

Fundraising & Outreach Report – June 30, 2017

We are thankful for another successful year of fundraising, outreach and network building. A detailed analysis of data follows on pages 2-4, but let's start with the highlights.

In fundraising, we raised **\$76,848** in total, which is \$19,249 more than last year (33% increase). This is attributable to 3 main factors:

1. **69% donor retention rate**, thanks to ongoing cultivation and relationship-building through various communications channels. This is perhaps the most significant statistic. Out of the 219 total donors last year, 146 gave again this year. They gave 2/3 of our total, and represent stability in our system.
2. **22% increase in number of donors** – 268 total, including 63 new donors and 61 former donors who started to give again this year
3. 25 Donors have made **5-year pledges** for a total of \$83,490 over 5 years (\$16,698/year.) This is money we can count on year after year, and sets the stage for additional requests for the capital campaign.

Our outreach program continues to grow and mature, helping us to create those new donors and maintain the old ones as outlined above. Some highlights include:

- **2,474 people receive our bi-monthly newsletter**, in their language of preference (English and Spanish). This is a 39% increase over last year, and over triple the number we started with 2 years ago.
- **1,483 Facebook Friends** (18% increase) receive our twice-weekly posts, now in both languages as requested by parents.
- We have 6% more people visiting our **website**. Visitors are staying longer, and going to additional pages
- All **former students, teachers and volunteers** for whom we have records were entered into the database prior to the 65th Anniversary reunion. They represent a high-potential donor population, as well as being our core family with whom we want to continue in relationship.
- **2 Speaking Tours** allowed Rick to make 27 presentations at Quaker meetings, schools, supporters' homes and Friends General Conference in 10 U.S. states and 2 Canadian provinces. While the most important results are long-term relationship strengthening, some direct results included over \$2,500 in donations received while presenting, 1 new sponsor at \$2,500/year, recruitment of a gap year student (\$3,000), and plus several potential volunteers and teachers.

The 65th Anniversary Celebration was a raging success. It brought together our local network and our friends from many countries, reinvigorating their feeling of connection and commitment. Over \$60,000 was raised at the fundraising dinner, including over \$6,000 toward technology improvements and the majority of the 5-year pledges mentioned above.

We exceeded all of the annual goals set with our Fundraising Committee:

	Goal	Actual
Total \$ raised	\$60,000	\$76,848
# Donors	230	268
# Individuals in Database	3,300	3,872
# Recipients of email newsletters	2,100	2,474
# Facebook Friends	1,400	1,483

What's new for 2017/18? As we continue to build upon the strengths of the program, the biggest change will be the launch of the \$150,000 Capital Campaign to re-build primary classrooms and washrooms, build a new Arts building, and other technology and physical improvements. Because of that focus, funding for financial aid and general funds will not likely increase as much as in the past two years. To support these initiatives, we plan to increase social media presence through enhancements such as Facebook Live videos, Instagram, and website enhancements for higher traffic and conversion. A new fundraising video is also on the horizon...

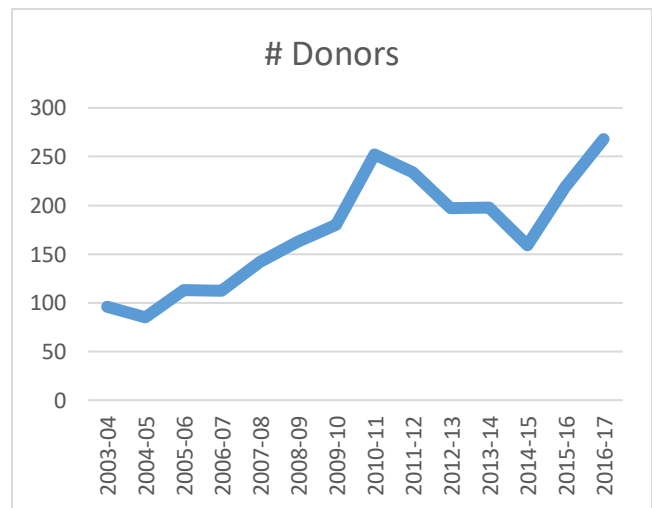
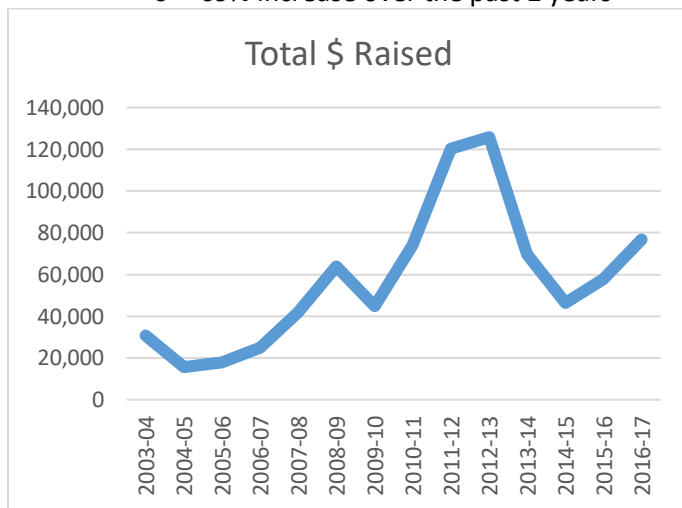
Fundraising & Outreach Data Analysis – July 1, 2016 to June 30, 2017

In the table below, the first columns show results for this fiscal year; the final columns show the previous two fiscal years (July 1 to June 30.) Note that Parent Fundraising is NOT included.

