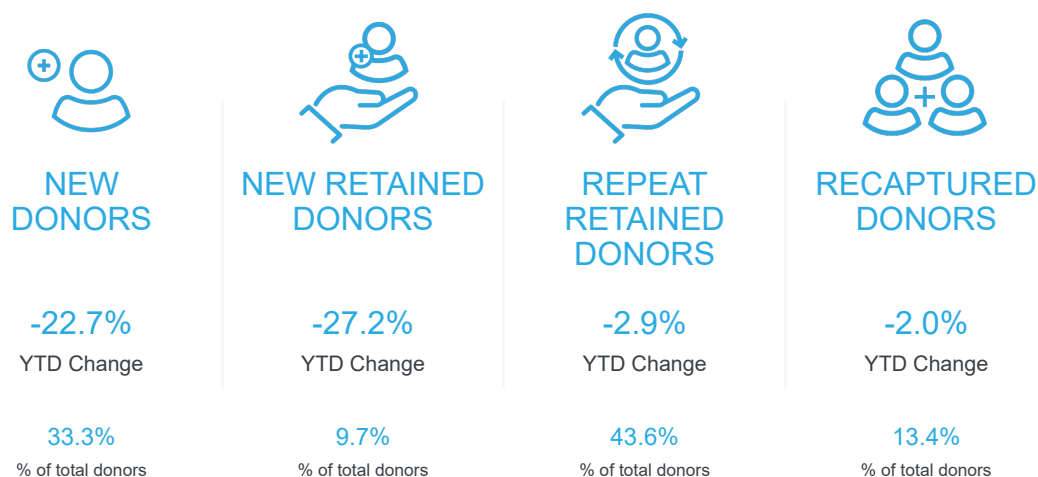


Donors by Life Cycle

Year-to-Date Nonprofit Sector Trends
Q2 2022 (JAN 1, 2022 - June 30, 2022)

Key Insights

- The decrease in new donors is the primary driver of overall decreasing donor counts. This is due to the large size of the segment and the large percentage decrease
- The largest year-over-year drop is in the new retained segment, in part due to the extra-ordinarily strong second quarter last year (+22.9% in 2021 vs -27.2% in 2022)
- Repeat retained and recaptured donors show comparatively smaller decreases to other donor segments



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.

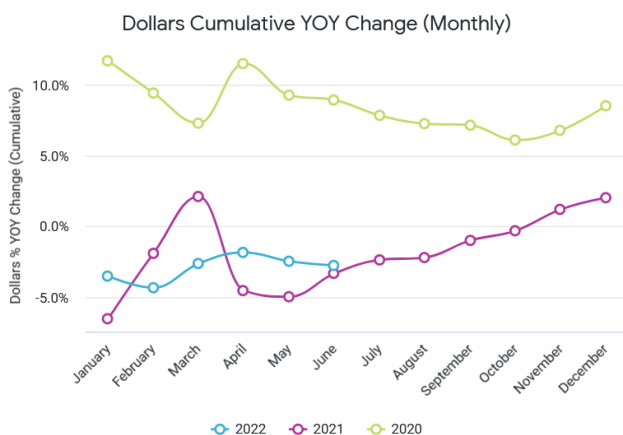
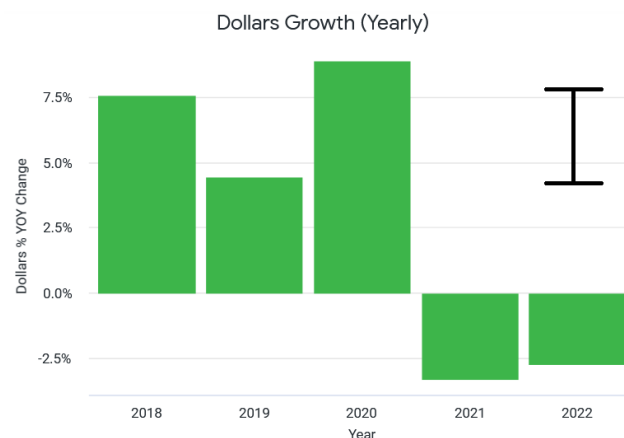


Dollars: Time Series

Year-to-Date Nonprofit Sector Trends
Q2 2022 (JAN 1, 2022 - June 30, 2022)

Key Insights

- Fundraising is estimated to have increased by +6.2% year-over-year
- This estimate accounts for the roughly 9% of Q2 fundraising data that arrives up to a year late



- Contributions from recaptured donors drives anticipated fundraising increase this quarter

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.

