



AEGISSM Analysis

Fundraising Overview



October-September fiscal year

All Gifts	FY2001	FY2002	FY2003	FY2004	FY2005	% Chg '04-'05
New Donors						
Number Acquired This Year	14,333	14,456	10,898	9,660	30,078	211.4%
Number of Gifts	17,665	17,106	14,064	12,339	36,158	193.0%
Value of Gifts	\$875,807.16	\$935,419.63	\$1,694,725.11	\$800,728.88	\$3,428,139.94	328.1%
Average Number of Gifts Per Donor	1.2	1.2	1.3	1.3	1.2	-5.9%
Average Gift Size	\$49.58	\$54.68	\$120.50	\$64.89	\$94.81	46.1%
Annual Giving Per Donor	\$61.10	\$64.71	\$155.51	\$82.89	\$113.97	37.5%
Active First Time Donors						
Number at the Beginning of Year	13,093	14,333	14,456	10,898	9,660	-11.4%
Number Renewing This Year	5,491	5,614	5,206	4,131	4,288	3.8%
Percent Renewing This Year	41.9%	39.2%	36.0%	37.9%	44.4%	17.1%
Number of Gifts	8,299	8,518	8,058	6,519	7,478	14.7%
Value of Gifts	\$375,278.03	\$413,442.24	\$368,587.43	\$372,555.29	\$813,893.80	118.5%
Average Number of Gifts Per Donor	1.5	1.5	1.5	1.6	1.7	10.5%
Average Gift Size	\$45.22	\$48.54	\$45.74	\$57.15	\$108.84	90.4%
Annual Giving Per Donor	\$68.34	\$73.64	\$70.80	\$90.19	\$189.81	110.5%
Active Reinstated Donors						
Number at the Beginning of Year	5,589	5,735	6,917	5,100	4,707	-7.7%
Number Renewing This Year	2,788	2,616	3,158	2,416	2,541	5.2%
Percent Renewing This Year	49.9%	45.6%	45.7%	47.4%	54.0%	14.0%
Number of Gifts	4,029	3,579	4,517	3,392	3,948	16.4%
Value of Gifts	\$194,893.22	\$180,711.68	\$244,340.62	\$229,813.91	\$255,252.89	11.1%
Average Number of Gifts Per Donor	1.4	1.4	1.4	1.4	1.6	10.7%
Average Gift Size	\$48.37	\$50.49	\$54.09	\$67.75	\$64.65	-4.6%
Annual Giving Per Donor	\$69.90	\$69.08	\$77.37	\$95.12	\$100.45	5.6%
Active Multiple-Year Donors						
Number at the Beginning of Year	76,908	74,174	72,087	74,098	71,079	-4.1%
Number Renewing This Year	55,953	52,700	53,296	54,353	55,472	2.1%
Percent Renewing This Year	72.8%	71.0%	73.9%	73.4%	78.0%	6.4%
Number of Gifts	102,286	97,148	100,449	101,383	119,562	17.9%
Value of Gifts	\$7,311,262.74	\$8,061,847.04	\$8,159,187.28	\$7,931,158.05	\$10,663,104.34	34.4%
Average Number of Gifts Per Donor	1.8	1.8	1.9	1.9	2.2	15.6%
Average Gift Size	\$71.48	\$82.99	\$81.23	\$78.23	\$89.18	14.0%
Annual Giving Per Donor	\$130.67	\$152.98	\$153.09	\$145.92	\$192.22	31.7%
Recent Lapsed Donors						
Number at the Beginning of Year	57,718	53,303	55,601	55,228	52,961	-4.1%
Number Renewing This Year	11,751	12,326	12,733	10,578	14,084	33.1%
Percent Renewing This Year	20.4%	23.1%	22.9%	19.2%	26.6%	38.8%
Number of Gifts	14,892	15,726	16,527	13,499	19,887	47.3%
Value of Gifts	\$868,767.45	\$865,990.58	\$995,652.30	\$755,056.88	\$1,423,011.52	88.5%
Average Number of Gifts Per Donor	1.3	1.3	1.3	1.3	1.4	10.6%
Average Gift Size	\$58.34	\$55.07	\$60.24	\$55.93	\$71.55	27.9%
Annual Giving Per Donor	\$73.93	\$70.26	\$78.19	\$71.38	\$101.04	41.5%
Former Donors						
Number at the Beginning of Year	60,035	69,442	72,092	57,717	55,454	-3.9%
Number Renewing This Year	2,962	4,120	3,122	2,708	5,457	101.5%
Percent Renewing This Year	4.9%	5.9%	4.3%	4.7%	9.8%	109.7%
Number of Gifts	3,564	5,007	3,900	3,430	7,293	112.6%
Value of Gifts	\$196,356.86	\$272,681.20	\$188,558.58	\$215,518.89	\$651,105.65	202.1%
Average Number of Gifts Per Donor	1.2	1.2	1.2	1.3	1.3	5.5%
Average Gift Size	\$55.09	\$54.46	\$48.35	\$62.83	\$89.28	42.1%
Annual Giving Per Donor	\$66.29	\$66.18	\$60.40	\$79.59	\$119.32	49.9%