	2016 / 2017		2015 / 2016		2014 / 2015	
	# Donors	\$	# Donors	\$	# Donors	\$
Repeat Donors from last year	146	50,229	82	\$27,609	80	29,513
Recovered Donors (gave this year after a lapse of 1 or more years)	63	13,165	85	\$20,483	45	7,355
New Donors	61	12,469	53	\$9,507	34	9,409
Total	268	\$76,848	219	\$57,574	159	\$46,277
Lapsed Donors (gave last year, not this year)	73	18,258	77	\$17,769	118	34,217

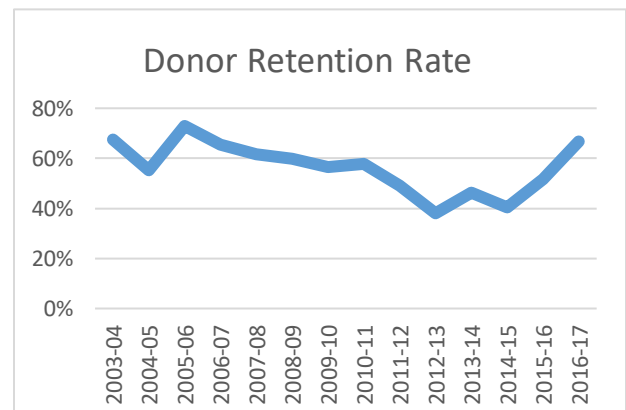
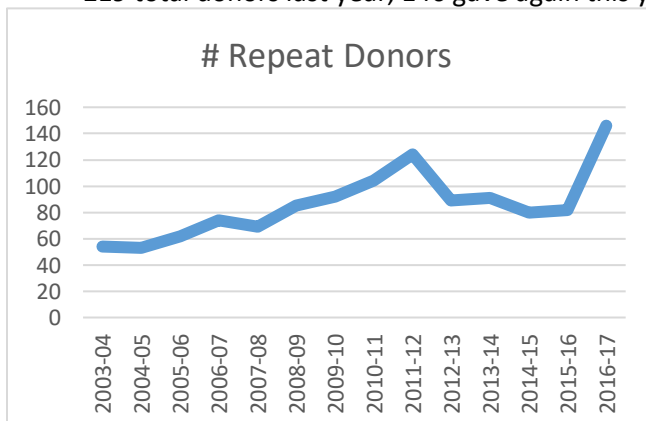
A) Total

- **33% increase in funds raised:** \$76,848 total this fiscal year, \$19,249 more than last fiscal year.
 - 66% increase over the past 2 years
- **22% increase in number of donors:** 268 donated this year, 49 more than last year.
 - 69% increase over the past 2 years



B) Repeat Donors

- **67% donor retention rate** (up from 52% last year, and compared to US national average of 41%): Of the 219 total donors last year, 146 gave again this year. Their \$50,229 total is 2/3 of our total donations.

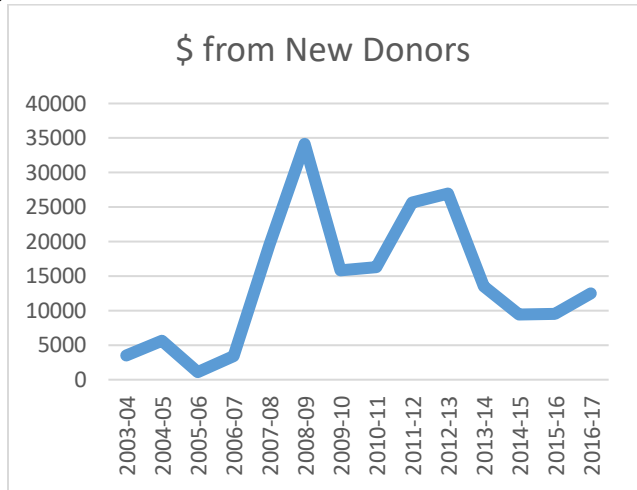
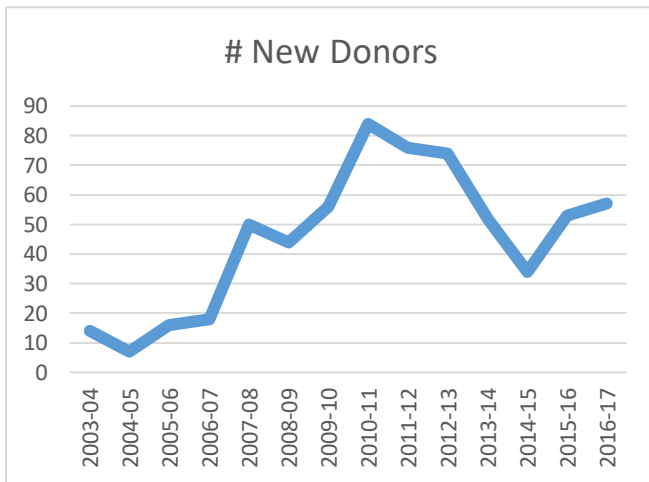


C) Recovered Donors

- **63 former donors recovered:** Donors who had lapsed (donated in past years, but did not donate last fiscal year), have started donating again this fiscal year, totaling \$13,165. As expected, this is down from last year's 82 recovered donors giving \$20,483.