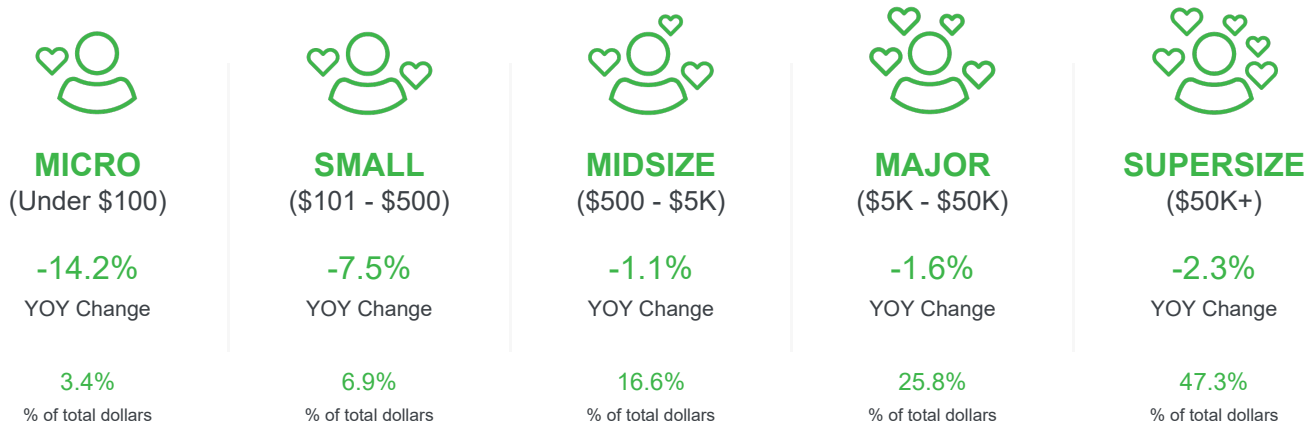


Dollars by Donor Size

Year-to-Date Nonprofit Sector Trends
Q2 2022 (JAN 1, 2022 - June 30, 2022)

Key Insights

- Dollars driven by large donors, with donors less than \$500 seeing much larger declines comparatively
- Overall funds are estimated to be net positive, however, given the small portion of funds raised by <\$500 donors
- The midsize donor segment (\$500-\$5000) showed the smallest decline of all segments



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.

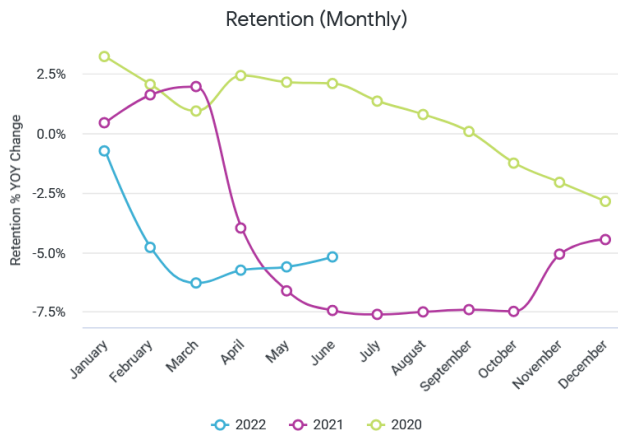
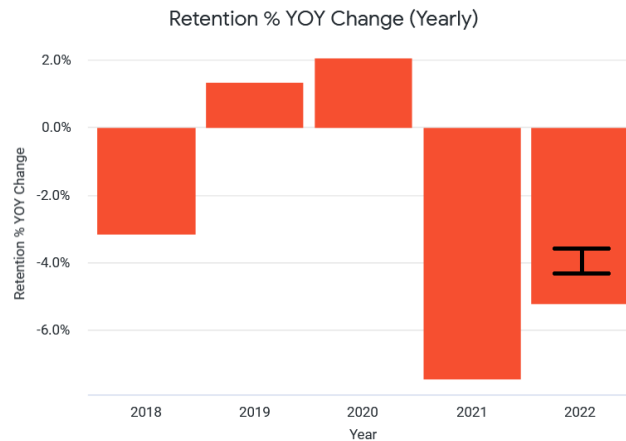


Retention Rate: Time Series

Year-to-Date Nonprofit Sector Trends
Q2 2022 (JAN 1, 2022 - June 30, 2022)

Key Insights

- Retention is expected to decrease by -4.2% year-over-year, following last year's -7.4% decrease
- Year-to-date retention of donors from last year stands at 15.8% in Q2



- The large drop in retention in Q1 2022 has slightly rebounded, but remains significantly below 2020 levels

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
Q2 2022 (JAN 1, 2022 - June 30, 2022)

Key Insights

- Retention rates have decreased across all types of donors
- Repeat donors retention has dropped less than other donor types



NEW DONOR RETENTION RATE

-17.5%

YOY Change

10.9%

retained YTD



REPEAT DONOR RETENTION RATE

-6.1%

YOY Change

2.0%

retained YTD



RECAPTURE RATE

-13.8%

YOY Change

34.5%

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
Q2 2022 (JAN 1, 2022 - June 30, 2022)

Key Insights

- Organization size factored much more significantly into fundraising than last year
- Organization cause mattered much less in determining fundraising amounts
- Organization dropout stays at the same level as last year, which is abnormally high



Organization Size Impact

147%

YOY Change

Size matters more than in 2021



Organization Cause Impact

-53.8%

YOY Change

Cause matters less than in 2021



Organizations Not Reporting

8.9%

Not Reported

More orgs did not report in 2022

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
 Q2 2022 (JAN 1, 2022 - June 30, 2022)

Key Insights

- All organization sizes, except organizations raising \$5M+, grew in the mean but shrank in the median amount of fundraising
- This hints at an increasingly heavy-tailed distribution, where a handful of organizations skew the average up
- Large orgs raising \$5M-\$25M behaved more uniformly, with the mean and typical fundraising amounts both decreasing 9-10%

	ORGANIZATION SIZE	% 2021 DOLLARS	% GROWTH (MEAN)	% GROWTH (MEDIAN)
1	1. <=\$100k	1.4%	5.3%	-10.3%
2	2. \$100k-\$250k	4.9%	4.6%	-5.8%
3	3. \$250k-\$1M	16.1%	6.5%	-0.4%
4	4. \$1M-\$5M	35.9%	1.0%	-0.3%
5	5. \$5M-\$25	41.7%	-9.7%	-9.0%

% DOLLAR GROWTH (MEAN) - Year-over-year dollar growth for all organizations of this organization size. More informative of the sector as a whole.

% DOLLAR GROWTH (MEDIAN) - The median year-over-year dollar growth across each organization of this organization size. More indicative of a typical organization's fundraising experience.



Organization Cause: Split

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Key Insights

- Religious organizations fundraised 10% more than last year
- International and foreign affair based causes showed an abnormal -17.1% decrease in fundraising on average
- Health (-7.7%) and human services (-6.3%) also raised less funds than last year

ORGANIZATIONAL CAUSE	% 2021 DOLLARS	% DOLLAR GROWTH (MEAN)	% DOLLAR GROWTH (MEDIAN)
I. Arts, Culture, and Humanities	3.7%	-0.8%	-1.9%
II. Education	15.6%	-1.5%	-1.5%
III. Environment and Animals	5.2%	1.4%	2.8%
IV. Health	11.9%	-7.7%	-1.3%
V. Human Services	29.5%	-6.3%	-3.6%
VIII. Religion Related	9.3%	10.1%	-0.5%
VI. International, Foreign Affairs	2.9%	-17.1%	-10.0%
VII. Public, Societal Benefit	6.1%	-0.5%	3.1%
X. Unknown, Unclassified	15.9%	0.6%	-3.7%

% DOLLAR GROWTH (MEAN) - Year-over-year dollar growth for all organizations of this NTEE major group. More informative about the sector as a whole.

% DOLLAR GROWTH (MEDIAN) - The median year-over-year dollar growth across each organization of this NTEE major group. More indicative of a typical organization's fundraising experience.



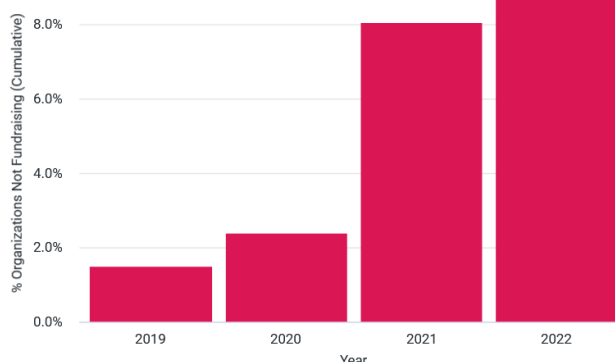
Organizations Not Reporting: Time Series

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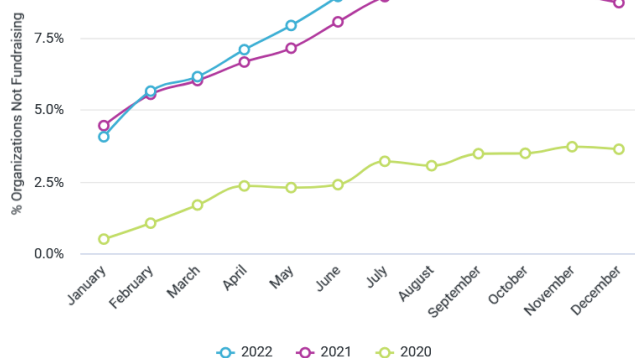
Key Insights

- Organization dropout has stayed at its unprecedented rates
- 8.9% of the organizations we expected to report data have not yet done so

Org Dropout (Yearly)



Org Dropout (Monthly)



- Organization dropout largely follows the high rates first seen in 2021

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 (FEP) - 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, Keela, 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.afpfep.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 also excluded individual contributions above \$10M. 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 3.9% 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.