D) New Donors

- **61 first-time donors** this fiscal year, totaling \$12,469.



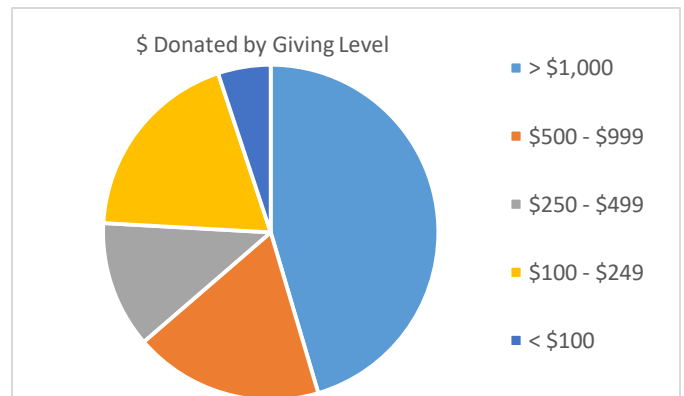
E) Lost Donors

- Although our donor retention rate was a very high 67%, we still lost 33%. These donors had given \$18,258 last year: 31% of the total raised last year. This “value attrition” is better than the year before, where we lost 38%, but still short of the industry standard goal of 20%.

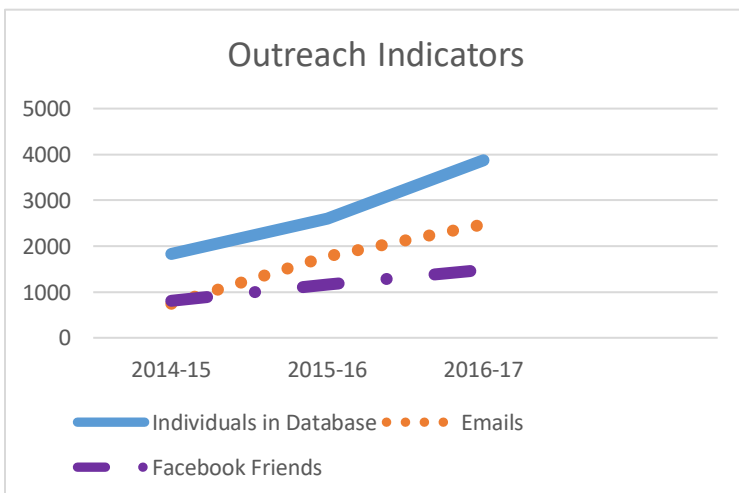
F) Donor Levels

- As expected, a small percentage of donors contribute the highest amounts.

Giving Level	# Donors	Total \$ Donated
> \$1,000	19	\$34,904
\$500 - \$999	24	\$14,028
\$250 - \$499	31	\$9,384
\$100 - \$249	116	\$14,624
< \$100	96	\$3,907



G) Outreach Indicators



	August 2015	June 30, 2016	June 30, 2017
Emails in database	742	1,777	2,474
Individuals in database	1,829	2,593	3,872
Facebook “likes” (friends)	807	1,162	1,483

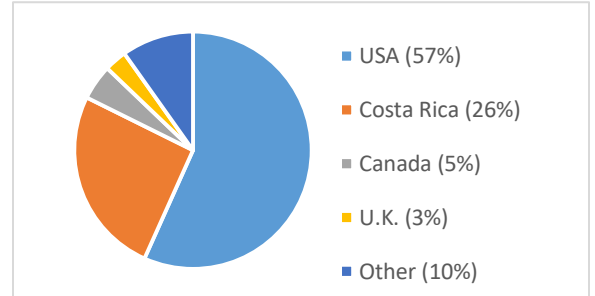
Website Stats

We have more visitors to our site, and they are staying there over 2 minutes and visiting multiple pages. .

	2015/16	2016/17	% change
Sessions	15,527	16,169	6%
Page Views	33,683	37,562	12%
Average session duration	2:33	2:35	1%
Pages per session	2.21	2.32	5%

We had significant increases in visitors from our top four countries:

	2015/16	2016/17	% change
USA	8,300	9,200	11%
Costa Rica	3,900	4,100	6%
Canada	661	778	17%
U.K.	277	491	77%



The top 4 pages where people first arrive at our site (before hopefully clicking through to another page) all increased in traffic:

	2015/16	2016/17	% change
Home Page	8,900	9,800	9%
Employment	702	2,200	216%
Living in Monteverde	592	784	32%
Faculty and Staff	272	373	60%

Some more fun stats for analysis:

