

Donor File Analysis

Findings from BCRF's donor file, FY22 to FY26



Total Database

Key Findings

- BCRF's database holds about 424,000 donors. About 156,000 of them gave at least once from FY22 to FY26.
- The growth in individual donors has slowed and been inconsistent in recent years, while the number of organizations that give has fallen. From FY17 to FY22, individual donors grew 24%. However, since FY22, individual donors have only grown 4% (but individual revenue still grew 24%).
- Since FY22, the number of organizations giving fell 27%, but organization revenue rose 34%, so that revenue now depends on fewer organizations.
- A small share of recent donors gives most of BCRF's revenue. Four in five recent donors made only one gift. 3% of recent donors gave about two thirds of revenue over the last five years.
- About 48,000 recent donors are not receiving BCRF's emails. RE marks these donors as emailable, but they are not in Mailchimp's primary audience. It's unclear why they're not in Mailchimp's audience.

1. How big is the database?

Show:

Counts

Percentages

	INDIVIDUALS	ORGANIZATIONS	ALL RECORDS
DONORS	396,226	28,088	424,314
NON-DONORS	108,200	7,745	115,945
ALL RECORDS	504,426	35,833	540,259

Individuals and Organizations. The analysis counts every record in RE, whether or not the record gave. The Donors row counts a record that gave or made a pledge.

- We counted an individual or an organization as a donor if it made a gift in any year. Only 10% of donors gave in FY26.
- 29% of the individual non-donors are in the database only as the honoree of someone else's tribute gift.

2. How many donors gave in the last five fiscal years?

Gave in the last: 5 fiscal years (FY22 onward) Show:

Counts

Percentages

	INDIVIDUALS	ORGANIZATIONS	ALL DONORS
GAVE IN THE WINDOW	149,525	6,114	155,639
DID NOT GIVE IN THE WINDOW	246,701	21,974	268,675
ALL DONORS	396,226	28,088	424,314

Individuals and Organizations who have ever given, grouped by the fiscal year of their most recent gift. Excludes each record whose FY26 status in RE is Deceased or Inactive.

- Only 26% of recent donors gave in FY26. The other 74% last gave in FY22 to FY25.
- 35% of donors have not made a gift in the last ten fiscal years. For organizations, the share is 53%.

3. How many recent donors can we reach?

System:

Raiser's Edge

MailChimp

 Show:

Counts

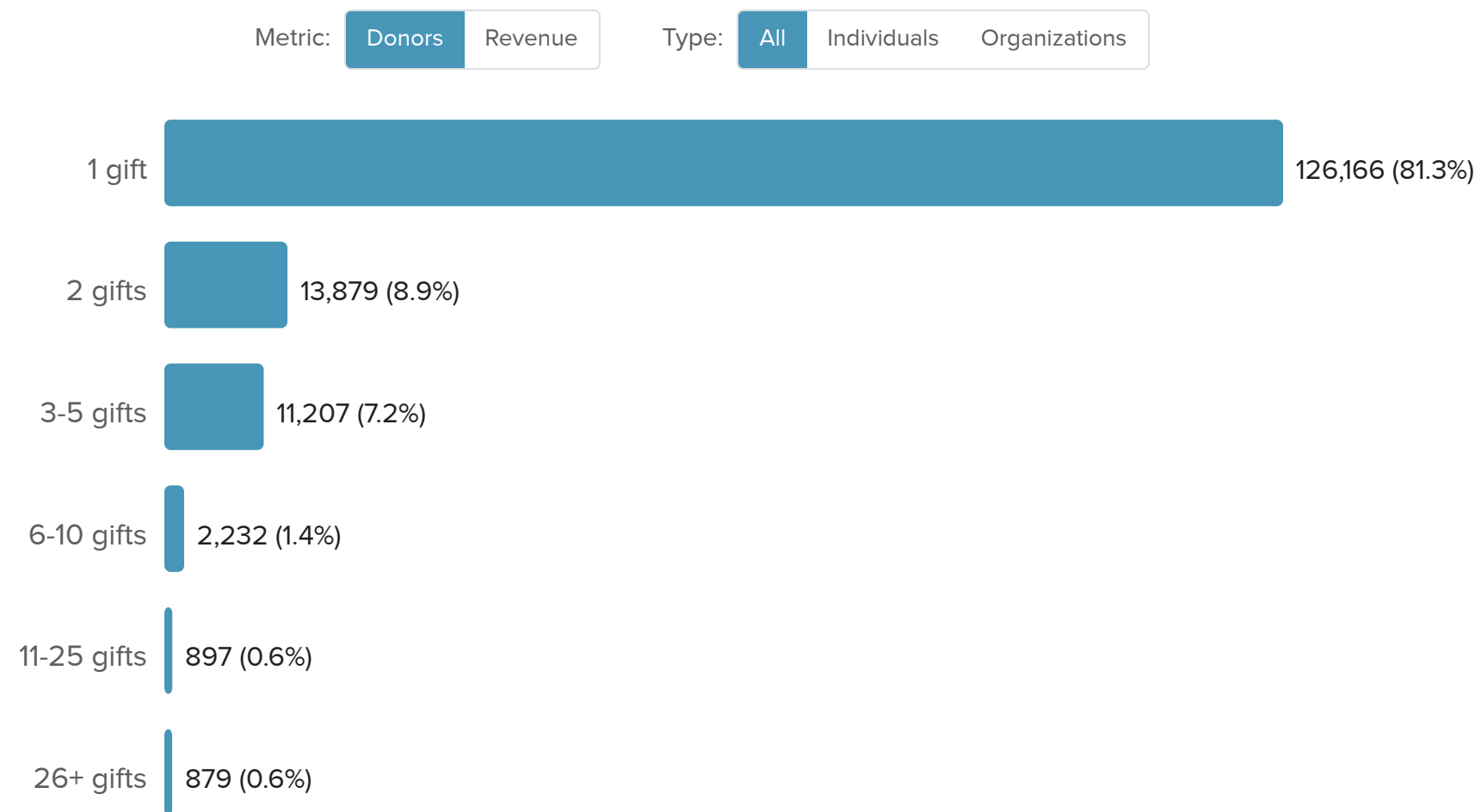
Percentages

	MAILABLE	NOT MAILABLE	TOTAL
EMAILABLE	139,090	297	139,387
NOT EMAILABLE	14,041	2,211	16,252
TOTAL	153,131	2,508	155,639

Individuals and Organizations who are recent donors. Excludes each record whose FY26 status in RE is Deceased or Inactive. The Mailchimp view reads only BCRF's primary Mailchimp audience, so a donor in the Not in Mailchimp column may be in another audience.

- 139K recent donors are emailable according to RE but only 57K are receiving emails in Mailchimp's primary audience.
- 47,764 of recent donors are emailable according to RE but are not in Mailchimp's primary email audience at all.
- We only looked at the primary audience. It's possible that some of these donors are in another Mailchimp audience.

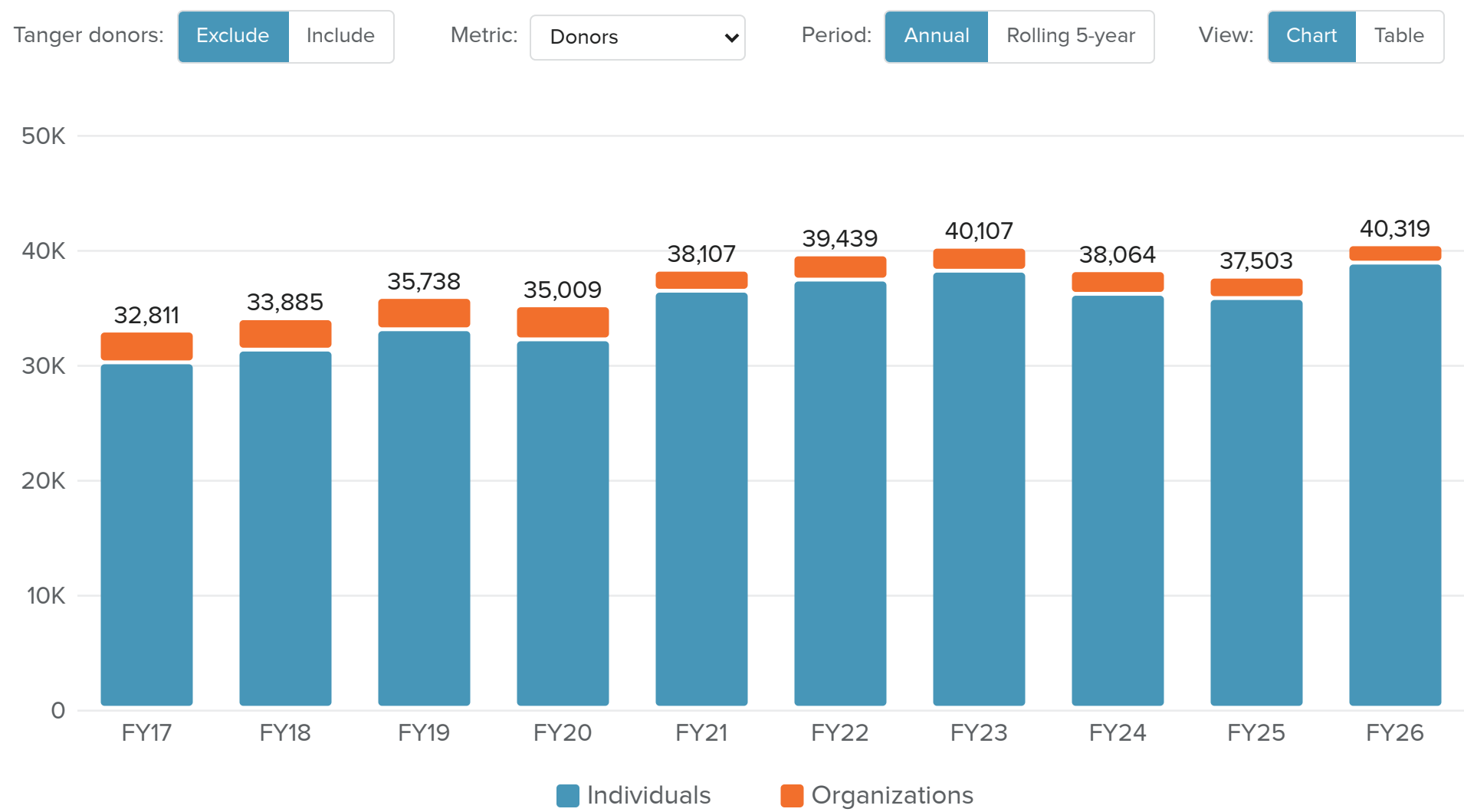
4. How many gifts have recent donors given?



Individuals and Organizations who gave from FY22 to FY26, grouped by their number of gifts in those years. Excludes each record whose FY26 status in RE is Deceased or Inactive, and donors whose only gifts in those years were pledge payments.

- Of the donors who made a gift in the last five fiscal years, 81% made only one gift. Those donors gave 16% of revenue.
- The 3% of donors who made six or more gifts gave 65% of revenue.

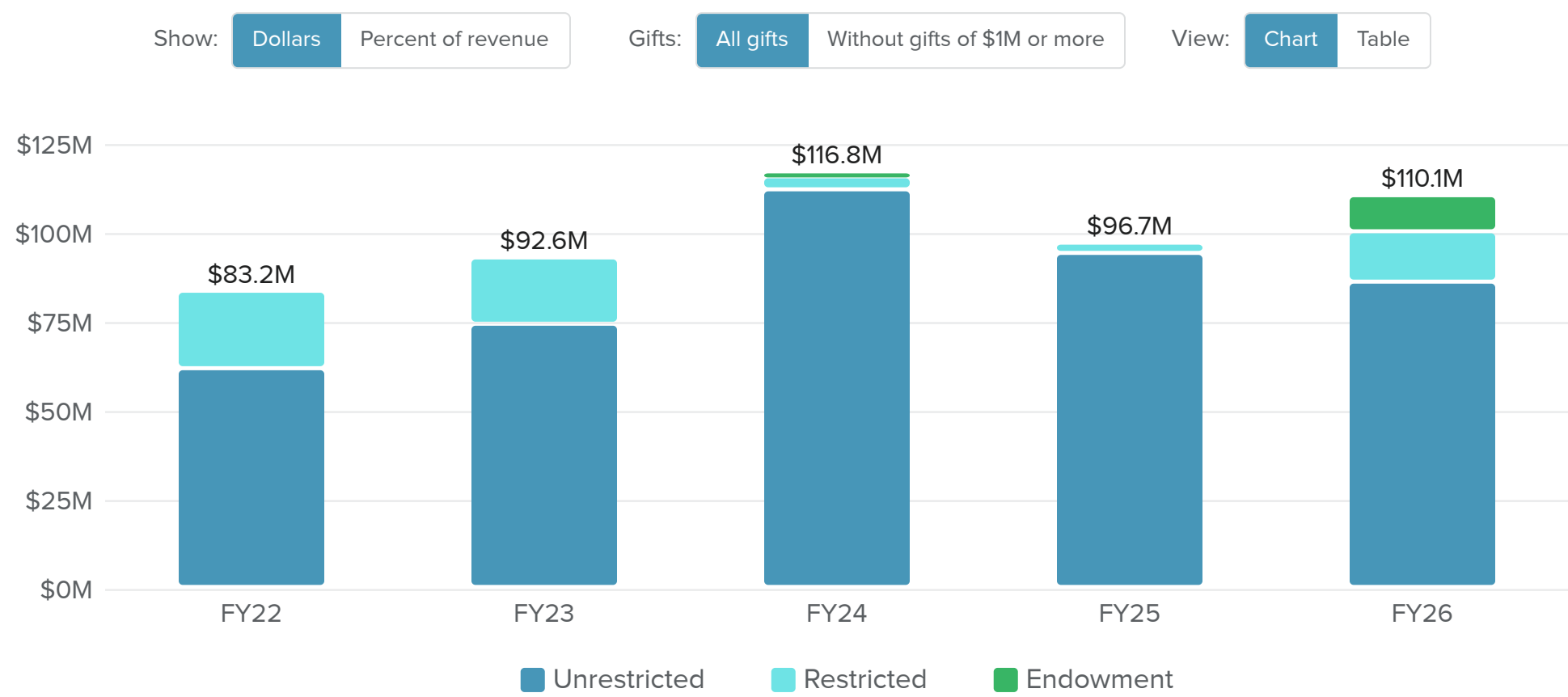
5. Is the file growing, shrinking, or holding?



Individuals and Organizations who gave in each fiscal year. Excludes donors whose first gift came through a Tanger Outlets donation page. The Rolling 5-year view counts a donor once in each five-year period.

- In FY25, there was a large Tanger Outlets campaign that brought in about 6,300 new donors that each gave \$10 that year. Nearly all of them have not given again. We've excluded those donors from this chart.
- The number of individual donors grew steadily from FY17 to FY23, then declined until FY25. Over the last year, individual donors have increased 9% (+3,000 donors).
- The number of organization donors has declined 42% since FY17. Most of that decline came in one year - from FY20 to FY21. However, organization revenue has increased 46% since FY17.

6. How does revenue divide between unrestricted, restricted, and endowment?



Every gift and qualifying pledge, including the donor advised fund (DAF), workplace and matching gifts that the analysis does not credit to a donor. Its totals therefore differ from the totals in Total Database questions 4 and 5.

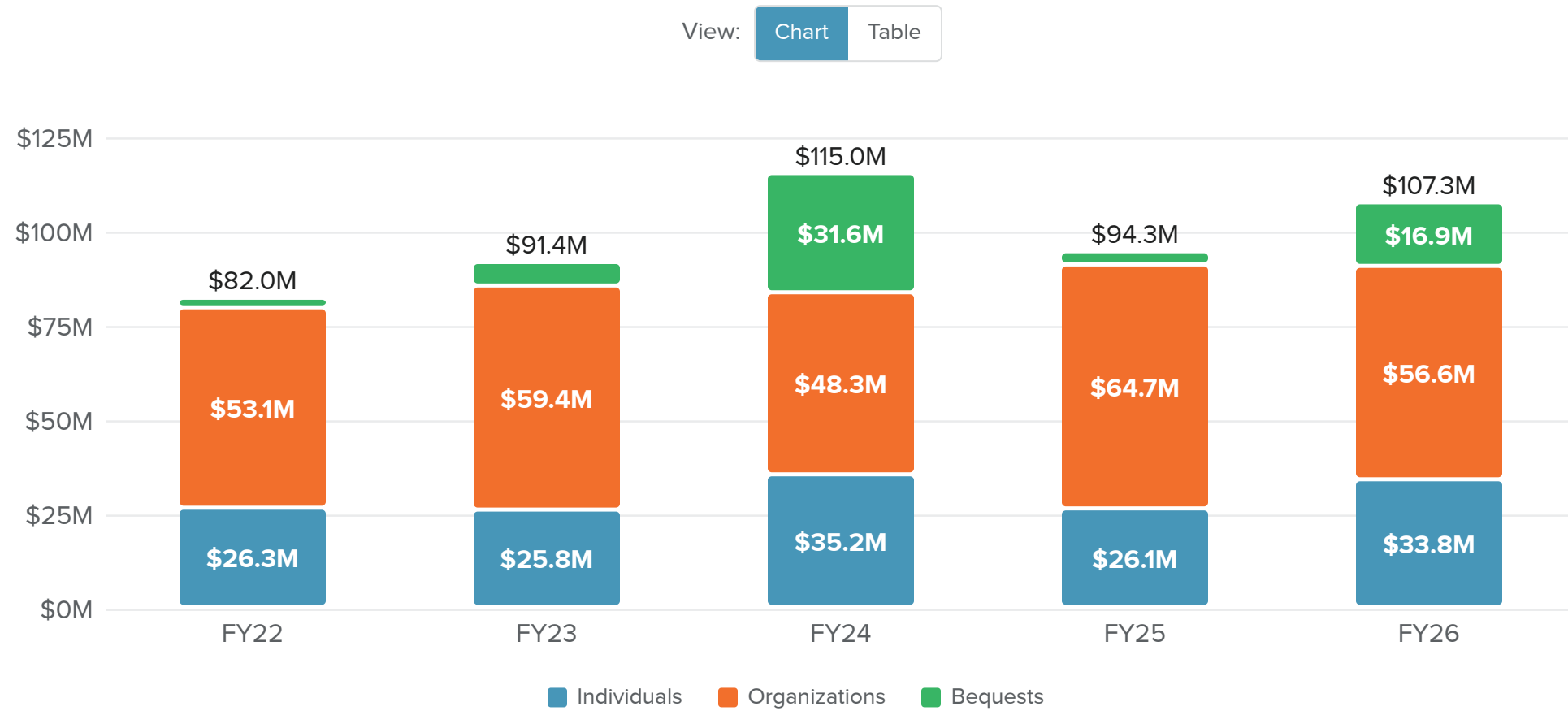
- Over the last five fiscal years, 85% of revenue was unrestricted, 12% was restricted, and 2% went to endowment.
- Unrestricted revenue was highest in FY24, when one organization gave \$25 million. Without gifts of \$1 million or more, it grew 20% from FY22 to FY26.

Recent Donors (Gave in Last 5 Years)

Key Findings

- Organizations give most of BCRF's revenue. Over the last five years, organizations gave 58% of the revenue credited to donors, Individuals gave 30%, and bequests were 12%.
- Among Individuals, a small number of Major Donors give most of the revenue. In FY26, Major Donors were 0.4% of Individual donors, and gifts of \$25,000 or more brought in 58% of Individual revenue.
- Since FY22, Major Donors and Mid-level Donors have grown fastest among Individuals. From FY22 to FY26, the number of Major Donors rose 54% and the number of Mid-level Donors rose 30%. The number of Low-dollar Donors rose only 2%.
- Among new donors who joined FY22-FY25, only about 2% went on to give to a *different* program.

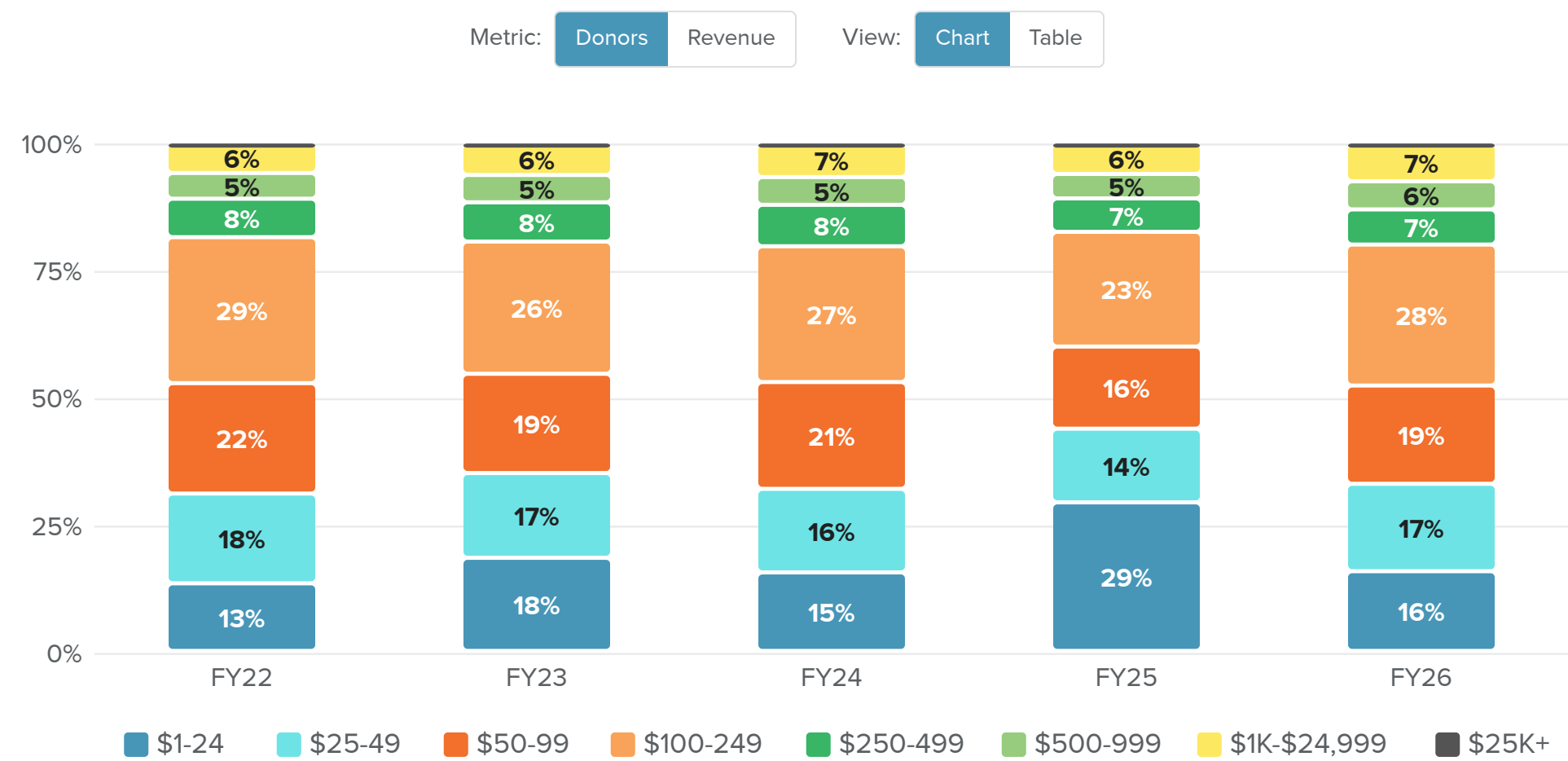
1. How does revenue divide between individuals, organizations, and bequests?



Individuals and Organizations. Each bequest shows only in the Bequests series, not in the Individuals or Organizations series, even when RE records it on a person’s or an estate’s record.

- Over the last five years, organizations gave 58% of the revenue credited to donors, Individuals gave 30%, and bequests were 12%.
- The FY24 column includes one bequest of \$25 million. The FY26 column includes one bequest of \$10.1 million.

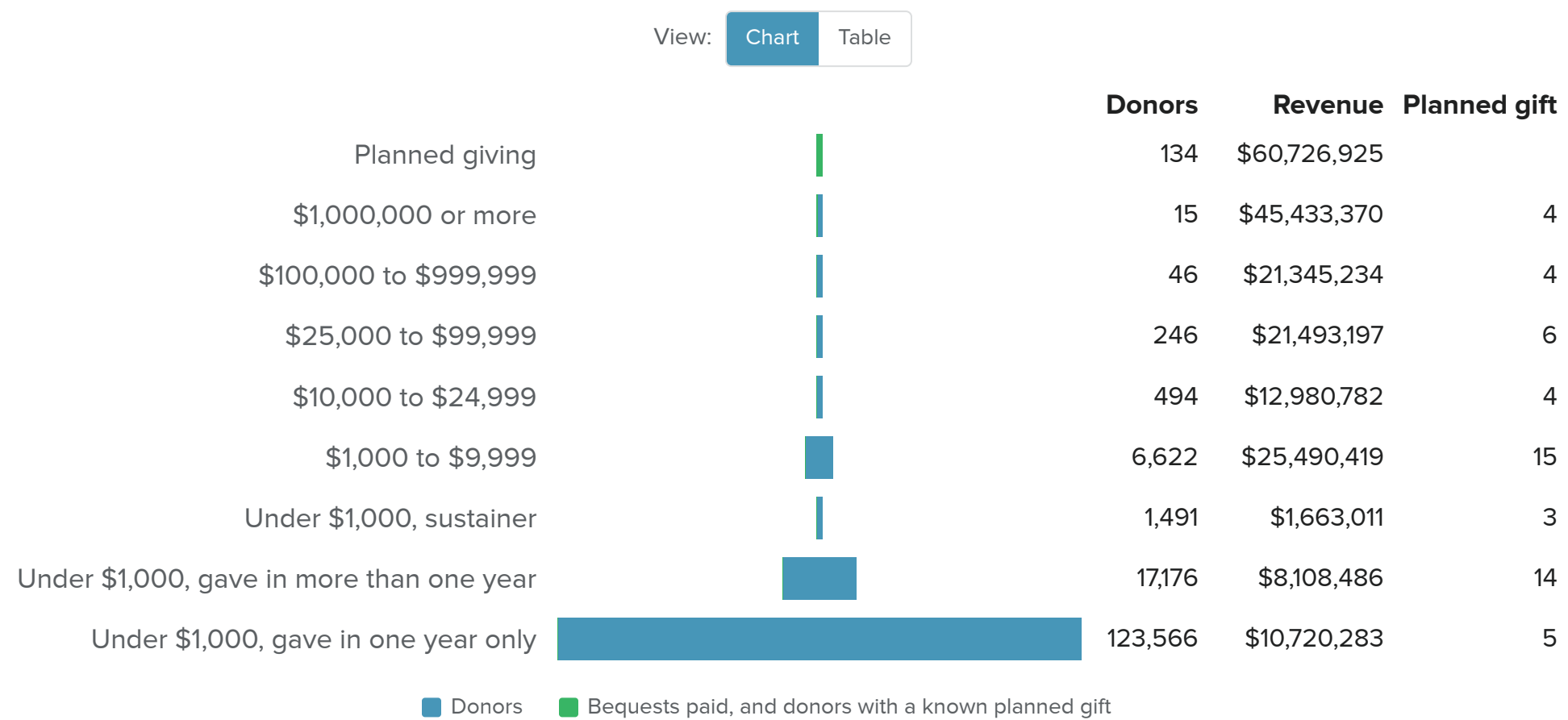
2. How do donors and revenue divide by giving level each year?



Individuals only. Each donor counts in one giving level a year, set by their largest gift of the year.

- In FY26, Low-dollar Donors were 92% of all individual donors, and gifts under \$1,000 brought in only 14% of revenue. Mid-level Donors were 7% of individual donors, and gifts of \$1,000 to \$24,999 brought in 28% of revenue. Major Donors were less than 1% of individual donors, and gifts of \$25,000 or more brought in 58% of revenue.

3. What does the donor pyramid look like for recent donors?



Individuals only, except the Planned giving tier, which counts every record that RE credits with a bequest, estates included. Each donor is in the highest tier that their largest gift from FY22 to FY26 reaches.

- 82% of the donors on the pyramid are in the "Under \$1,000, gave in one year only" tier. The donors in that tier gave 5% of the revenue.

4. How do donors and revenue divide by program each year?

Filter: Individual Donors

Metric: Donors Revenue

PROGRAM	FY22	FY23	FY24	FY25	FY26
Programs					
Planned Giving	30	22	33	31	43
Workplace Giving	135	115	144	110	66
Corporate Partnerships	3,161	4,797	3,342	8,103	2,303
Events	1,758	2,163	2,176	1,827	1,770
P2P	13,921	13,518	14,833	15,836	16,932
Digital	15,921	15,009	13,160	13,372	14,517
Direct Mail & White Mail	2,660	2,590	2,424	2,740	3,352
Other Individual Giving	56	180	258	292	196
Total Donors	37,274	38,044	36,042	41,942	38,778

Individuals, plus the estates that gave bequests, which count only in the Planned Giving row. A donor who gave through more than one program appears in each program's row, so the rows add up to more than the Total row. Revenue is the amount credited to each donor, so a gift that credits two people, such as spouses, counts for each of them.

- Corporate Partnerships donors rose substantially in FY25 because of one Tanger Outlets promotion in October 2024. About 6,300 donors each gave \$10. Almost none of them had given before, and almost none gave again in FY26. (This is also why the Low-dollar Donors count increases in FY25.)
- Direct Mail & White Mail donors grew 22% from FY25 to FY26. At the same time, revenue rose 71%, from \$3.7 million to \$6.4 million. Most of that revenue growth was from major gifts and pledges. Still, if we exclude \$25K+ gifts, Direct Mail & White Mail revenue still grew 27% in FY26.
- Other Individual Giving rose in FY26 because Major Donors gave \$4.7 million to the new Leonard A Lauder Innovation Fund. Three pledges of \$1 million each brought in 64% of that money.

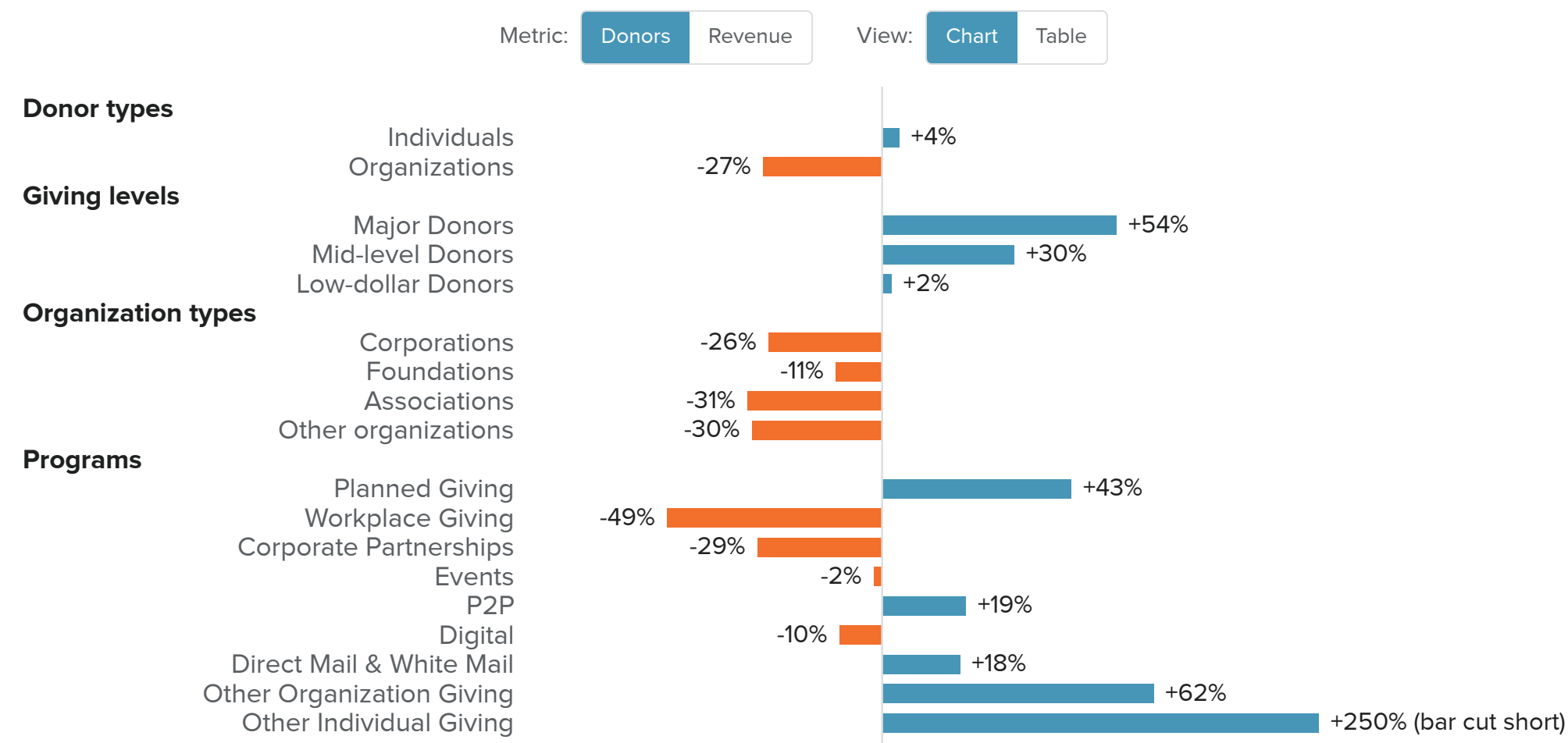
5. Do new donors move between programs after their first gift?

First gift's program	# of Donors	Later made a gift to...								Never Gave Again
		Planned Giving	Workplace Giving	Corporate Partnerships	Events	P2P	Digital	Direct Mail & White Mail	Other Individual Giving	
Planned Giving	5	0%	0%	0%	0%	0%	0%	0%	0%	100%
Workplace Giving	178	0%	43%	0%	0%	0.6%	0%	2%	1%	55%
Corporate Partnerships	17,159	0%	0%	9%	0.1%	3%	0.8%	0%	0%	90%
Events	1,780	0%	0.1%	0.6%	31%	1%	2%	0.6%	0.1%	66%
P2P	46,464	0%	0%	0.2%	0.1%	12%	1%	0.2%	0%	87%
Digital	36,152	0%	0.1%	0.1%	0.1%	0.9%	12%	1%	0%	86%
Direct Mail & White Mail	4,289	0%	0.2%	0%	0.2%	0.4%	1%	16%	0.1%	83%
Other Individual Giving	401	0%	0%	0%	0.2%	0%	0.5%	0.5%	24%	75%

Individuals only. New donors from FY22 to FY25, with their later gifts through FY26. A donor with later gifts in two programs counts in each column.

- Most new donors never gave again (87%). Only about 2% of new donors later gave through a different program than their first gift. It's unclear how much of this is a result of actual donor behavior or a result of BCRF's approach to communicating with donors and attempts to cross-sell them on other programs.

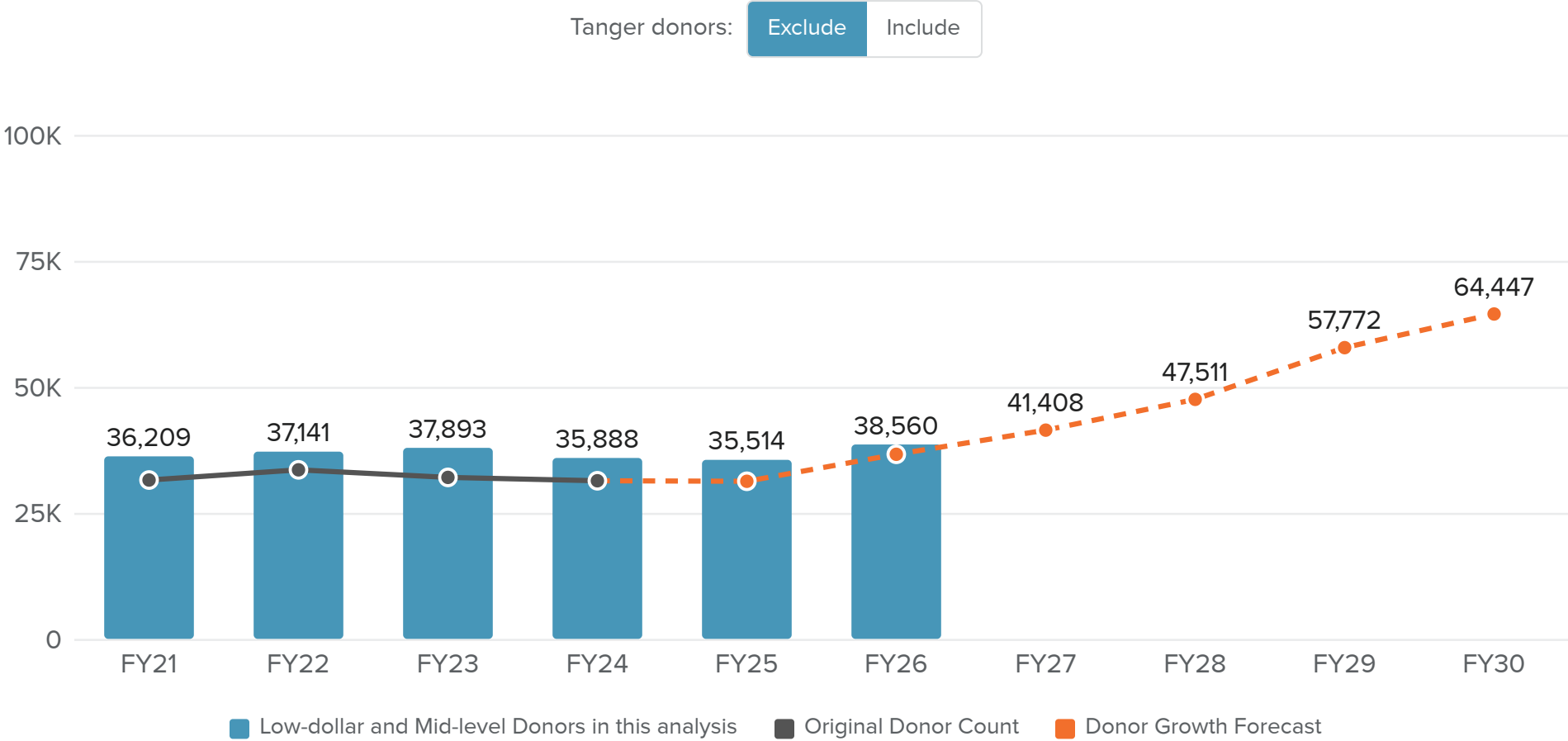
6. Where did we grow or decline from FY22 to FY26?



Individuals and Organizations. The giving level rows count Individuals only, and the organization type rows count Organizations only. A donor who gave through more than one program counts in the row of each.

- Since FY22, the number of Major Donors grew 54%, Mid-level Donors grew 30%, and P2P donors grew 19%.
- Workplace gifts rose 19% and Workplace revenue rose 16% since FY22. In FY26, only about 14% of Workplace gifts could be attributed back to an individual donor. The decline in Workplace donors in this chart mostly reflects how few gifts can be linked to a donor, not fewer people giving.

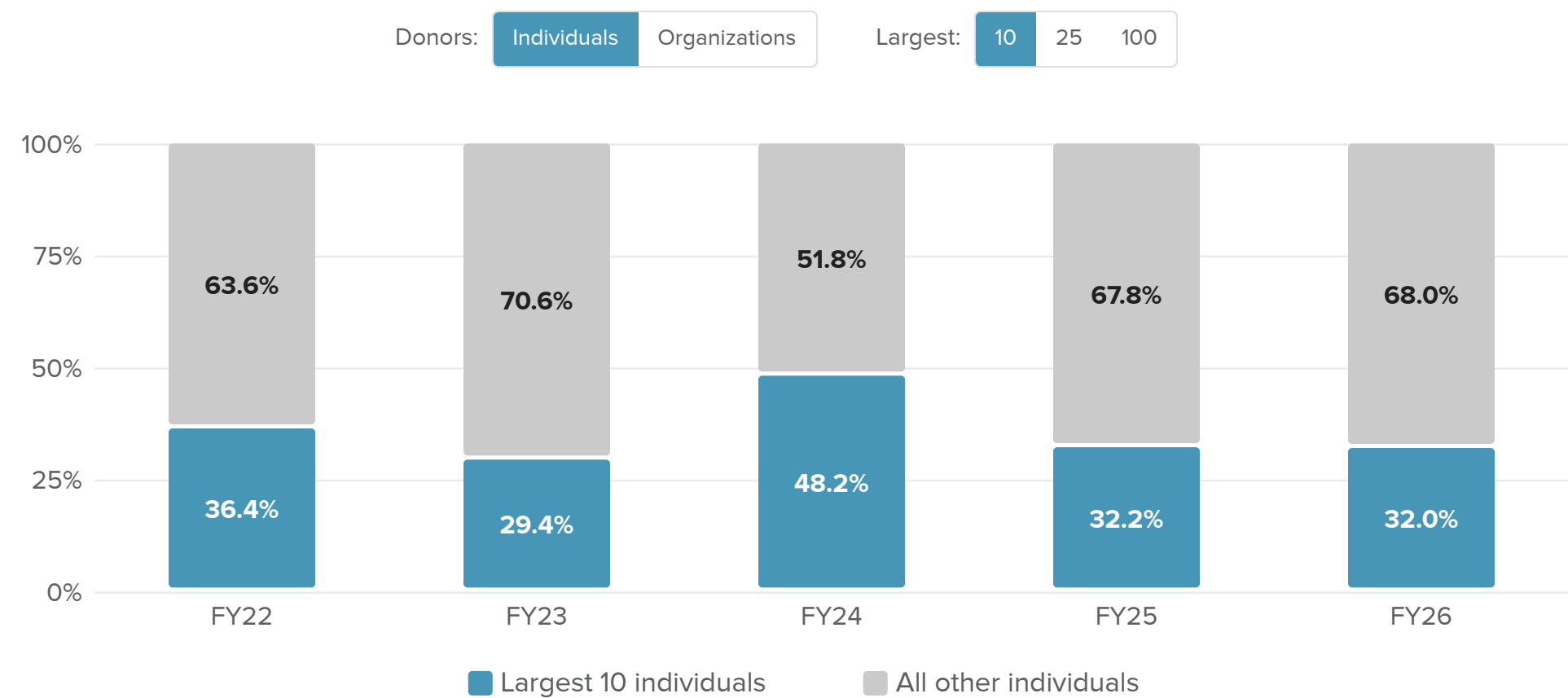
7. How are counts of Low-dollar and Mid-level Donors tracking against our growth goal?



Low-dollar and Mid-level Donors only. Excludes donors whose first gift came through a Tanger Outlets donation page. The Original Donor Count and Donor Growth Forecast lines come from the spring 2025 forecast that M+R and BCRF made under different rules.

- In FY25, there was a large Tanger Outlets campaign that brought in about 6,300 new donors that each gave \$10 that year. Nearly all of them have not given again. We've excluded those donors from this chart.
- This chart compares the donor growth goal - the black and orange lines - set by M+R and BCRF in spring of 2025 against this donor file analysis' donor counts (blue columns). The difference in donor counts from this analysis and the original donor count is due to a few reasons. One, the original donor count and forecast was based on specific programs and areas that were deemed related to M+R's work, and excluded others that were unrelated. For example, Workplace giving is not part of M+R's donor forecast but those individual donors are included in this donor file analysis. The second reason is that some methodology has changed. For example, the original donor count and forecast excluded non-P2P donors who gave over \$20K. In this chart, Mid-level Donors go up to \$24,999 so they are included in the donor count here. If/when it is needed, we recommend revisiting and possibly updating the donor forecast with the latest, agreed-upon methodology.

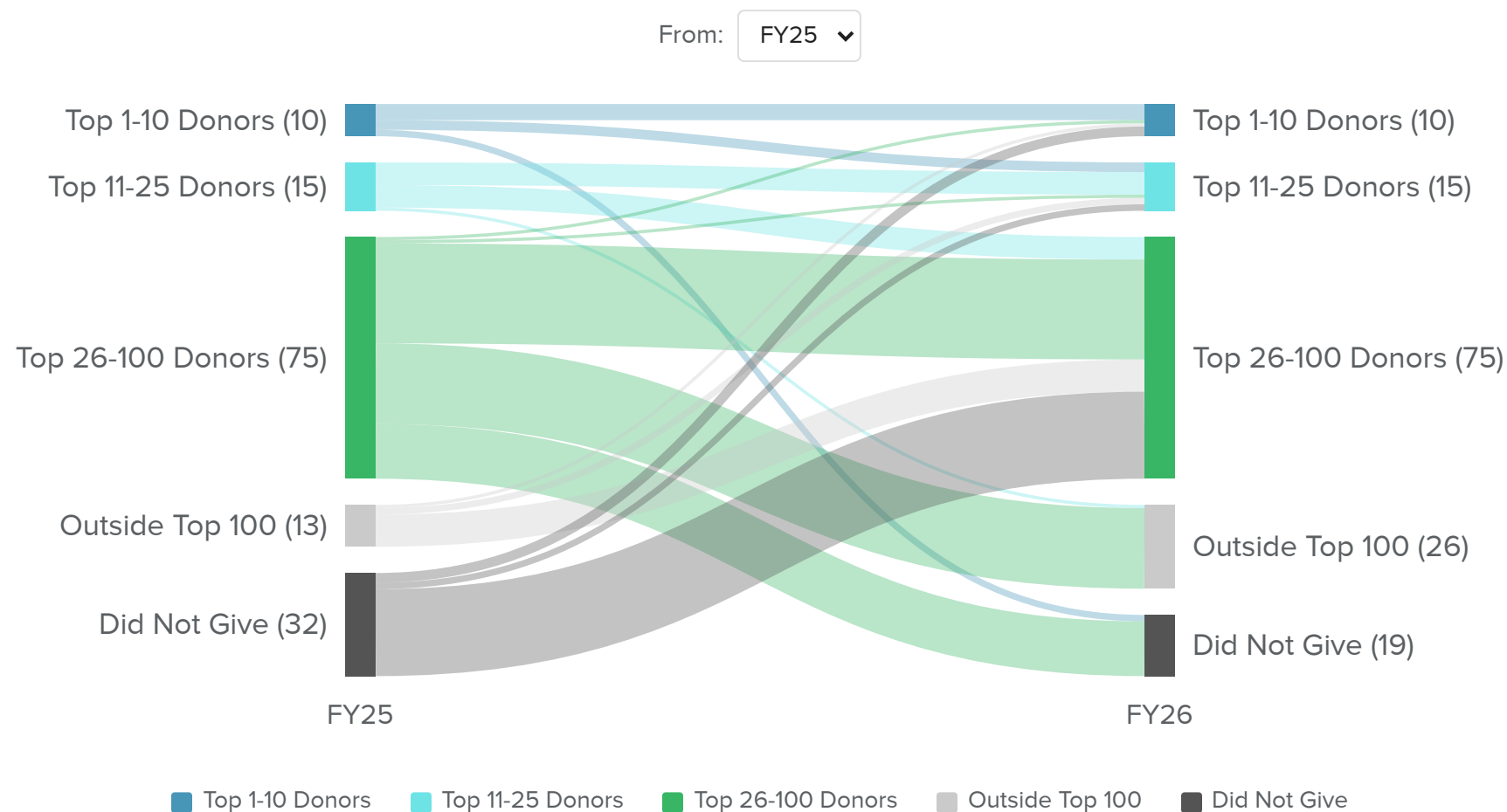
8. How much revenue comes from the largest donors?



Individuals only, ranked within each fiscal year by revenue. A pledge counts in full in the year that the donor made it, so a donor who pledged in one year ranks high only in that year.

- In FY24, one Individual pledged \$10.2 million, which was 29% of individual revenue that year. In the other four years, the largest Individual gave or pledged 6% to 10%.
- Revenue from organizations depends on fewer donors. The ten largest organizations gave 58% to 71% of organization revenue each fiscal year.

9. How much do the top 100 Individual donors change from year to year?



Largest 100 individual donors by revenue in the chosen year or in FY26. Many donors tie at \$25,000, so a few places in the top 100 depend on the order of records in RE.

- Of the hundred largest Individual donors in FY25, 55 were among the hundred largest again in FY26. Only 37 of the hundred largest in FY22 were.
- Over the last five years, 24 Individuals were among the ten largest in at least one year, and only one in all five years.

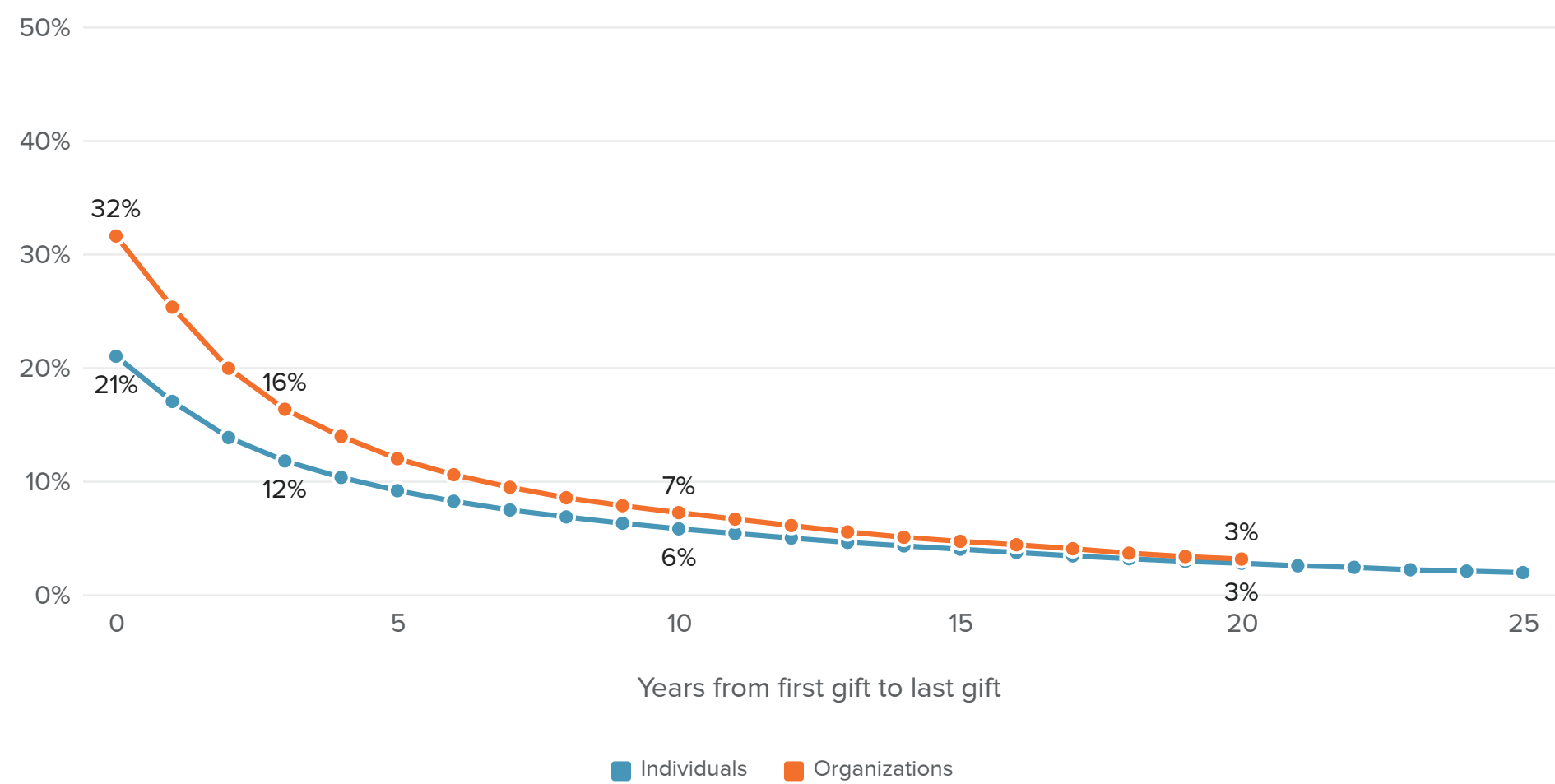
10. What does a donor give us across a whole relationship, and how long does that relationship last?



Individuals only. Starts with donors who gave FY22-FY26, then includes their entire giving history, including prior to FY22. A relationship runs from the first gift to the last gift or pledge payment. Typical lifetime revenue is the median for the band.

- Of the Individuals who are recent donors, 78% have given on only one day so far. For the rest, the typical relationship has run 3 years so far.
- Individuals with a relationship of 11 years or more were only 3% of all recent Individual donors. They gave 70% of the lifetime revenue.

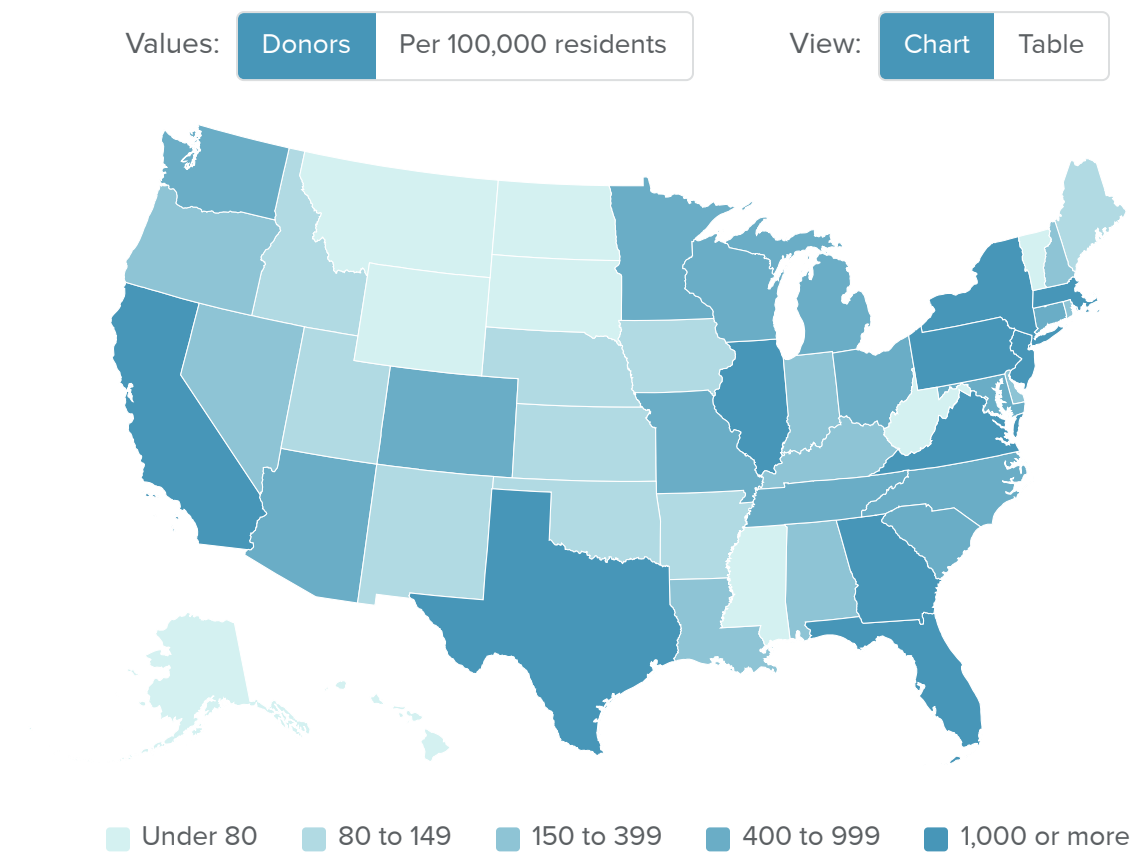
11. How long do relationships last across every donor who ever gave?



Individuals and Organizations, every record that has ever given.

- Most relationships ended with the first gift. About 21% of Individuals gave again. About half of those, 12% of all Individuals, were still giving three years after the first gift, and about a quarter, 6% of all Individuals, ten years after it.

12. Where do individual donors live?



Individuals only. Donors from FY26, by the state of each donor's current address in RE. Excludes donors with no state on file, outside the US, or in US territories.

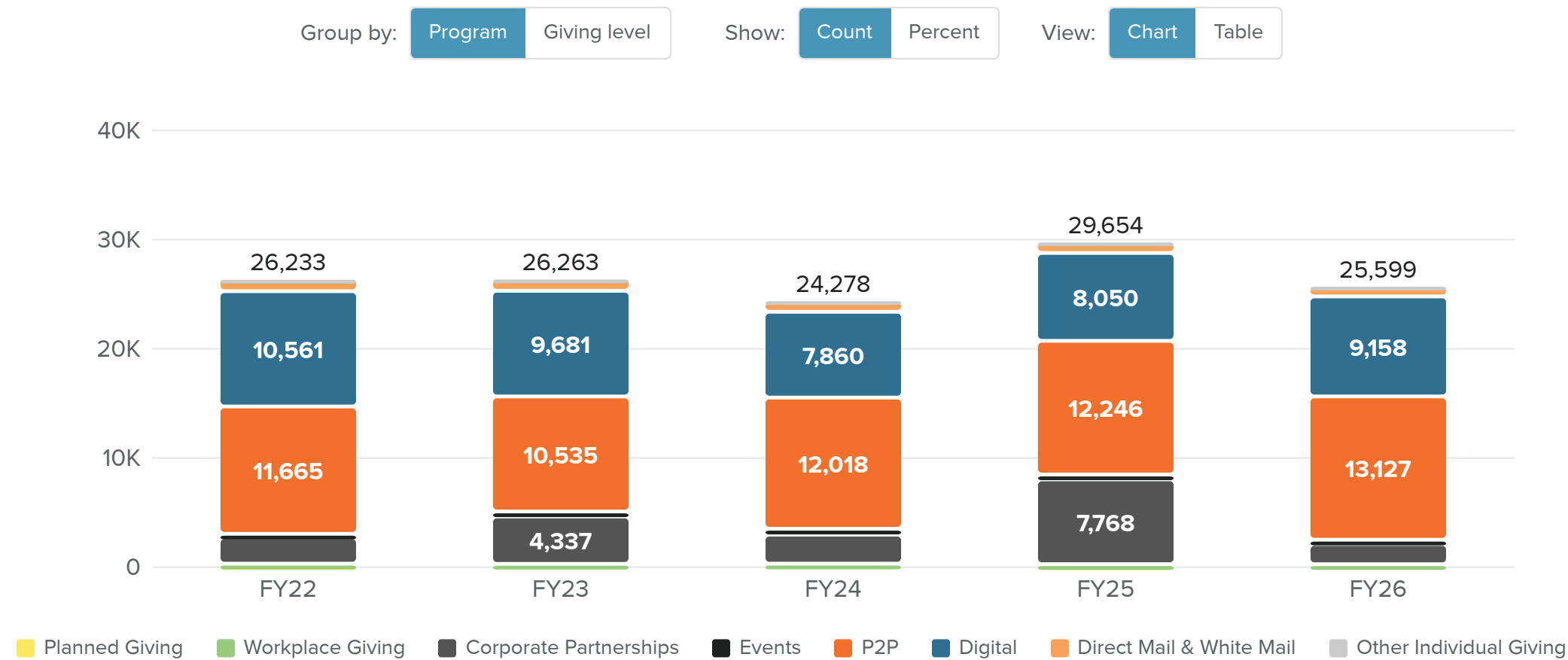
- The five states with the most donors hold 48% of the donors on the map.
- Nationally, 11 of every 100,000 residents gave in FY26. The rate is highest in New Jersey (36), the District of Columbia (32), New York (30) and Massachusetts (29).

Donor Acquisition

Key Findings

- BCRF adds about 26,000 new Individual donors a year. There was a significant increase in new donors in FY25, from one Tanger Outlets promotion, which brought in about 6,300 new donors. (Most of these donors did not return.)
- P2P brings in the most new donors each year, between 40% and 51% of the total. Digital Ads now accounts for the largest share of new (non-P2P) digital donors. Digital Ads brought in 22% of new donors in FY26.
- Most new donors start small. In FY26, 94% of new donors came from channels whose average first gift was under \$200.
- BCRF still struggles to retain new donors. Only about 12% of new donors from FY22 to FY24 gave a second gift within 24 months.

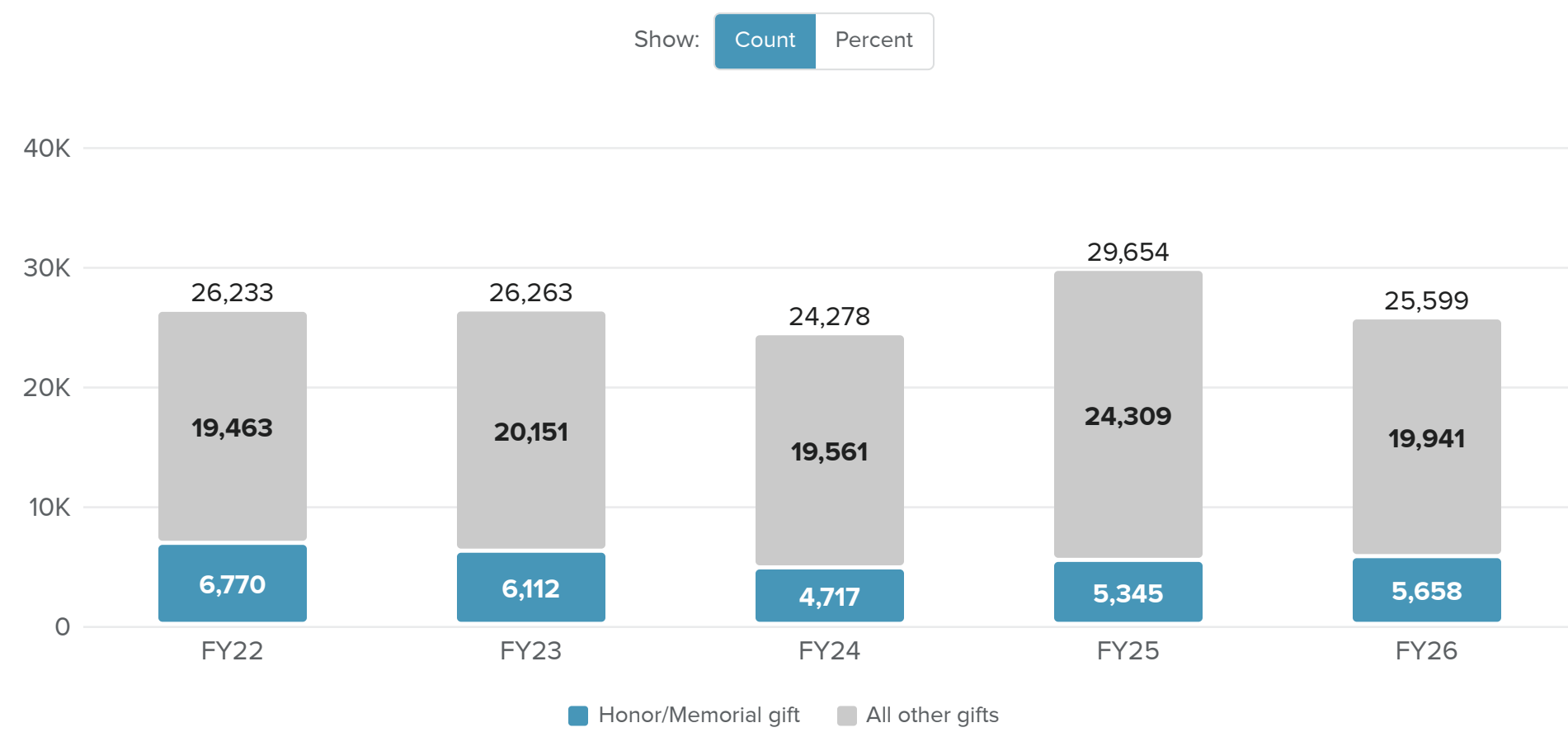
1. How many new donors were acquired each year by program and by giving level?



Individuals only. New donors, grouped by the program of their first gift.

- Each fiscal year, 40% to 51% of new donors joined with a P2P program gift, more than with any other program.
- The number of new donors who joined with a Digital program gift fell 26% from FY22 to FY24. Since FY24, it has rebounded - up 17% through FY26.
- Corporate Partnerships program new donors peaked at 7,768 in FY25. About 6,300 of them gave through a Tanger Outlet donation page.

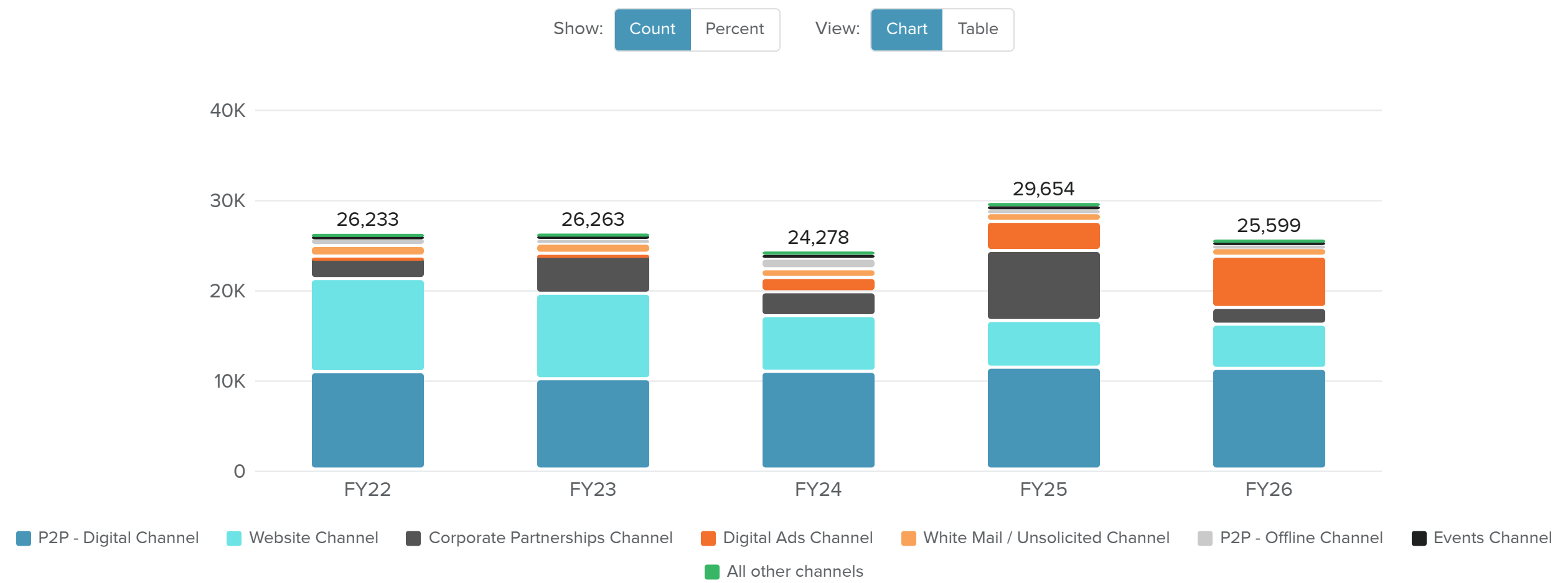
2. How many new donors were acquired each year by Honor/Memorial giving?



Individuals only. New donors, split by whether their first gift was an Honor/Memorial gift.

- The number of new donors who started with an Honor/Memorial gift fell 30% from FY22 to FY24. Since FY24, it has rebounded somewhat - up 20% through FY26.

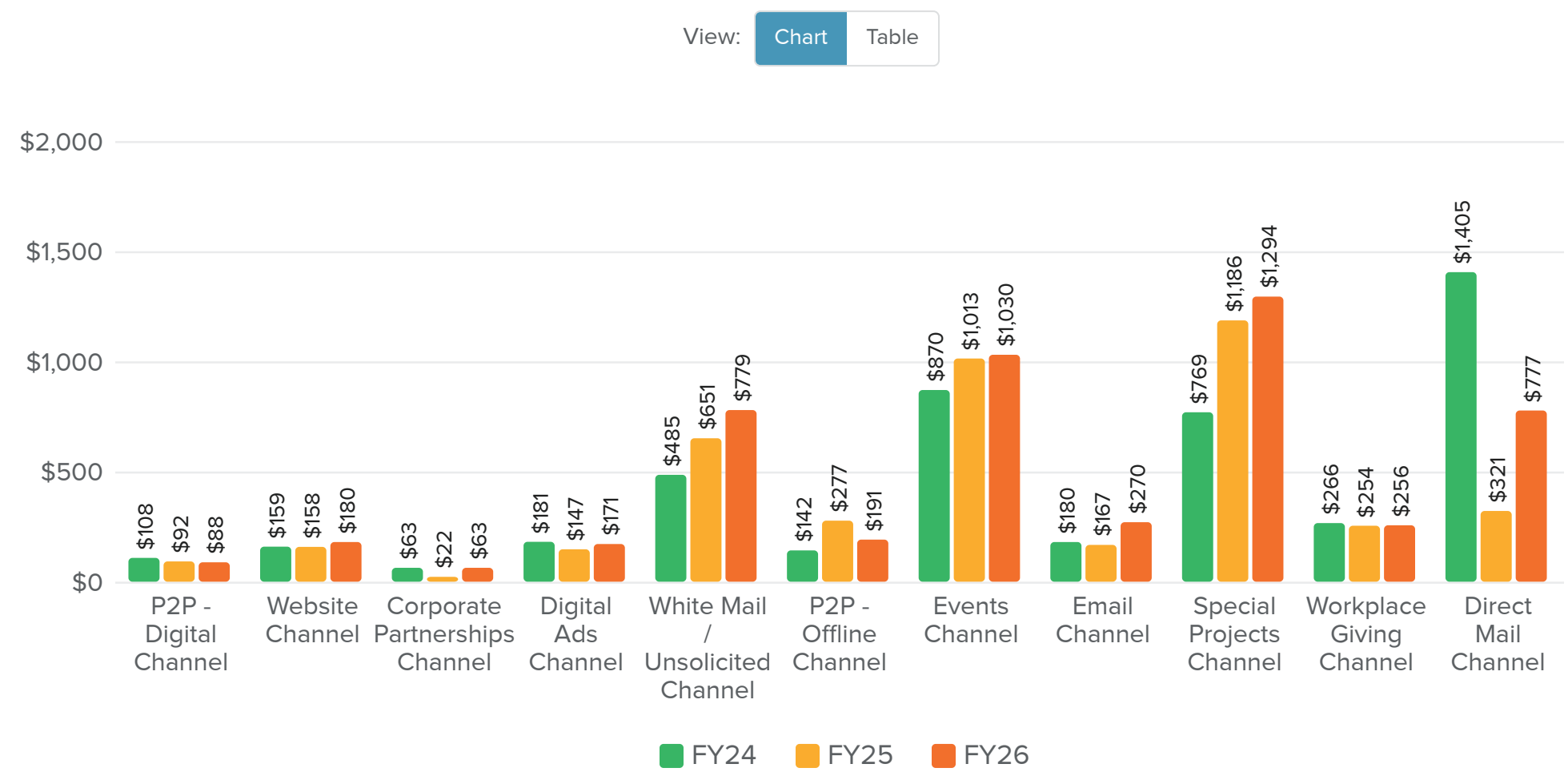
3. How many new donors were acquired each year by channel?



Individuals only. New donors, grouped by the channel of their first gift.

- The number of new donors from the Digital Ads channel grew from 92 in FY22 to 5,682 in FY26. In FY26, Digital Ads brought in 22% of new donors.
- Since FY22, the number of new donors from the Website has declined 53%, from 10,325 to 4,900.
- Again, the large number of new donors through Corporate Partnerships in FY25 is from a Tanger Outlet donation page.

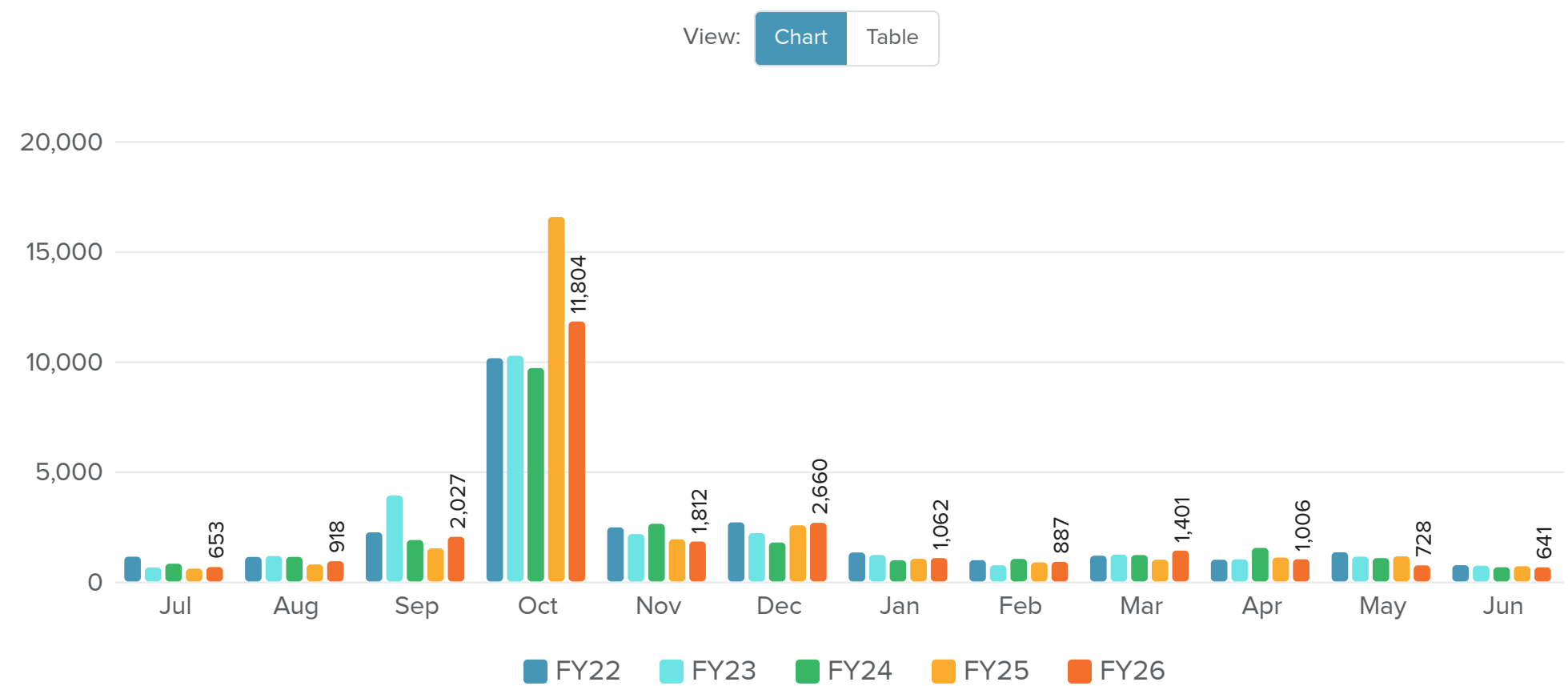
4. What is the average first gift size by channel?



Individuals only. New donors, grouped by the channel of their first gift. Excludes first gifts of \$25,000 or more from the averages. Also excludes the Ongoing Recurring Revenue, Planned Giving, Direct Solicitation and Digital channels, which each had five or fewer new donors from FY22 to FY26.

- In FY26, 94% of new donors came from the five channels with an average first gift under \$200.
- In FY24 to FY26, Direct Mail had only 8 to 17 new donors a year, so a few large gifts significantly swing its average.

5. How many new donors were acquired each month?



Individuals only. New donors, counted in the month of their first gift.

- The large spike in new donors in October of FY25 is largely from a Tanger donation page.

6. What percent of new donors make a second gift within 24 months?

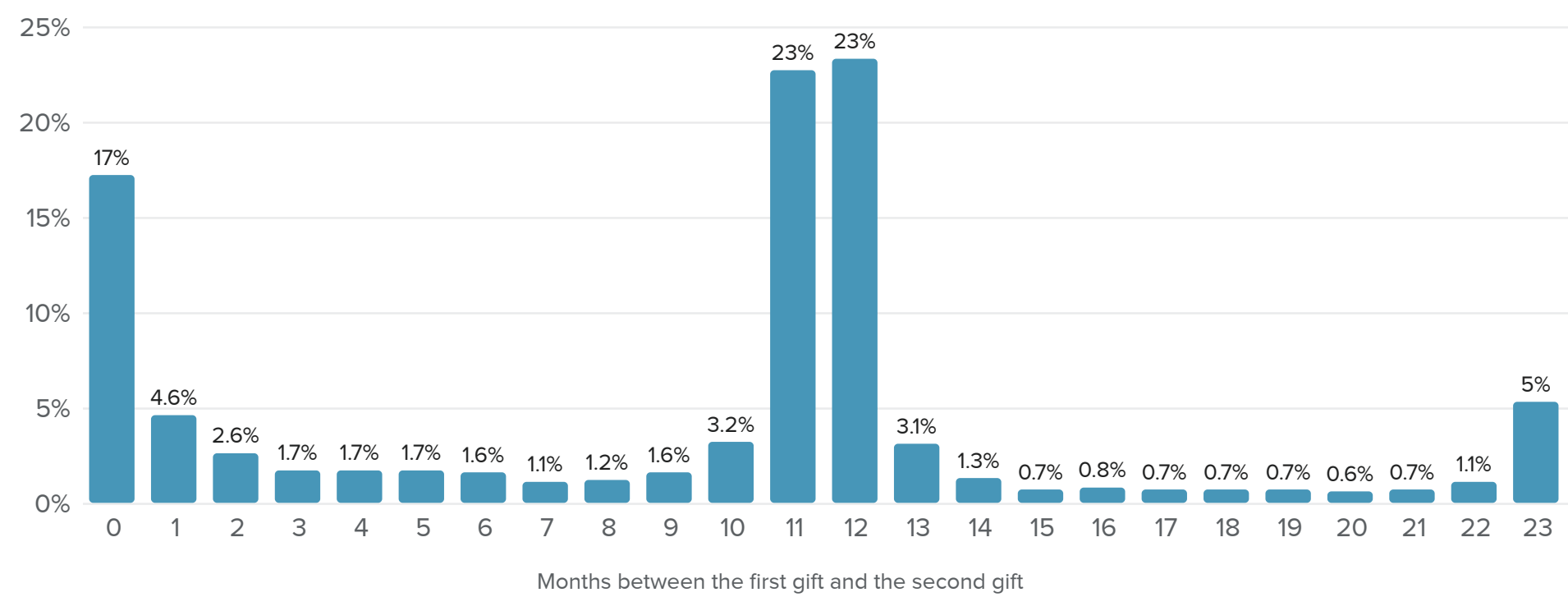
Show: By first gift channel By first gift size

CHANNEL OF FIRST GIFT	# OF DONORS	WITHIN 3 MONTHS	WITHIN 6 MONTHS	WITHIN 12 MONTHS	WITHIN 24 MONTHS
All new donors	76,395	3%	4%	7%	12%
P2P - Digital Channel	31,605	3%	3%	7%	11%
Website Channel	25,628	2%	3%	6%	10%
Corporate Partnerships Channel	9,379	6%	6%	11%	15%
White Mail / Unsolicited Channel	3,259	1%	2%	8%	14%
P2P - Offline Channel	2,567	2%	2%	8%	18%
Digital Ads Channel	1,755	3%	4%	9%	15%
Events Channel	1,337	10%	12%	22%	33%
All other channels	865	10%	13%	21%	32%

Individuals only. New donors from FY22 to FY24, so each has had 24 months to give again. Excludes donors whose first gift was a sustaining gift. A sustaining gift or a pledge payment does not count as a second gift.

- About 12% of all new donors from FY22 to FY24 gave a second gift within 24 months of the first.
- Of the channels in the table, donors whose first gift came through Events were most likely to give again within 24 months.
- Donors who made their first gift through the Website were least likely to give again within 24 months.

7. How soon do new donors give a second gift?



Individuals only. New donors from FY22 to FY24 who gave a second gift within 24 months. Excludes donors whose first gift was a sustaining gift. A sustaining gift or a pledge payment does not count as a second gift.

- Of the second gifts that came within 24 months, 17% came within the first month and 39% came 12 months or more after the first gift.
- The significant percentage of donors giving a second gift at month 11 and 12 likely reflects people giving to the same campaign a year later (e.g. BCAM, End of Year).

Donor Retention

Key Findings

- Overall donor retention is improving: Over the last two years, the retention rate rose from 23% to 27%.
- 1st Year Donors remain the challenge: They make up 66% of active donors, but only 11% gave again in FY26. Their retention rate is improving as well, up from 9% two years ago.
- 3+ Year Donors are your most reliable donors and source of revenue. About 77% retain each year. They accounted for 16% of active donors in FY26 but contributed 54% of revenue from individuals.
- The Lapsed Donor pool has grown significantly and now contains 350,000 people. About 50,000 lapsed within the last two years.

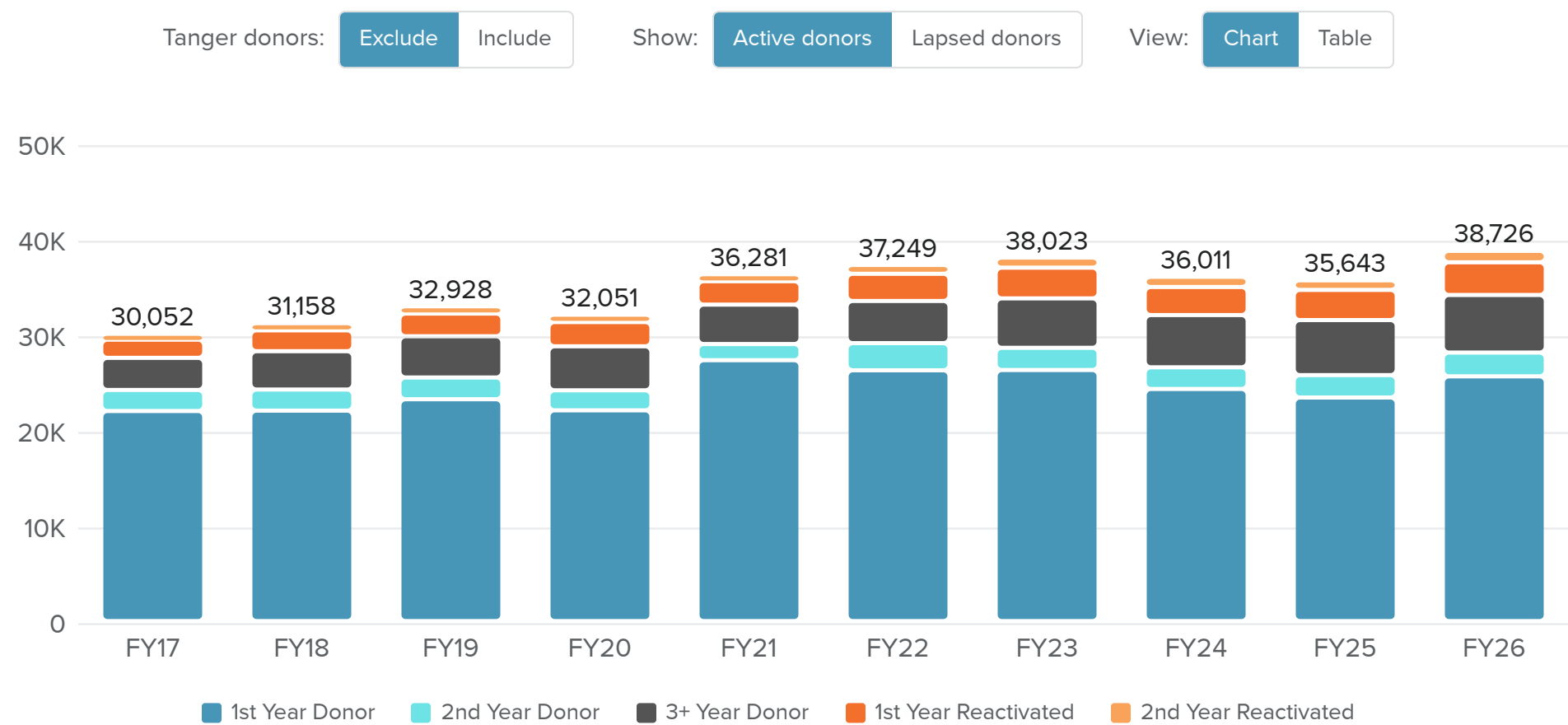
1. How do we define each donor status?

Donor status	WHEN THE DONOR GAVE				What it means
	3+ fiscal years ago	2 fiscal years ago	Last fiscal year	This fiscal year	
1st Year Donor					The donor gave for the first time this fiscal year.
2nd Year Donor					The donor gave this fiscal year and last fiscal year only.
3+ Year Donor					The donor gave this fiscal year and the two before it.
1st Year Reactivated					The donor gave this fiscal year after skipping one or more.
2nd Year Reactivated					The donor came back last fiscal year and gave again.
Lapsed (1st Year)					The donor gave last fiscal year but not this fiscal year.
Lapsed (2nd Year)					The donor last gave two fiscal years ago.
Lapsed (3+ Years)					The donor last gave three or more fiscal years ago.

 Gave  Did not give  Gave in at least one of these fiscal years  Gave or Did not give

A gift, a pledge, or a pledge payment counts as giving in its fiscal year. A fiscal year runs from July to June.

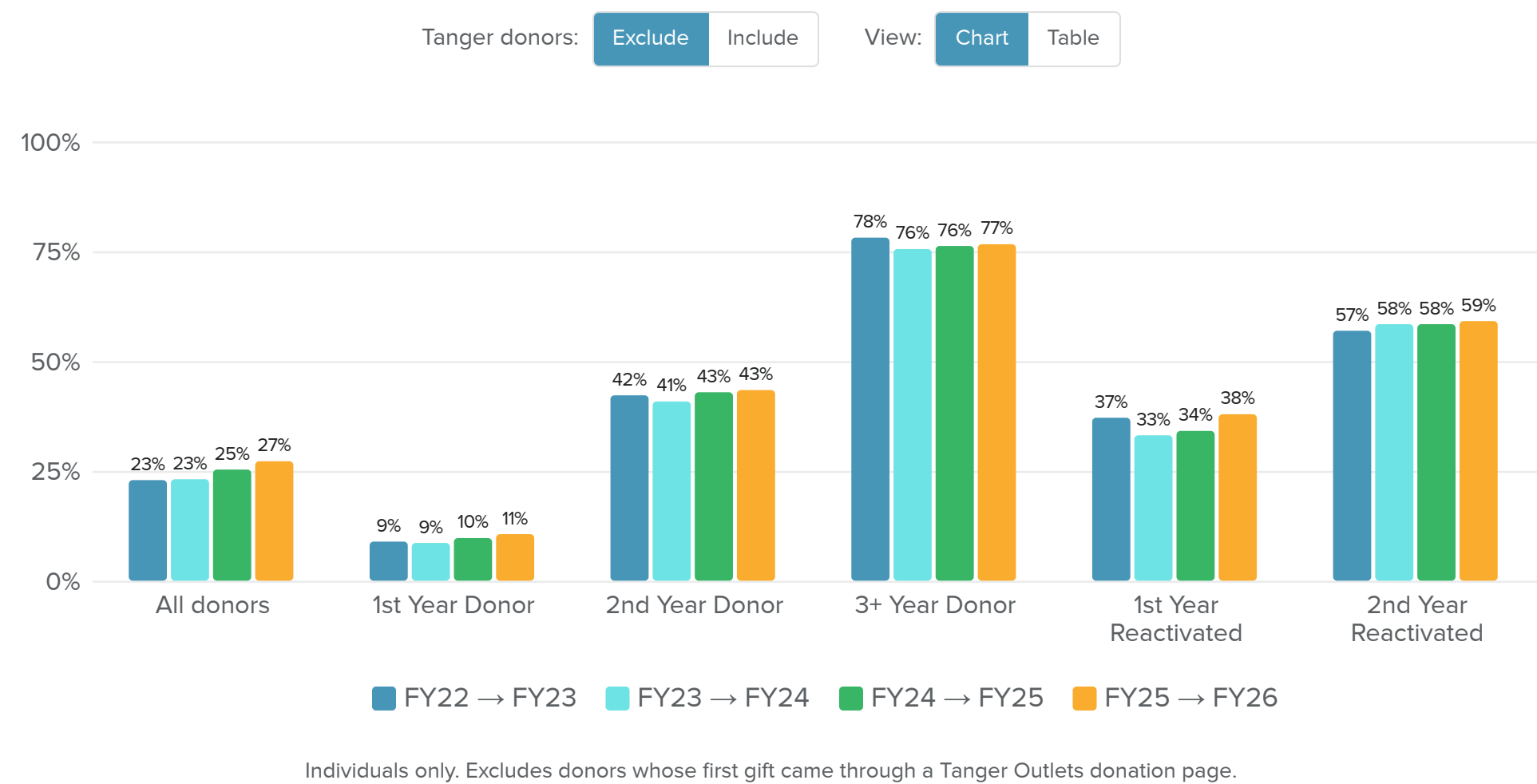
2. What is our donor count each year by donor status?



Individuals only. Excludes donors whose first gift came through a Tanger Outlets donation page. Lapsed (3+ Years) includes every donor since FY1993 who has not given in three or more years, so it grows each year.

- Every year, 1st Year Donors made up about 66% to 75% of BCRF's total active donors.
- Since FY17, the number of 3+ Year Donors has increased 79% but still remains a relatively small part of the donor file (about 6,000 donors currently).
- Given the large number of new donors acquired each year, and the low retention rate, the number of lapsed donors has grown dramatically over the last 10 years. There are 350,000 lapsed donors in the RE database, most of whom have not given in at least three years.

3. What is the donor retention rate by donor status?



- Overall donor retention rate has improved over the last two years, going from 23% to 27%. That growth has come from gains across nearly all donor statuses. Most notably is the increase in 1st Year Donor retention rate, which grew from 9% to 11%. (That 2% increase represents an additional 470 new donors retained in FY26 compared to FY24.)

4. How much does a donor give each year by donor status?

Tanger donors:

Exclude

Include

Fiscal year:

FY22

FY23

FY24

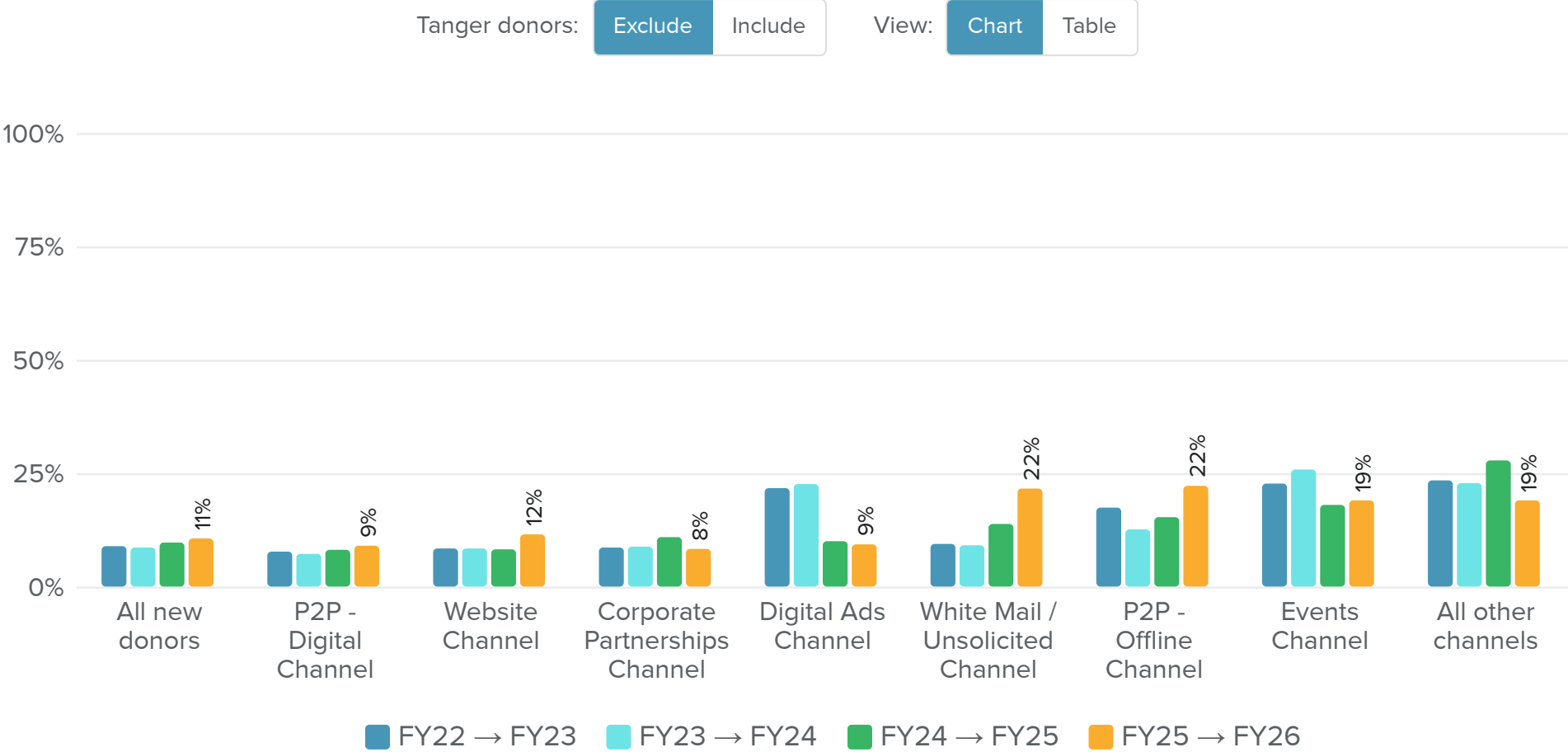
FY25

FY26

Donor status	# of Donors	Gave again in FY26	Revenue	Gifts per donor	Average gift	Revenue per donor
All donors	35,514	27%	\$12.5M	1.37	\$257	\$351
1st Year Donor	23,365	11%	\$4.1M	1.08	\$163	\$175
2nd Year Donor	2,339	43%	\$0.9M	1.62	\$238	\$386
3+ Year Donor	5,675	77%	\$5.2M	2.58	\$357	\$922
1st Year Reactivated	3,138	38%	\$1.6M	1.13	\$459	\$519
2nd Year Reactivated	997	59%	\$0.6M	1.36	\$440	\$598

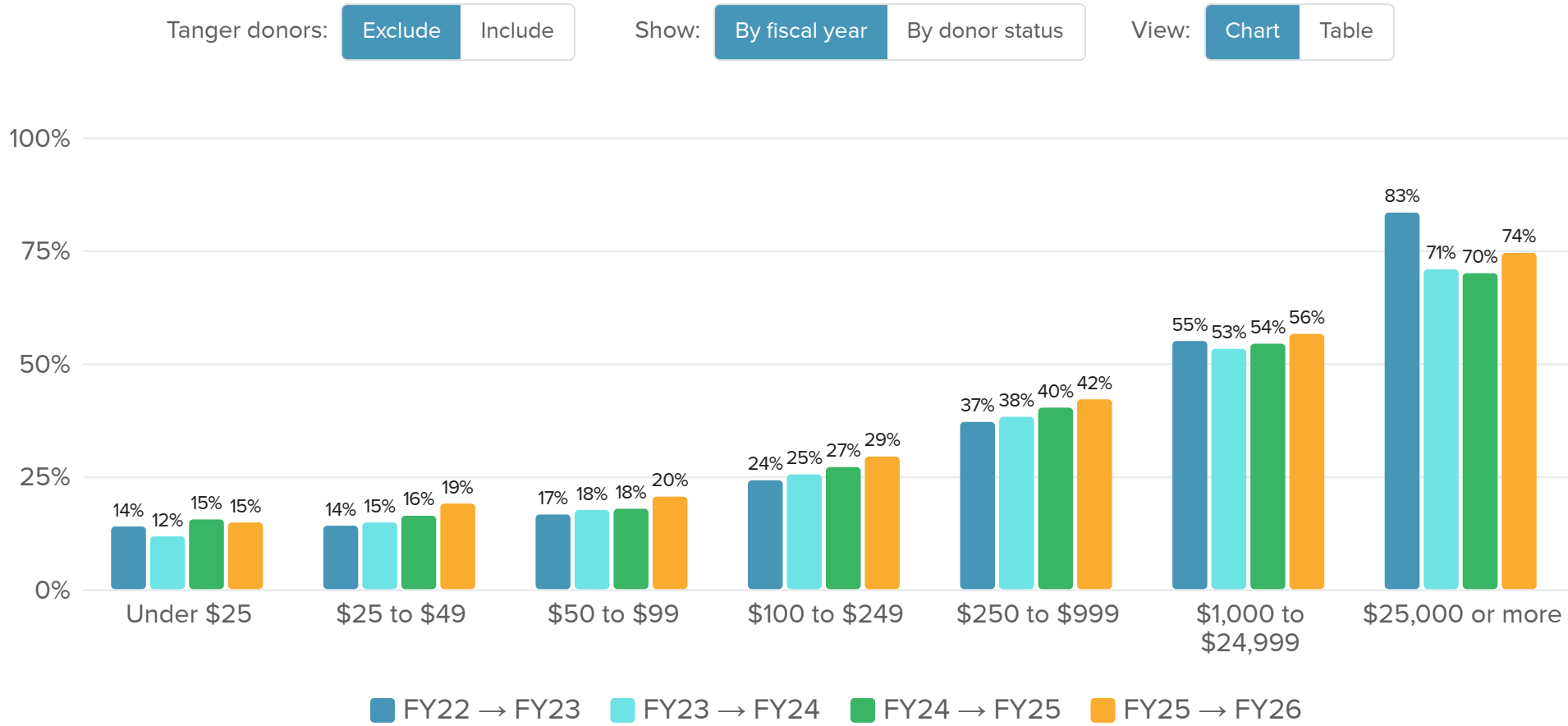
Individuals only. Excludes Major Donors and donors whose first gift came through a Tanger Outlets donation page.

5. What is the new donor retention rate by channel?



Individuals only. New donors, grouped by the channel of their first gift. Excludes donors whose first gift came through a Tanger Outlets donation page.

6. What is the donor retention rate by the size of the donor's largest gift?



Individuals only. Excludes donors whose first gift came through a Tanger Outlets donation page.

- Donors who give at higher levels are more likely to retain.
- Retention rate has increased across nearly every giving range over the last few years.
- Donor status plays a significant role here: Among donors giving under \$25, 3+ Year Donors have a retention rate of 72% compared to the 7% retention rate of 1st Year Donors.

7. What is the donor retention rate by giving channel?



Individuals only. A donor who gave through two channels in a year counts in both, and is retained after a gift the next year through any channel. Excludes the later payments of a sustaining gift and the donors whose first gift came through a Tanger Outlets donation page. Excludes channels with fewer than 200 donors in any year except Digital Ads.

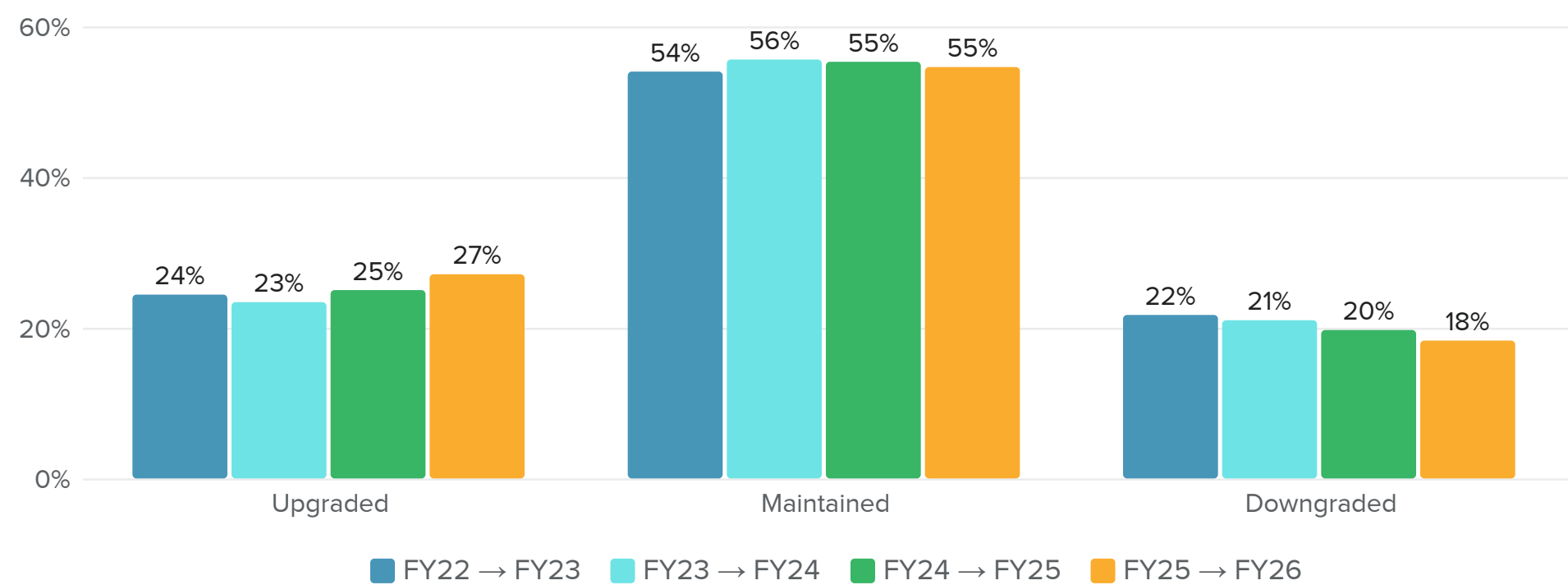
- This chart looks at the retention rate of all donors - not just new donors - based on which channel(s) they gave in.
- "P2P - Digital" is one of the largest channels in terms of donors - about 12K to 14K each year - yet has one of the lowest retention rates.
- Website is another major channel, and its retention rate grew significantly, from 19% to 27% in FY26.

Upgrades and Downgrades

Key Findings

- Upgrades are rising and downgrades are falling. Upgrades rose from 23% in FY24 to 27% in FY26. Downgrades fell every year, from 22% in FY23 to 18% in FY26.
- 1st Year Donors and Reactivated donors are the most likely to upgrade. In FY26, 32% of 1st Year Donors upgraded, compared with 23% of 3+ Year Donors.
- Most donors who give again give the same amount. Each year, about 55% of donors who gave again kept the same largest gift as the year before.

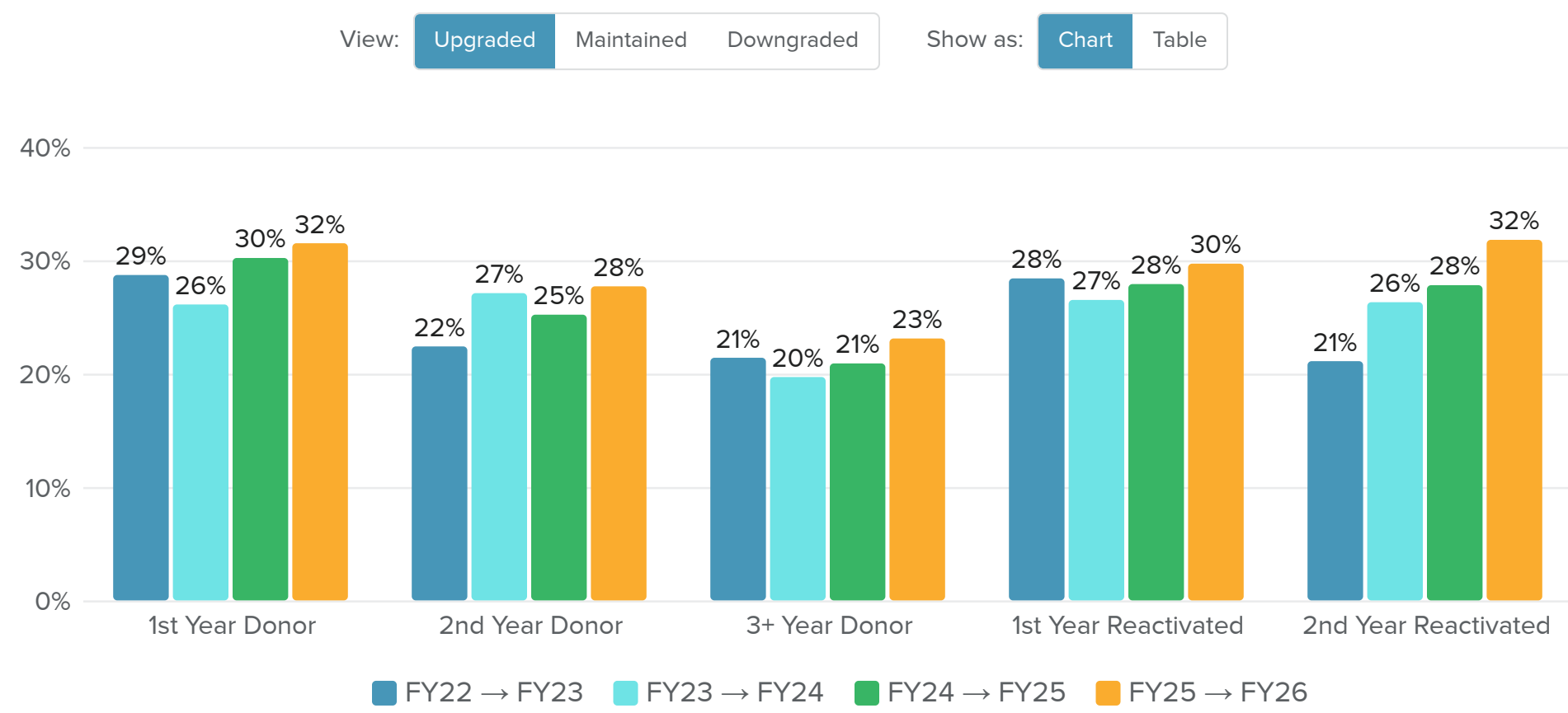
1. What percent of donors upgrade, downgrade, or maintain?



Individuals who gave in a year and gave again the next year.

- Upgrades, downgrades, and maintains are determined by comparing a donor's largest gift, pledge, or pledge payment in one fiscal year with their largest gift, pledge, or pledge payment in the next fiscal year.
- Of donors who give again each year, about 55% do so at the same amount as the previous year.
- Upgrades have increased from 23% in FY23→FY24 to 27% in FY25→FY26, while downgrades fell every year, from 22% to 18%.

2. What percent of donors upgrade, downgrade, or maintain (by donor status)?



Individuals who gave in a year and gave again the next year, grouped by their donor status in the first year.

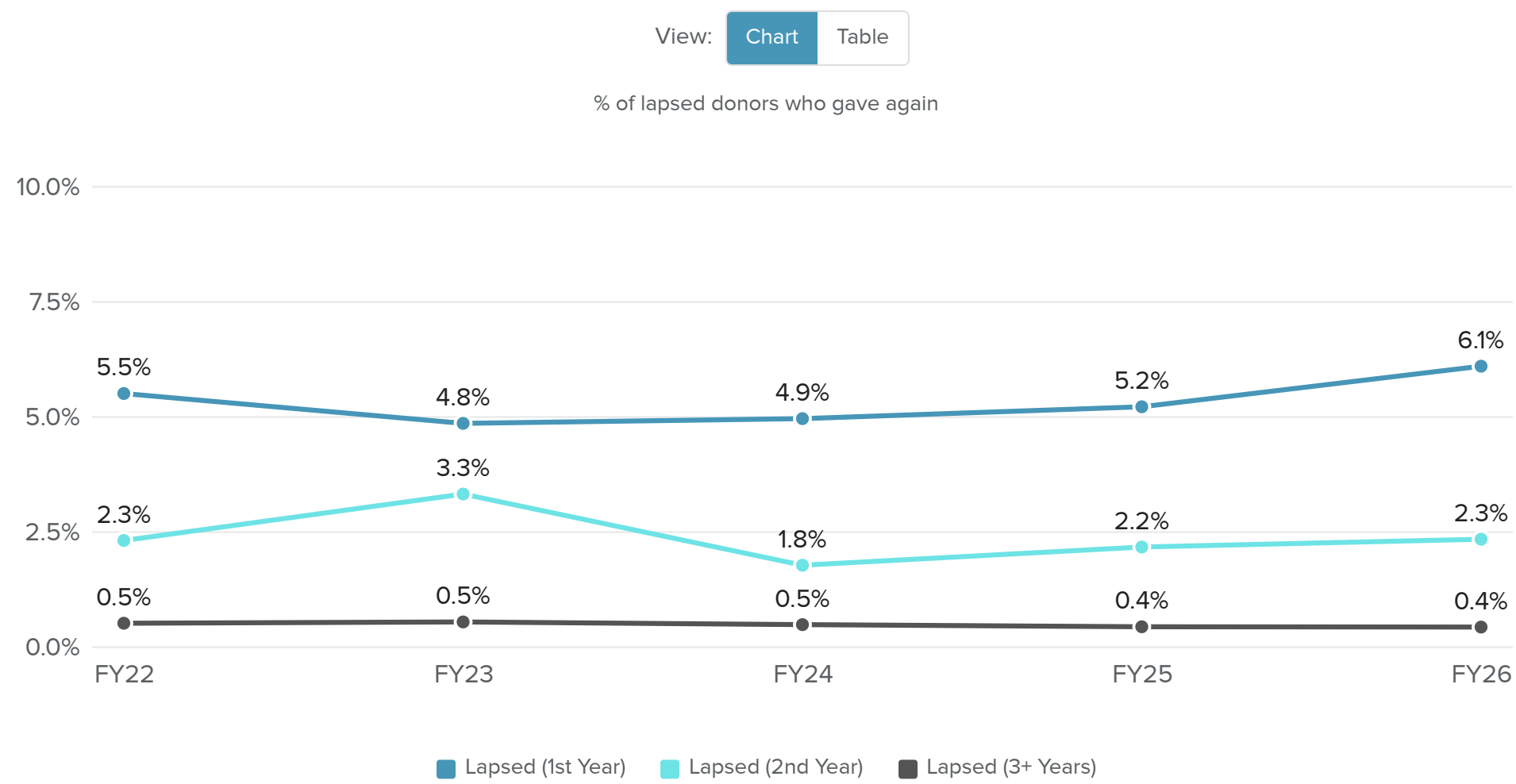
- Upgrade rates have increased across all donor statuses in the last 1-2 years. At the same time, downgrade rates have dropped for new and long-term donors.
- 1st Year Donors and Reactivated donors are the most likely to upgrade. In FY26, 32% of 1st Year Donors and 32% of 2nd Year Reactivated donors upgraded, compared with 23% of 3+ Year Donors.
- 3+ Year Donors are the most likely to give at the same amount.

Reactivation

Key Findings

- Reactivations reached a five-year high in FY26. About 3,400 lapsed donors were reactivated, up from about 2,900 in FY24. Those donors gave \$4.4 million, more than double the \$2.0 million in FY24.
- Recently lapsed donors are reactivating at higher rates. In FY26, 6% of donors who lapsed in FY25 were reactivated, up from 5% in FY24.
- Digital Ads accounted for most of the growth. Digital Ads reactivated 552 donors in FY26, up from just 13 in FY22.
- Deeply lapsed donors remain difficult to reactivate - only about 1,000 come back each year.

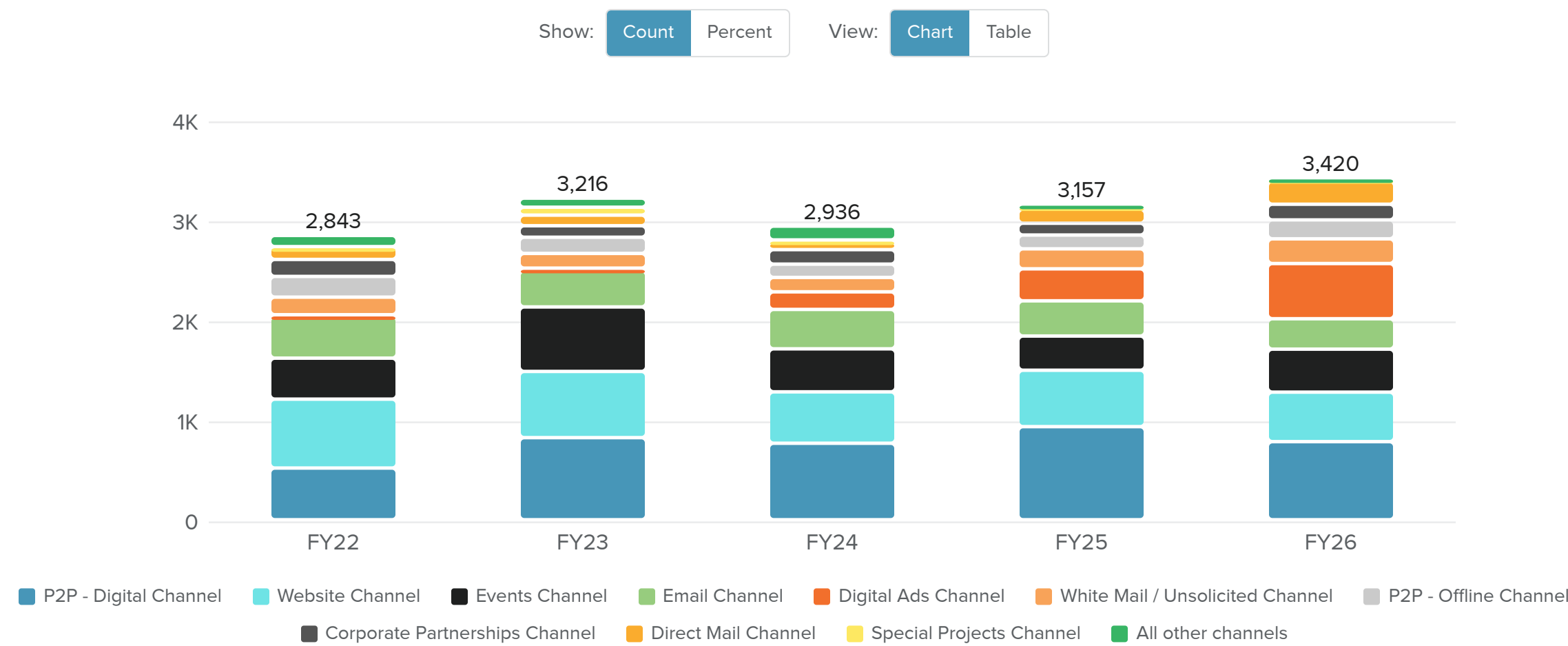
1. How many lapsed donors give again each year?



Individuals who were lapsed at the start of the fiscal year, grouped by how long they had gone without a gift.

- Reactivations of recently lapsed donors (had gone 1-2 years without a gift) has increased over the last two years.
- Donors who have been lapsed for three or more years are much less likely to reactivate.

2. How many lapsed donors were reactivated each year by channel?



Individuals only. Reactivated donors, grouped by the channel of their first gift in the year.

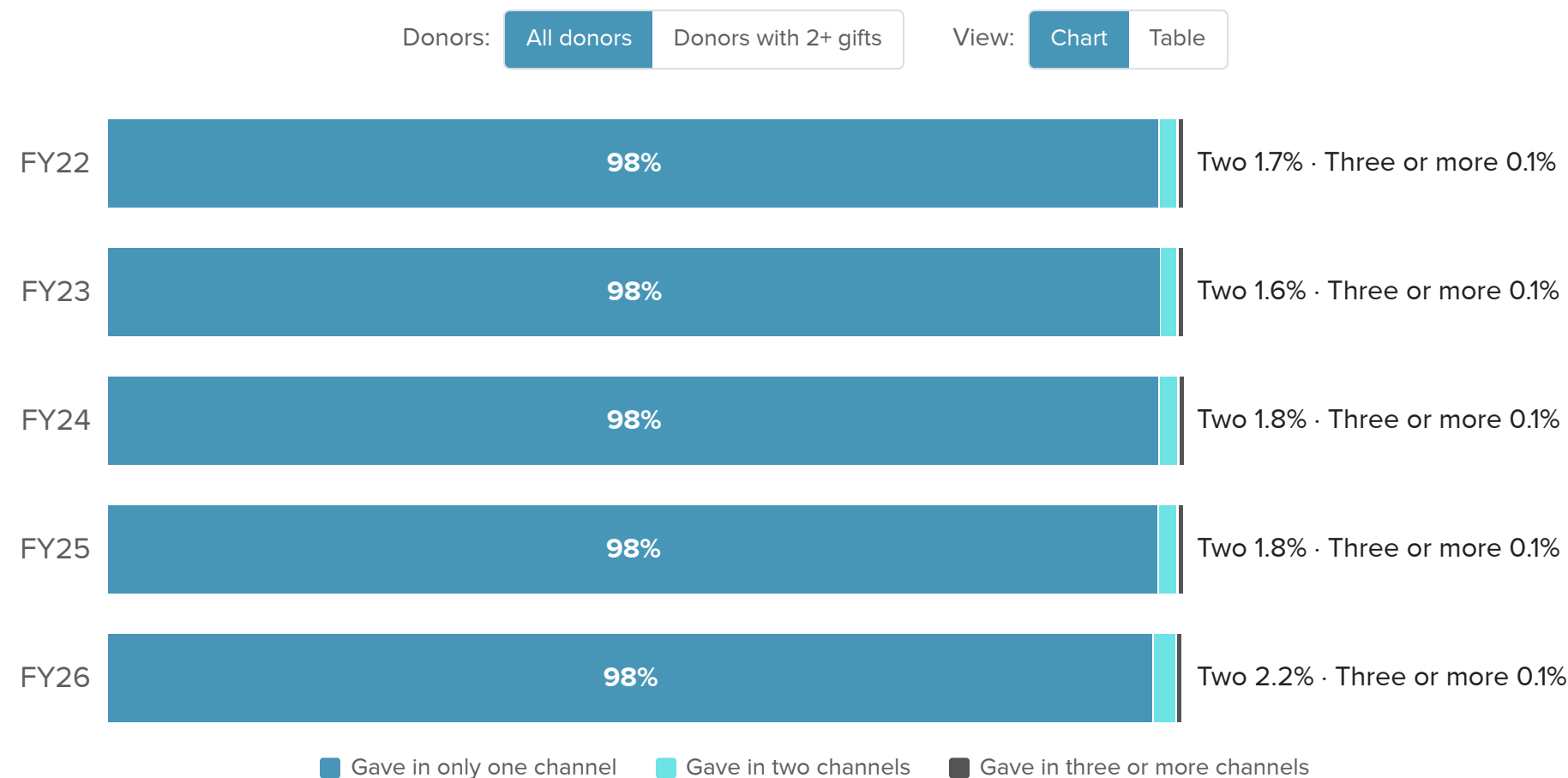
- About 3,400 lapsed donors were reactivated in FY26. The majority of those reactivations came through the Website, P2P, and Digital Ads.
- The growth in Lapsed reactivations over the last two years was largely driven by Digital Ads. Digital Ads reactivated 552 people in FY26, up from just 13 in FY22.

Multichannel Donors

Key Findings

- About 98% of donors give through a single channel each year, but multichannel giving is growing. Among donors who gave two or more gifts, 27% gave through two or more channels in FY26, up from 20% in FY24.
- Compared to single-channel donors, Multichannel donors are more likely to be retained (45% vs 39%) and give more revenue per donor (\$1,499 vs \$1,135). (This is among single-channel and multichannel donors who gave 2 or more gifts.)
- There is a modest amount of movement between online and offline channels. Among Mission donors, 11% of online donors later make an offline gift, and about 12% of offline donors later make an online gift.
- Revenue peaks in October and December, but from different channels. Events brought in 49% of October revenue, while White Mail / Unsolicited brought in 41% of December revenue.

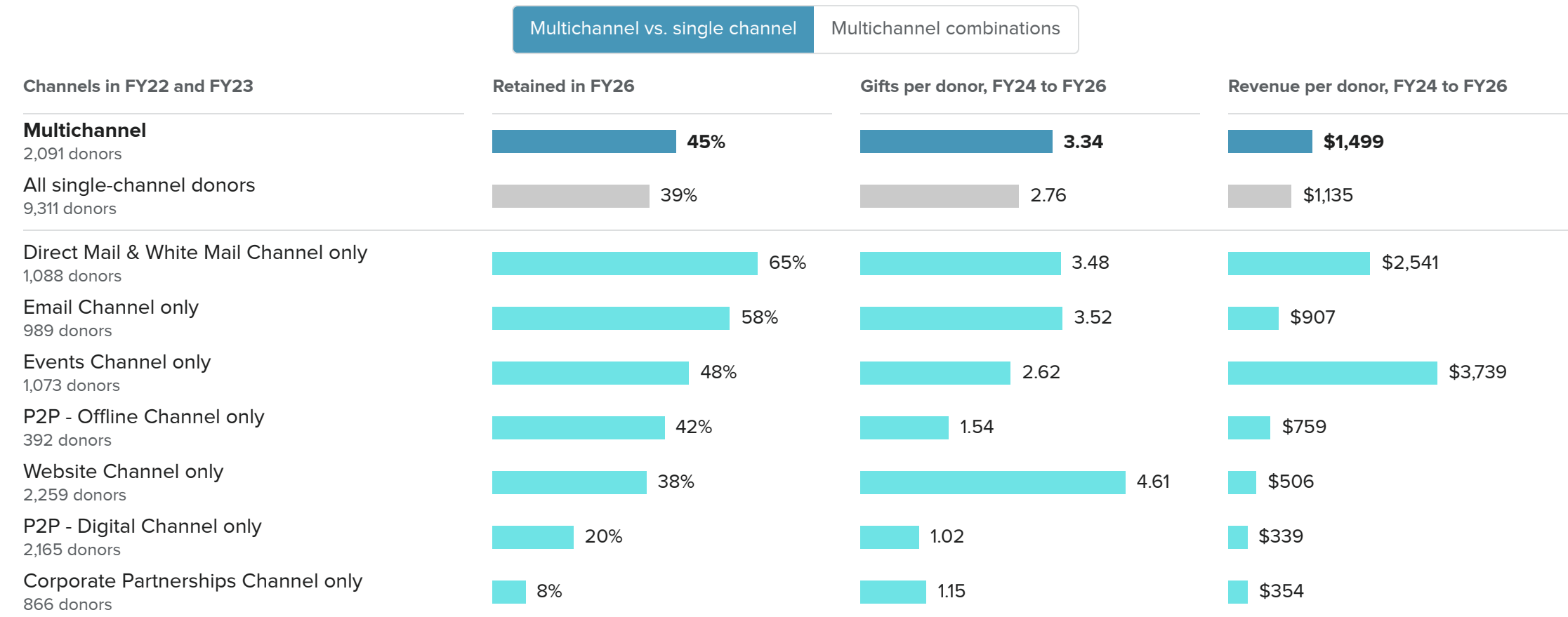
1. What percent of our donors give through one channel, two channels or three or more?



Individuals only. Excludes donors whose only gifts in the year were later payments of a sustaining gift. Direct Mail and White Mail / Unsolicited count as one channel, and the Digital channel does not count when the donor also gave through Email or Website.

- The vast majority of donors give through a single channel each year. However, the share of donors giving to two or more channels is increasing. Among donors who gave two or more gifts, 27% were multichannel donors in FY26. That's up from 20% in FY24.
- In FY26, the most common combinations of two channels were both online (Email + Website and Digital Ads + Website). The most common combinations that include mail were Mail + Email and Mail + Website.

2. Do multichannel donors give more and stay longer than single-channel donors?



Individuals who gave two or more gifts across FY22 and FY23, grouped by the channels of those gifts. Retained in FY26 means that the donor gave in FY26, whether or not they gave in FY24 and FY25. Excludes from Revenue per donor each donor who gave a gift of \$25,000 or more from FY22 to FY26. Direct Mail and White Mail / Unsolicited count as one channel, and the Digital channel does not count when the donor also gave through Email or Website.

- This chart looks at donors who gave two or more gifts across FY22-FY23, and whether they gave differently in the next three years.
- In general, donors who give through more than one channel are more likely to be retained, give more gifts, and give more revenue per donor, compared to single-channel donors. However, this varies significantly based on which channel single-channel donors give through.

3. Do donors give their second gift through the same channel as their first gift?

Channel of first gift	Channel of second gift													
	P2P Digital	Website	Corp. Partners	P2P Offline	Events	White Mail	Digital Ads	Email	Workplace	Special Proj.	Direct Mail	Digital	Direct Solic.	Match-ing
P2P - Digital	85%	4%	0.5%	3%	0.4%	0.3%	3%	4%	0.4%	<0.1%	0.3%	0.2%		
Website	5%	52%	0.5%	0.3%	0.5%	2%	11%	17%	0.5%		4%	6%	<0.1%	
Corporate Partnerships	14%	1%	80%		0.3%	<0.1%	0.4%	4%	0.2%					
P2P - Offline	10%	3%	0.2%	84%	0.5%	2%		0.2%	0.2%		0.5%			
Events	3%	2%	2%		90%	0.6%	0.2%	3%			0.6%		0.2%	
White Mail / Unsolicited	1%	4%	0.2%	1%	1%	62%	0.4%	1%	0.6%	0.2%	27%	0.2%	0.2%	0.2%
Digital Ads	6%	28%			0.7%	2%	31%	23%			8%			
Email	6%	14%	2%	2%	2%	2%	5%	62%	0.8%		3%	2%		
Workplace Giving						3%	1%		95%					1%
Special Projects					1%			1%		97%				

Individuals who gave for the first time from FY22 to FY24 and gave a second gift on a later day, grouped by the channel of their first gift. Excludes donors whose first gift was a sustaining gift, and first-gift channels with fewer than 50 such donors. A sustaining gift or a pledge payment does not count as a second gift.

- Most second gifts came through the channel of the first gift.
- Donors whose first gift came through the Website, Digital Ads or Email were the most likely to give their second gift through a different channel, usually to another one of those three. This may be because this trio of channels is least siloed from each other relative to other channels and programs.
- For new donors via the Website, 52% gave their second gift through the Website, 17% through Email, and 11% through Digital Ads.
- For new donors via Digital Ads, 31% gave their second gift through Digital Ads, 28% through the Website, 23% through Email, and 8% through Direct Mail.

4. How many gifts do donors give in their first 36 months, by the channel of their first gift?

View: Chart Table

CHANNEL OF FIRST GIFT	NEW DONORS	AVG. FIRST GIFT SIZE	FIRST 36 MONTHS		
			GIFTS PER DONOR	% WITH 2+ GIFTS	REV PER DONOR
Digital Channels (Mission)	20,007	\$153	1.28	13.1%	\$225
Offline Channels (Mission)	2,341	\$376	1.33	14.2%	\$720
Digital Channels (P2P)	20,774	\$112	1.22	13.9%	\$150
Offline Channels (P2P)	1,394	\$174	1.40	23.9%	\$285
Events	797	\$752	1.86	39.8%	\$1,301

Individuals who gave for the first time in FY22 or FY23, so each has had 36 months on file. Digital Channels (Mission) holds Digital Ads, Email, Website, Organic Social and Digital, and Offline Channels (Mission) holds Direct Mail, White Mail / Unsolicited and Offline. Digital Channels (P2P) and Offline Channels (P2P) hold the P2P - Digital and P2P - Offline channels. Excludes donors whose first gift was a sustaining gift or came through another channel. Avg. First Gift Size and Rev Per Donor also exclude each donor who gave a gift of \$25,000 or more.

- Donors who made their first gift through Offline Channels (Mission) or Digital Channels (Mission) gave about the same number of gifts in their first 36 months (1.33 vs 1.28). However, offline revenue per donor was more than three times as large, \$720 against \$225.
- Donors who made their first gift through Events were much more likely to give an additional gift within their first three years on file, and gave significantly more revenue per donor.

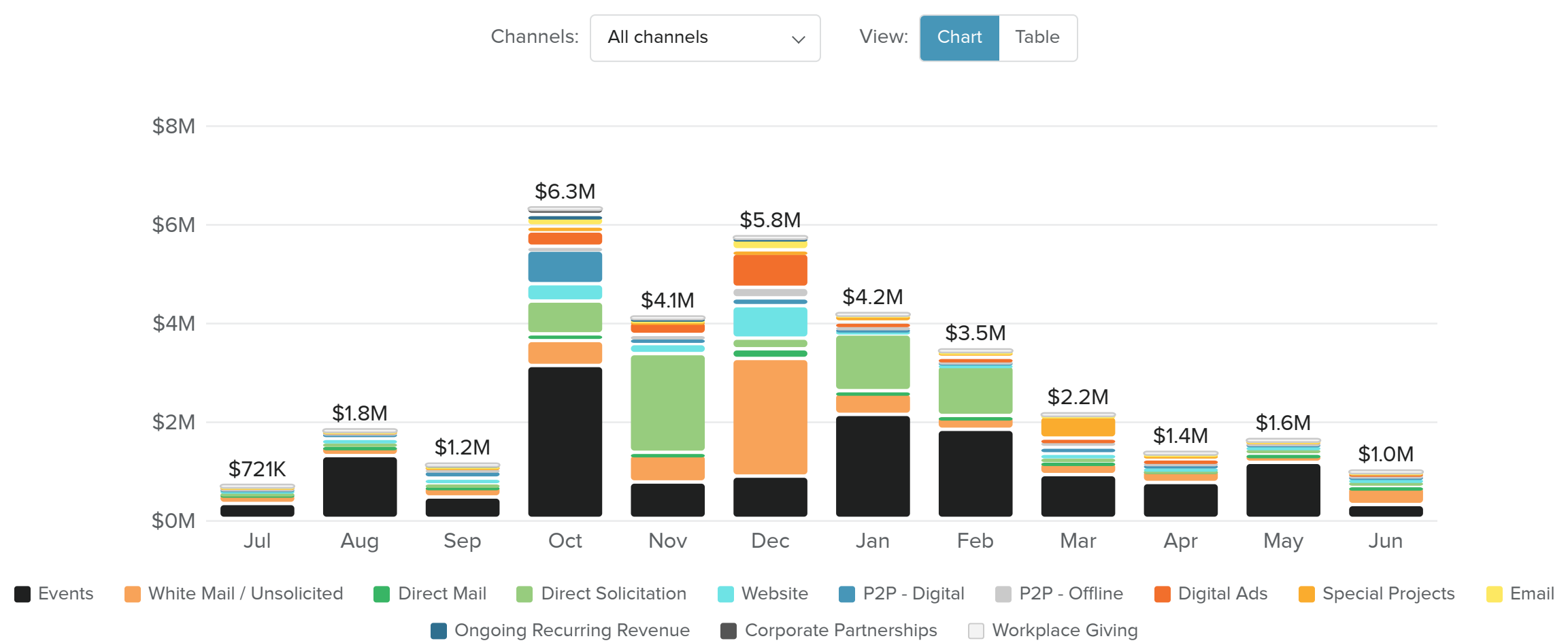
5. Do donors who give through digital channels later give through offline channels, or the reverse?

Channel of first gift in FY22–FY24	Gave a later gift through				
	Digital Channels (Mission)	Offline Channels (Mission)	Digital Channels (P2P)	Offline Channels (P2P)	Events
Digital Channels (Mission)	92%	11%	5%	0.4%	2%
Offline Channels (Mission)	12%	93%	1%	1%	4%
Digital Channels (P2P)	14%	1%	88%	4%	1%
Offline Channels (P2P)	4%	4%	11%	89%	0.6%
Events	10%	6%	5%	0.7%	95%

Individuals who gave from FY22 to FY24 and gave again on a later day by the end of FY26, grouped by the channel of their first gift in FY22 to FY24 into the five groups of question 4. Includes donors who first gave before FY22. Excludes donors whose first gift in FY22 to FY24 was a sustaining gift or came through another channel. A donor with later gifts through both kinds of channel counts in both, so the percents in a row can total more than 100%.

- Yes, there is a modest amount of movement between online and offline channels. Among Mission donors, 11% of online donors later make an offline gift. Similarly, about 12% of offline donors later make an online gift.
- Among P2P donors, the most common movement is an online P2P donor later making an online Mission gift, or an offline P2P donor making an online P2P gift.
- About 10% of Events donors later make an online Mission gift.

6. How much revenue is raised each month by channel?



Individuals only. Every FY26 gift credited to an Individual, by the month of the gift. Excludes the Offline, Unknown / Other, Digital and Planned Giving channels, which hold estates' bequests. A pledge counts in the month that the donor made it, and a gift credited to two people, such as spouses, counts for each of them.

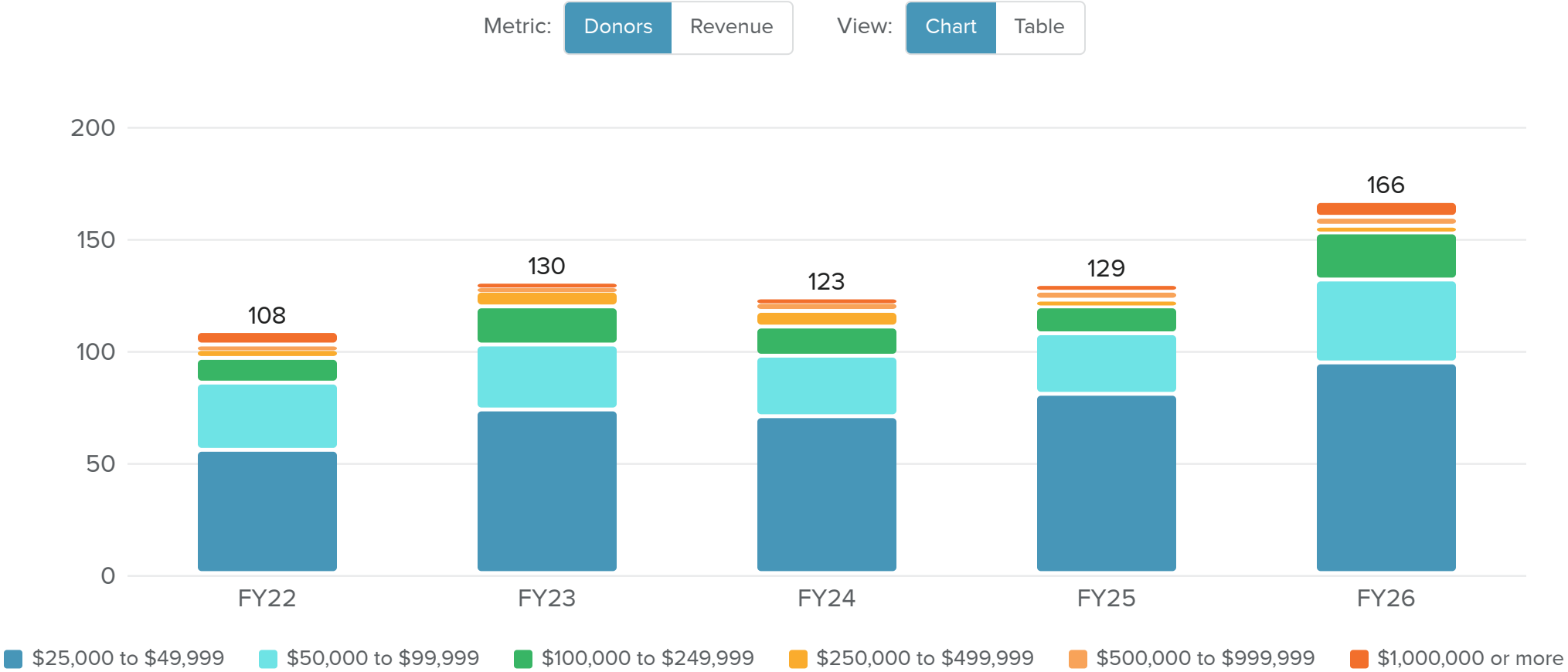
- In FY26, the October and December revenue peaks differ in their makeup of channels.
- In October, Events contributed 49% of revenue (\$3.1 million) and Digital P2P contributed 11%.
- December’s peak primarily comes from other channels. White Mail / Unsolicited contributed 41% of December revenue (\$2.4 million), and the Website, Digital Ads and Email gave another 28%.

Major Donors

Key Findings

- BCRF had 166 Major Donors in FY26, up from 108 in FY22.
- Major Donors typically represent just 0.3% to 0.4% of the Individuals who gave each year, but they gave 52% to 66% of the revenue from Individuals.
- Event gifts accounted for 44% to 83% of Major Donor revenue each year. The NY Hot Pink Party alone brought in 56% of that event revenue from FY22 to FY26.
- Few Major Donors stay at the major level every year. Of the 302 Individuals who were Major Donors in *any* year from FY22 to FY26, 153 were Major Donors in *only* one year. Only 38 were Major Donors in all five years.
- Most Major Donors started with a gift of less than \$25,000. 204 of the 302 upgraded into a Major Donor, and the median donor among them took 7 years and 5 gifts to make a first major gift.

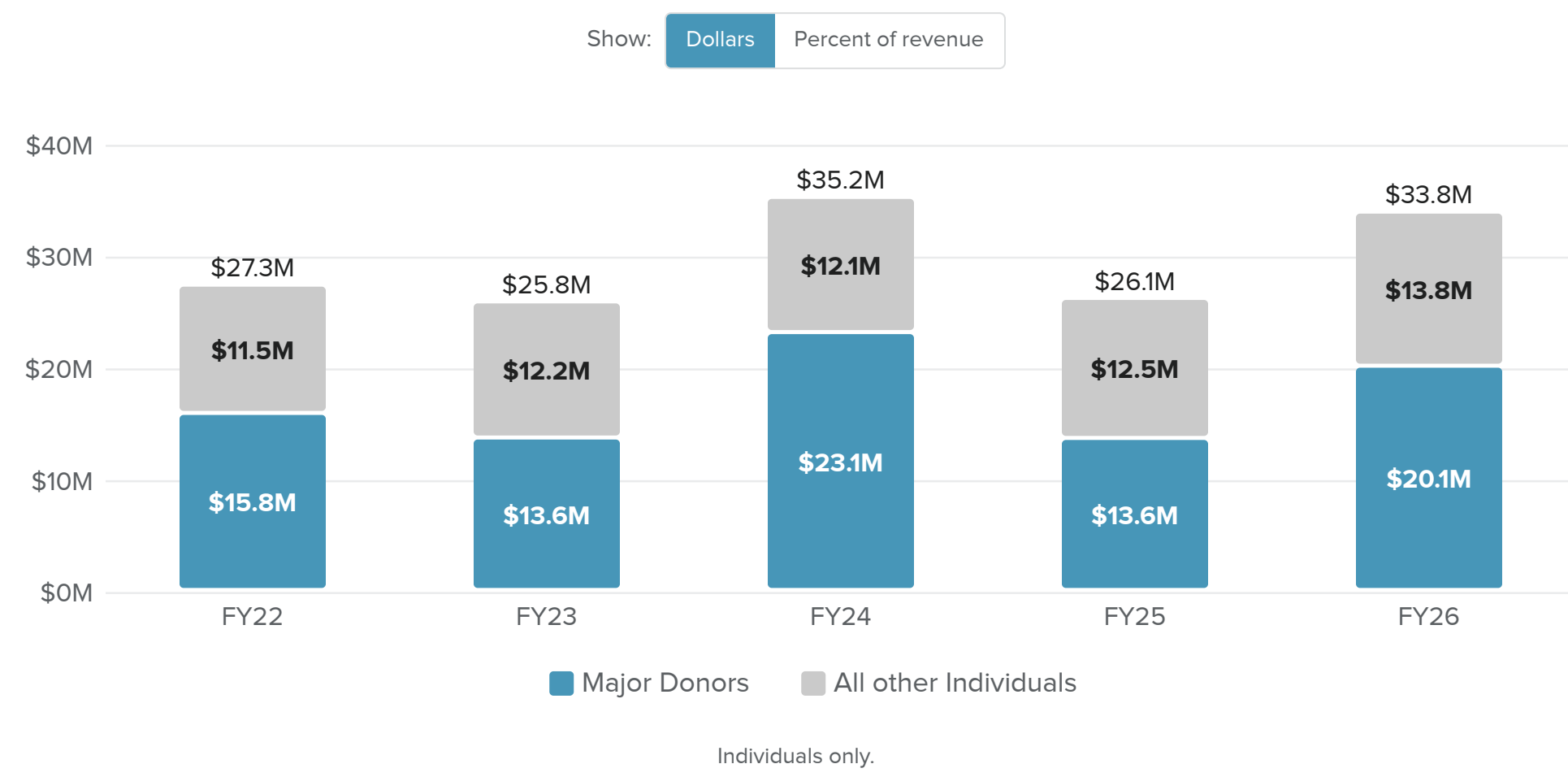
1. How many Major Donors and how much revenue do we have by giving level?



Individuals only. Major Donors in each fiscal year.

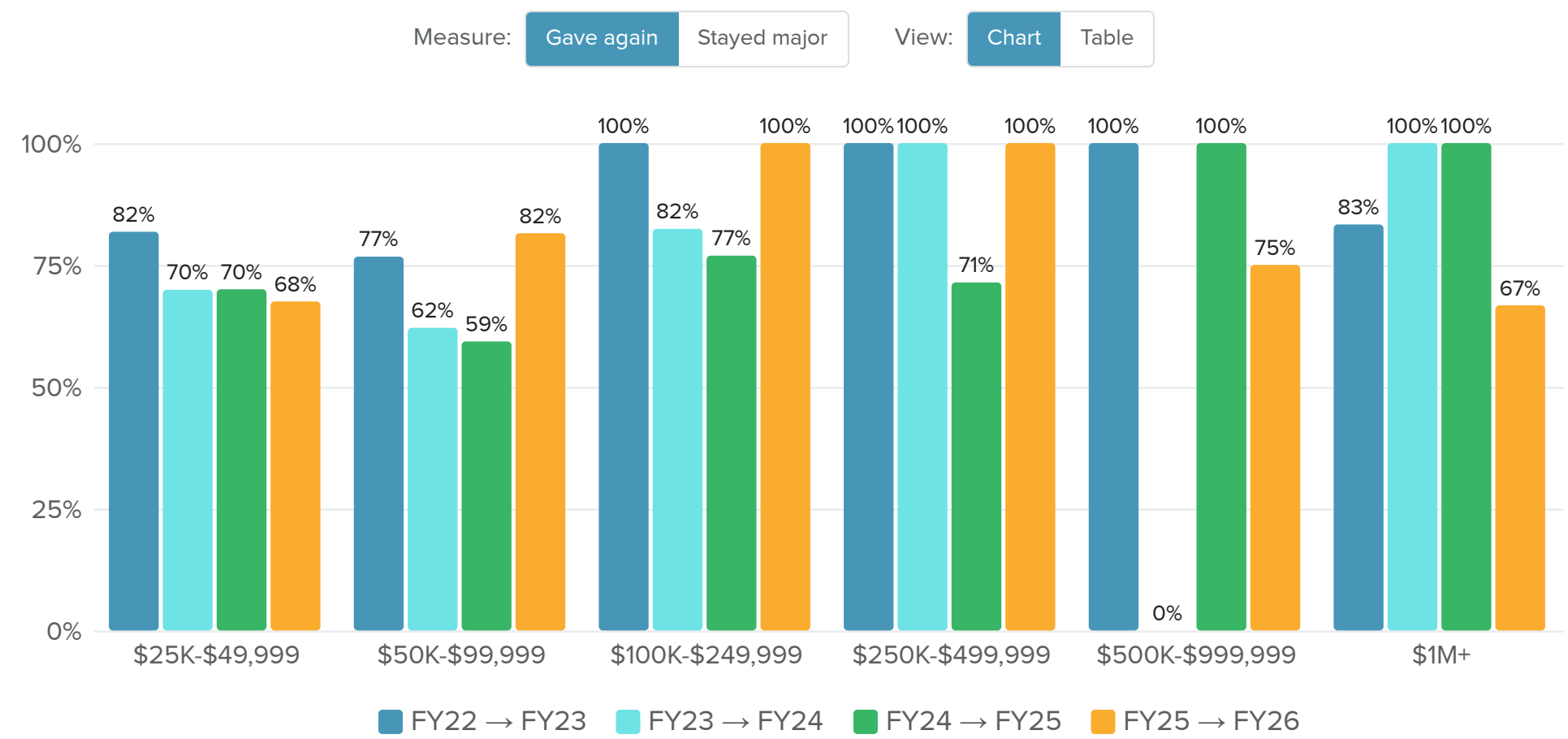
- A donor is counted once per year based on their largest gift, pledge or pledge payment that year. Revenue includes all gifts by these donors each year, even if some gifts were not major gifts, but leaves out pledge payments because the pledge already counts.

2. What percent of revenue from Individuals comes from Major Donors each year?



- Each fiscal year, Major Donors were only 0.3% to 0.4% of the Individuals who gave.
- Revenue from all other Individuals stayed between \$11.5 million and \$13.8 million each year. The changes in revenue from Individuals was primarily driven by Major Donors.

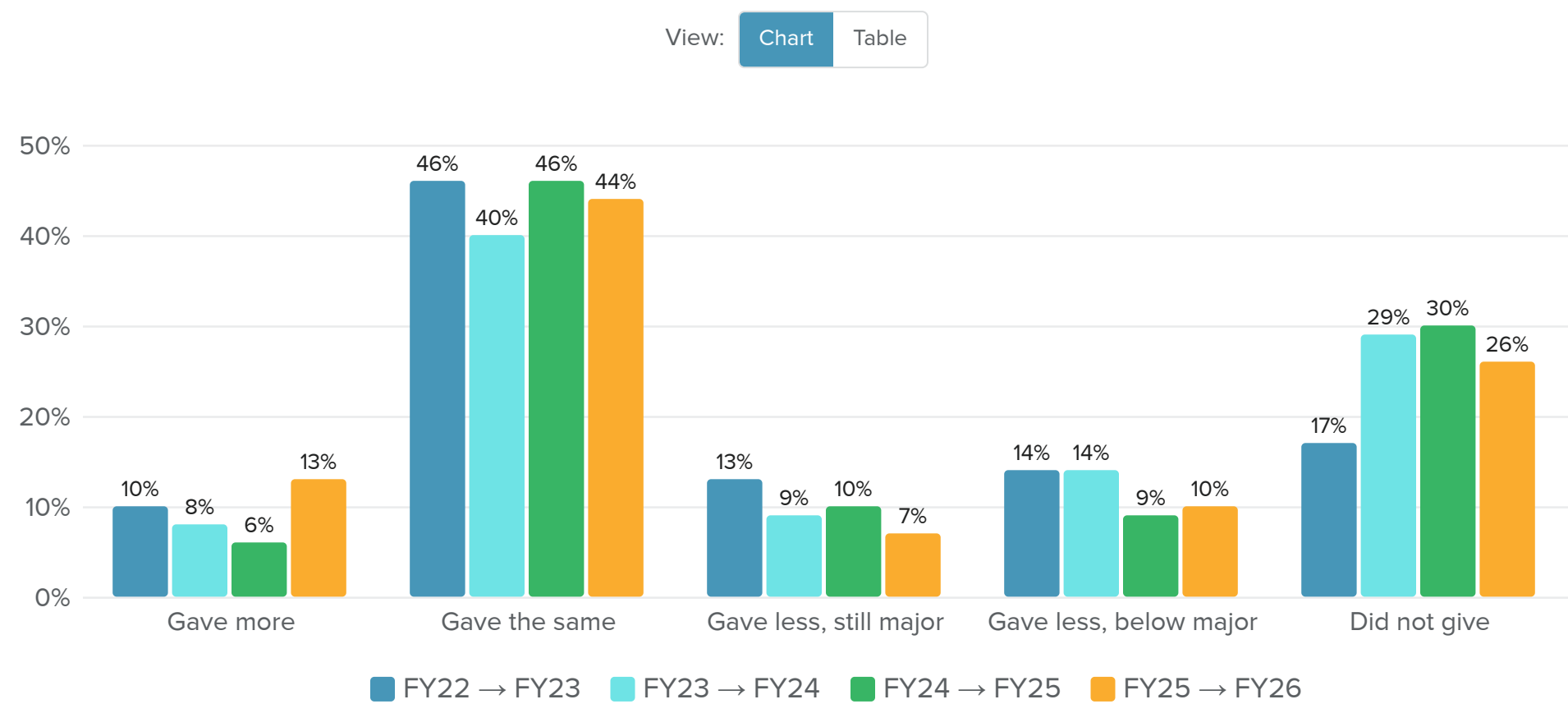
3. What is the Major Donor retention rate by giving level?



Individuals only. Major Donors in each fiscal year, by their largest gift in that year. Few donors gave \$1,000,000 or more in a year, so one donor can change that level's rate a lot.

- Over FY22 to FY26, 74% of Major Donors gave again the next year, and 63% gave \$25,000 or more again.
- Donors at \$100,000 to \$249,999 and at \$250,000 to \$499,999 gave again most often, at 89% and 91%. Only 8 donors gave \$1,000,000 or more over the four years, so one donor can change that rate a lot.
- FY22's Major Donors gave again at 83%. Since then, the rate has been 70% to 74% each year.

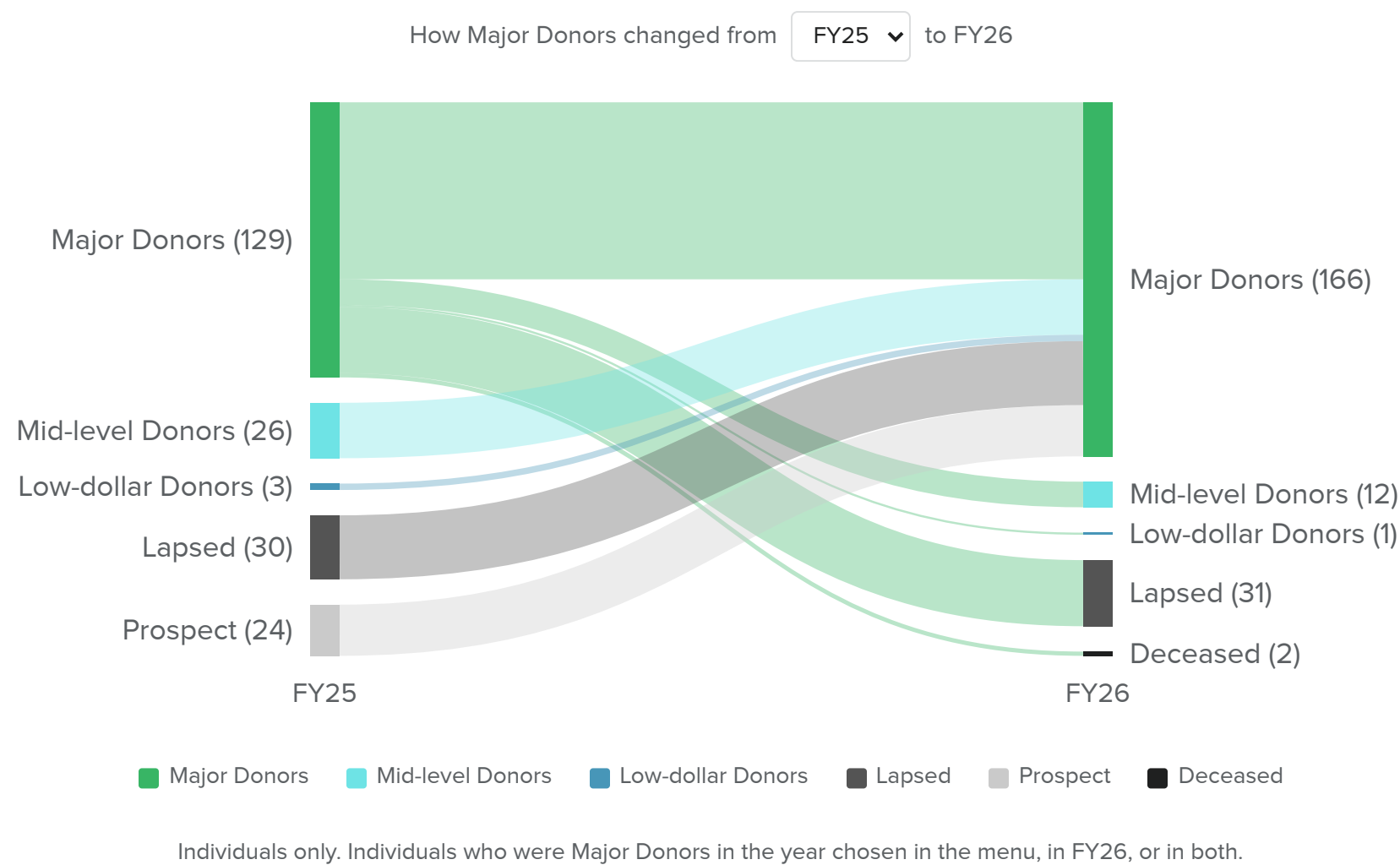
4. What percent of Major Donors upgrade or downgrade each year?



Individuals only. Major Donors in each fiscal year, by what they gave the next year. A pledge counts in full in the year that the donor made it, so a donor who pays a large pledge in smaller payments can show as giving less the next year.

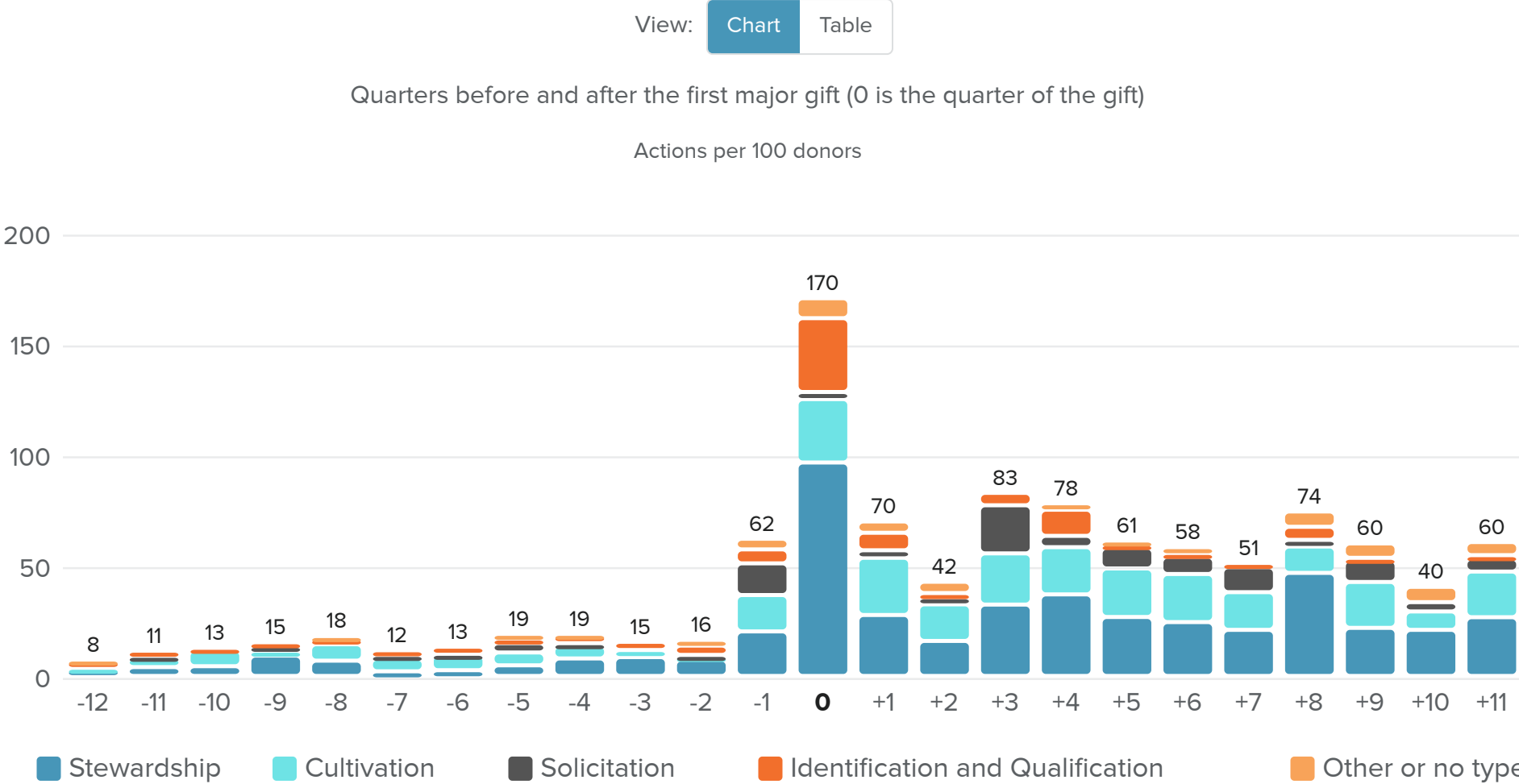
- We compared each Major Donor's largest single gift or pledge of the year with their largest of the next year. E.g. in the chart above, 10% of FY22 Major Donors Gave more in FY23.
- Over FY22 to FY26, a Major Donor gave more the next year only 9% of the time, and gave the same amount 44% of the time.
- In 57 cases, a Major Donor gave less than \$25,000 the next year. In 36 of the 57, the donor's gift of \$25,000 or more had been a pledge. In 25 of the 57, the donor made a new, smaller pledge the next year. Only 2 of the 57 were paying down a pledge of \$25,000 or more.

5. What is the life cycle of a Major Donor?



- The chart follows every Individual who was a Major Donor in the selected year or in FY26.
- Over the last five years, 302 Individuals were a Major Donor in at least one year. 153 of them were Major Donors in only one of the five years, and only 38 were Major Donors in all five years.
- Donors who leave the major level often return. 111 of the 302 donors (37%) have left the major level and returned at least once since their first major gift.

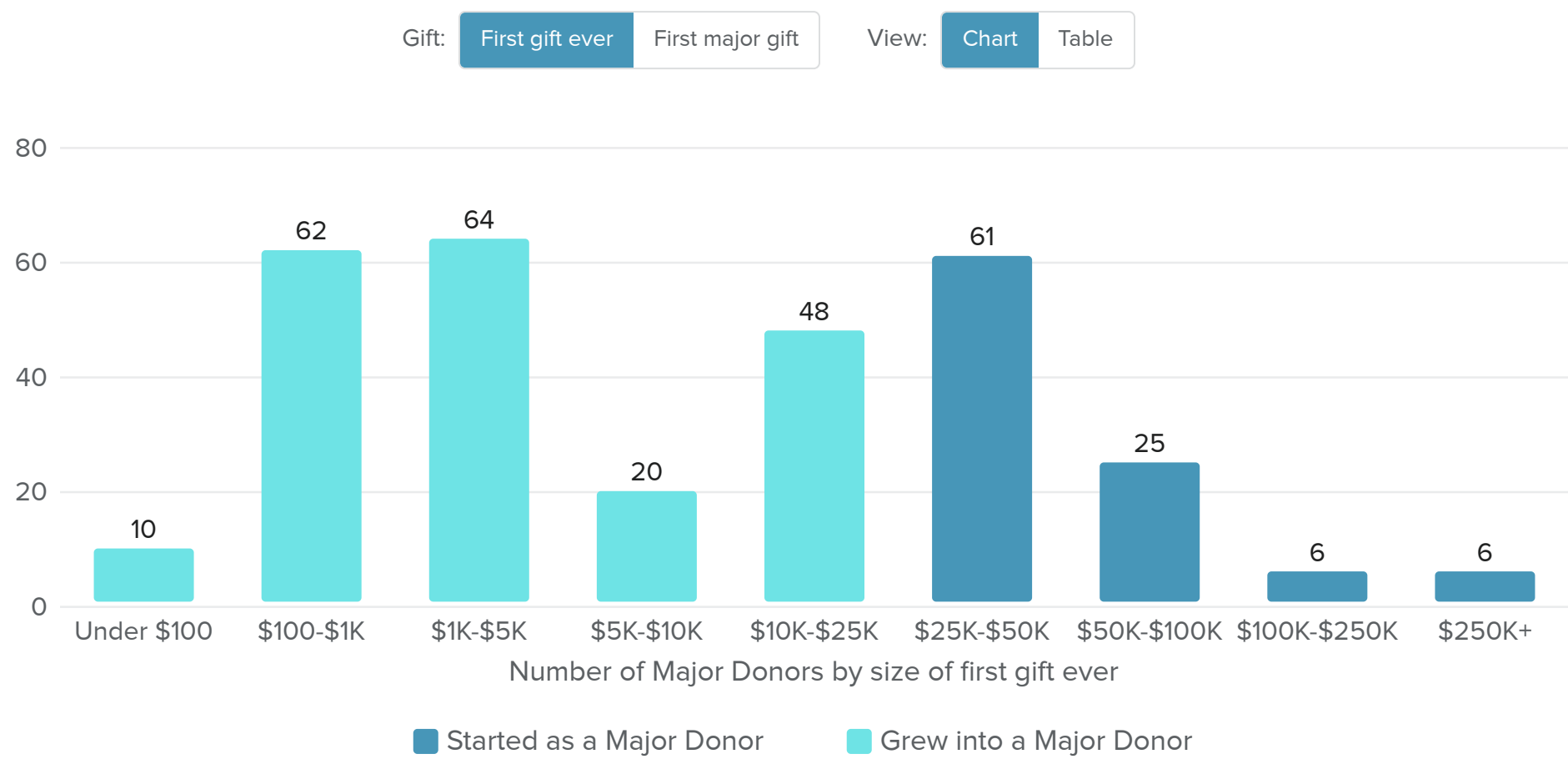
6. When does BCRF contact a new Major Donor?



Individuals whose first major gift came from FY22 to FY26. The analysis counts only completed actions that BCRF staff logged in RE from July 2019 through September 2026.

- Of the 115 donors who had given to BCRF before their first major gift, 55% had an action in Raiser's Edge in the 12 months before that gift. Of the 74 donors whose first-ever gift was a major gift, only 11% did.
- Only 15% of all 189 donors had a meeting or phone call in the 12 months before their first major gift, and 18% had one in the 12 months after.

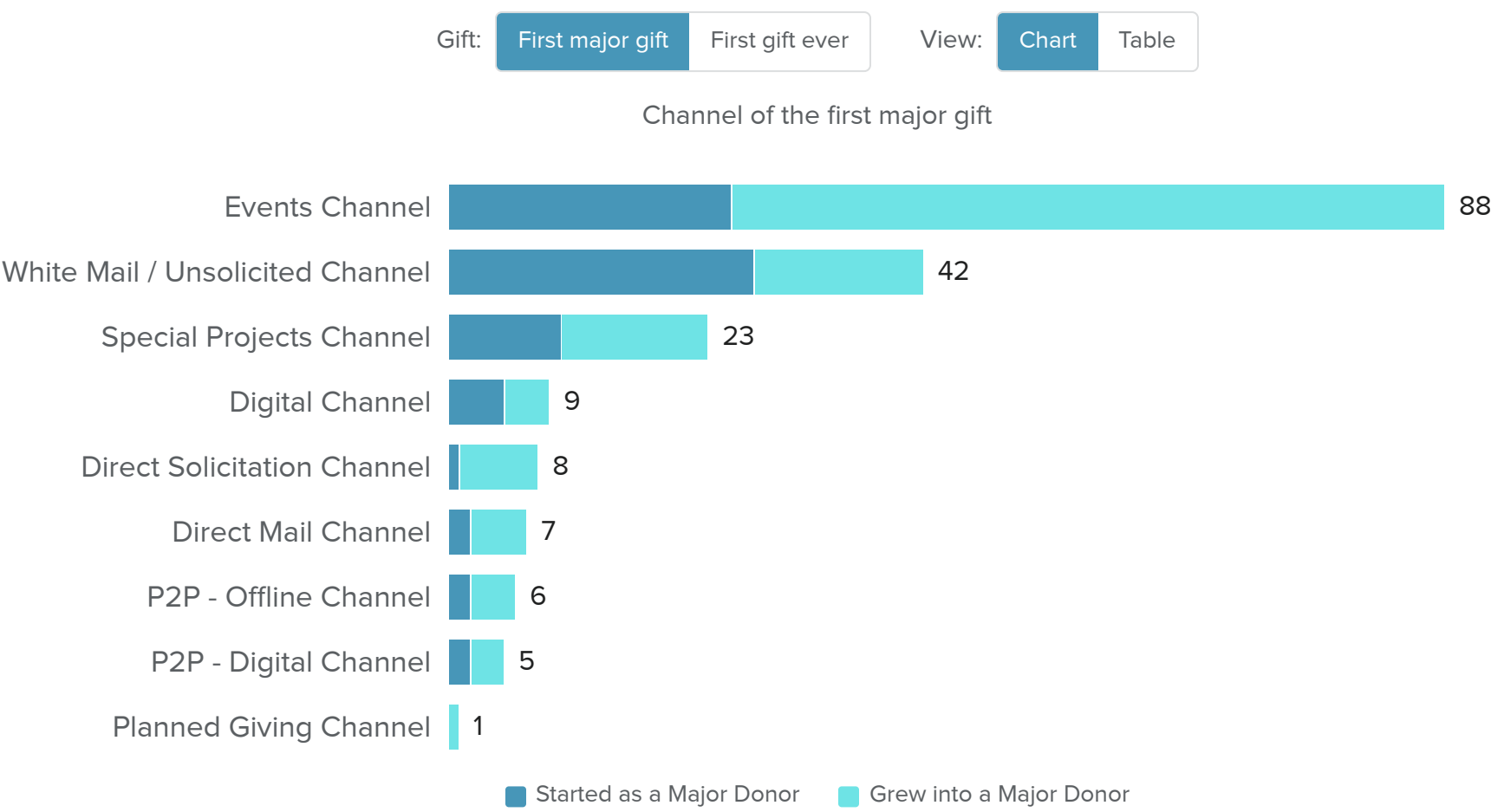
7. What is the typical first gift size for a Major Donor?



Individuals who were Major Donors in at least one year from FY22 to FY26. A first gift ever, and a first major gift, can date from before FY22.

- Over the last five years, 302 Individuals were a Major Donor in at least one year. 98 of them (32%) started as a Major Donor, with a first-ever gift of \$25,000 or more.
- The other 204 donors grew into a Major Donor. Their median first gift was \$1,000, and 65% of them started at \$1,000 or more.

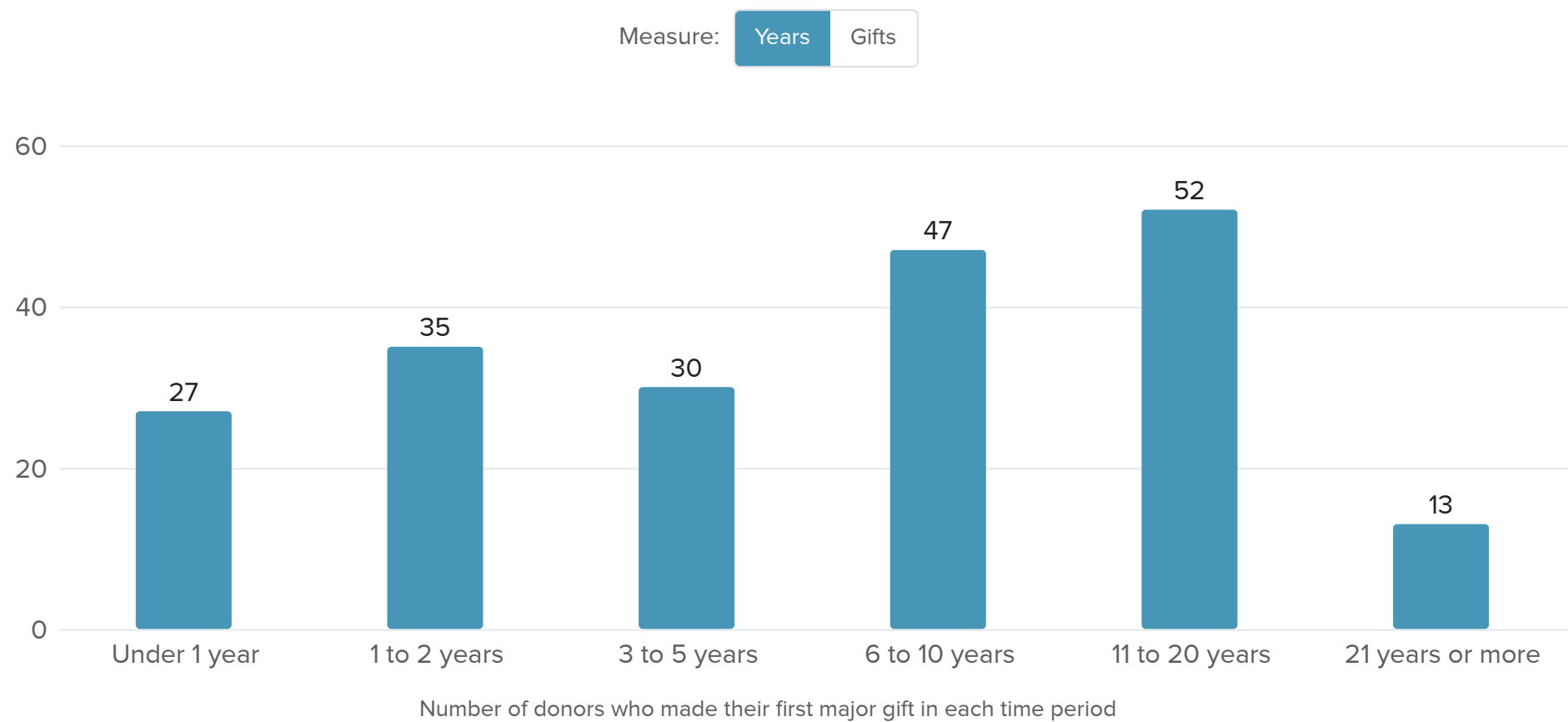
8. What is the typical first gift channel for a Major Donor?



Individuals whose first major gift came from FY22 to FY26. A first gift ever from before FY22 shows as "Not known (before FY22)" when the analysis could not identify its channel.

- The chart shows the 189 donors whose first major gift fell in the last five years. We wrote the channel rules for FY22 to FY26, so an older first gift can show as "Not known (before FY22)".
- 47% of these donors made their first major gift through the Events Channel, and 67% of those event gifts were pledges.
- White Mail / Unsolicited was the second largest channel, at 22% of these donors. It is a mix of gifts. For 14 of its 42 donors, the first major gift came through a Donor Advised Fund, and for 10 it was a tribute gift.
- All 23 gifts in the Special Projects Channel were to the Women’s Cancer Research Fund.
- 39% of these donors started as a Major Donor, so their first gift ever and their first major gift are the same gift.

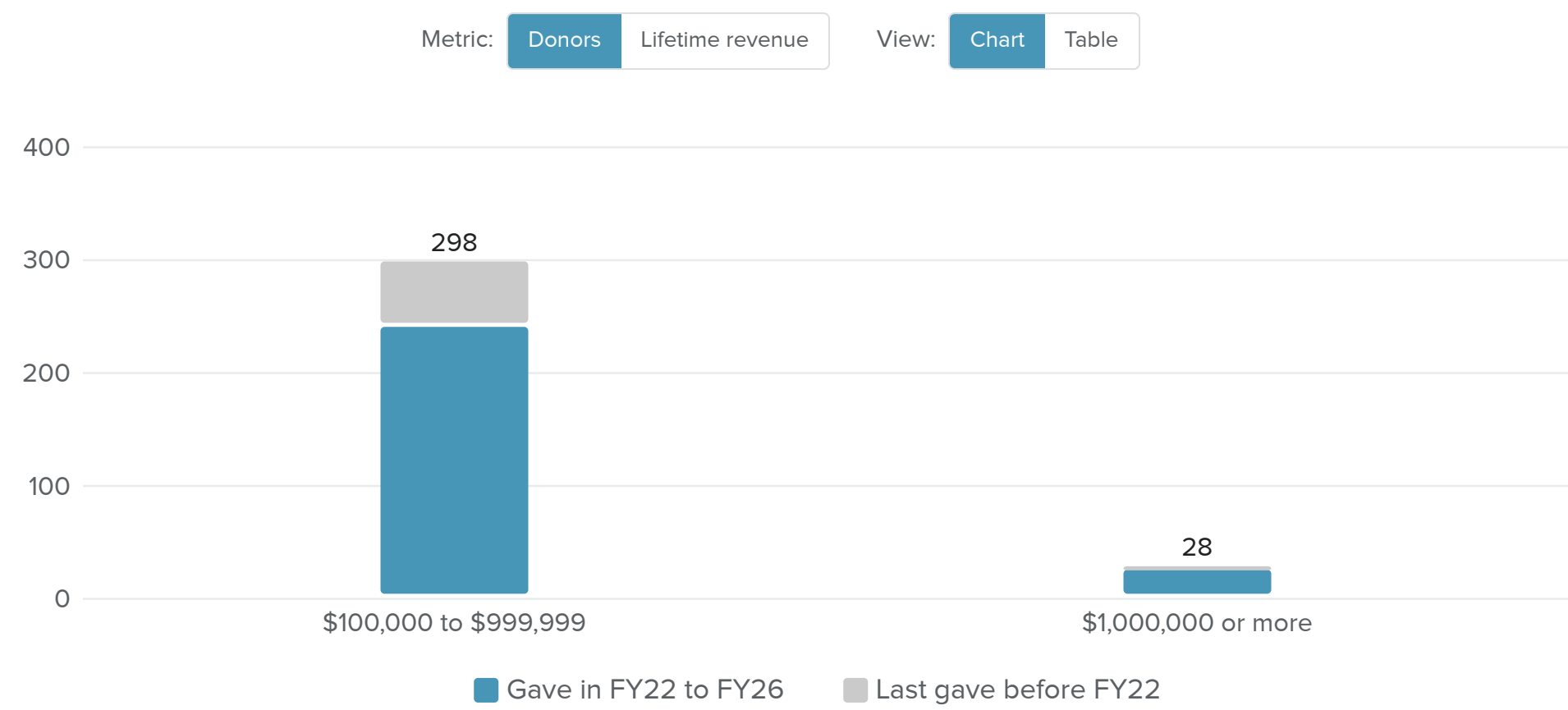
9. How many years and how many gifts before a donor makes a major gift?



Individuals who were Major Donors in at least one year from FY22 to FY26 and whose first gift ever was under \$25,000. A first major gift can date from before FY22.

- This chart shows the 204 individuals who made a major gift/pledge some time in FY22-FY26 and whose first-ever gift to BCRF was smaller than a major gift. 115 of them made their first major gift in FY22-FY26. The other 89 made their first major gift before FY22.
- Of these 204 individuals, a typical donor made their first major gift 7 years after their first-ever gift, and after 5 gifts (a pledge counts as one gift). But the time varies widely. 30% of these donors made a major gift in under 3 years, and 32% took 11 years or more.
- Although the median time from first gift to major gift is 7 years, a typical donor gave in only 3 fiscal years before their first major gift.
- 36% of these donors did not give in the year before they made their first major gift.

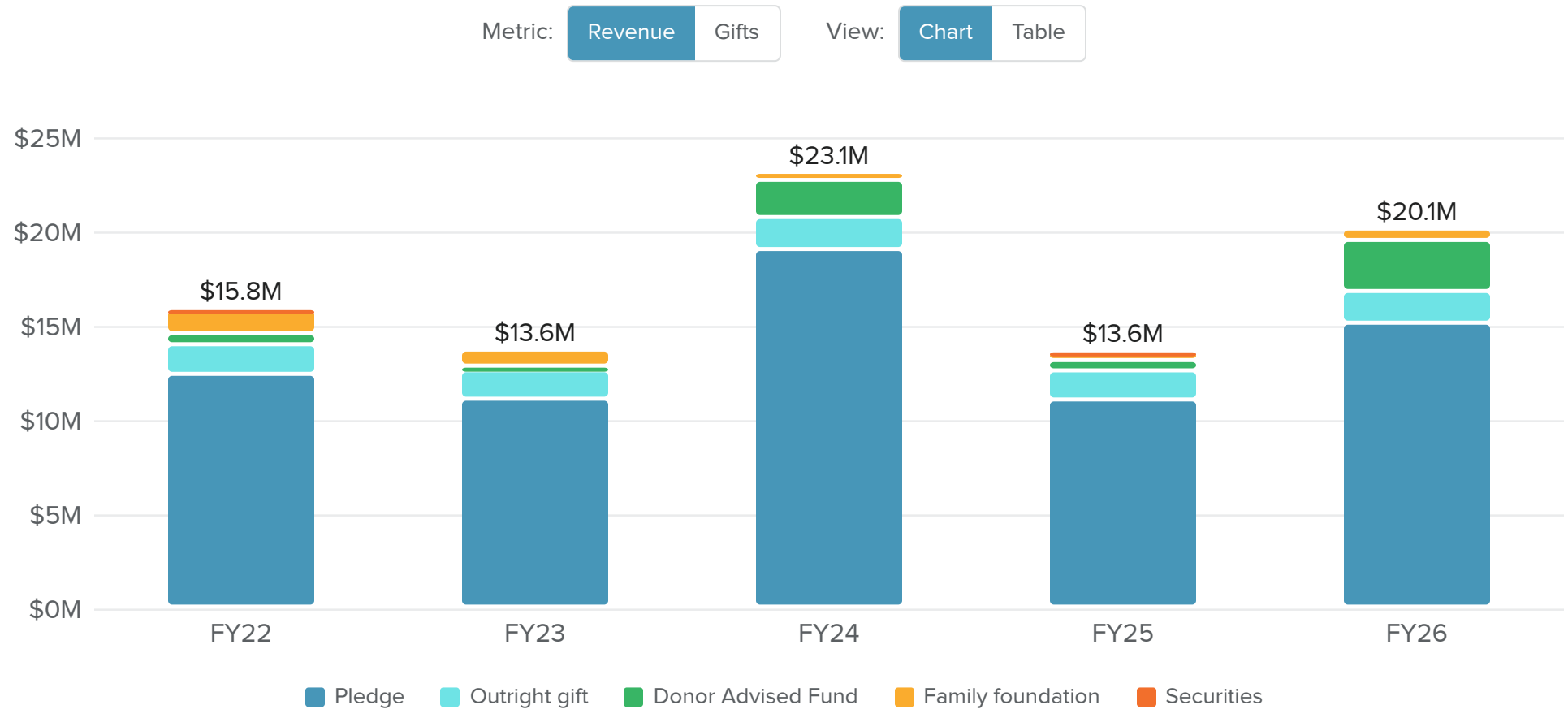
10. How many donors have crossed \$100,000 and \$1,000,000 in lifetime giving?



Individuals whose gifts and pledges since FY1993 add up to \$100,000 or more. Excludes every record that RE marks deceased or inactive, whatever the date.

- 326 Individuals have given or pledged \$100,000 or more to BCRF since FY1993, and 81% of them gave a gift of any size in the last five years.
- These donors gave 44% of all revenue from Individuals since FY1993. The 28 donors at \$1,000,000 or more gave 25%.
- 63 of these donors never made a single gift or pledge of \$25,000 or more, so they were never Major Donors. 55 of the 63 gave in the last five years.

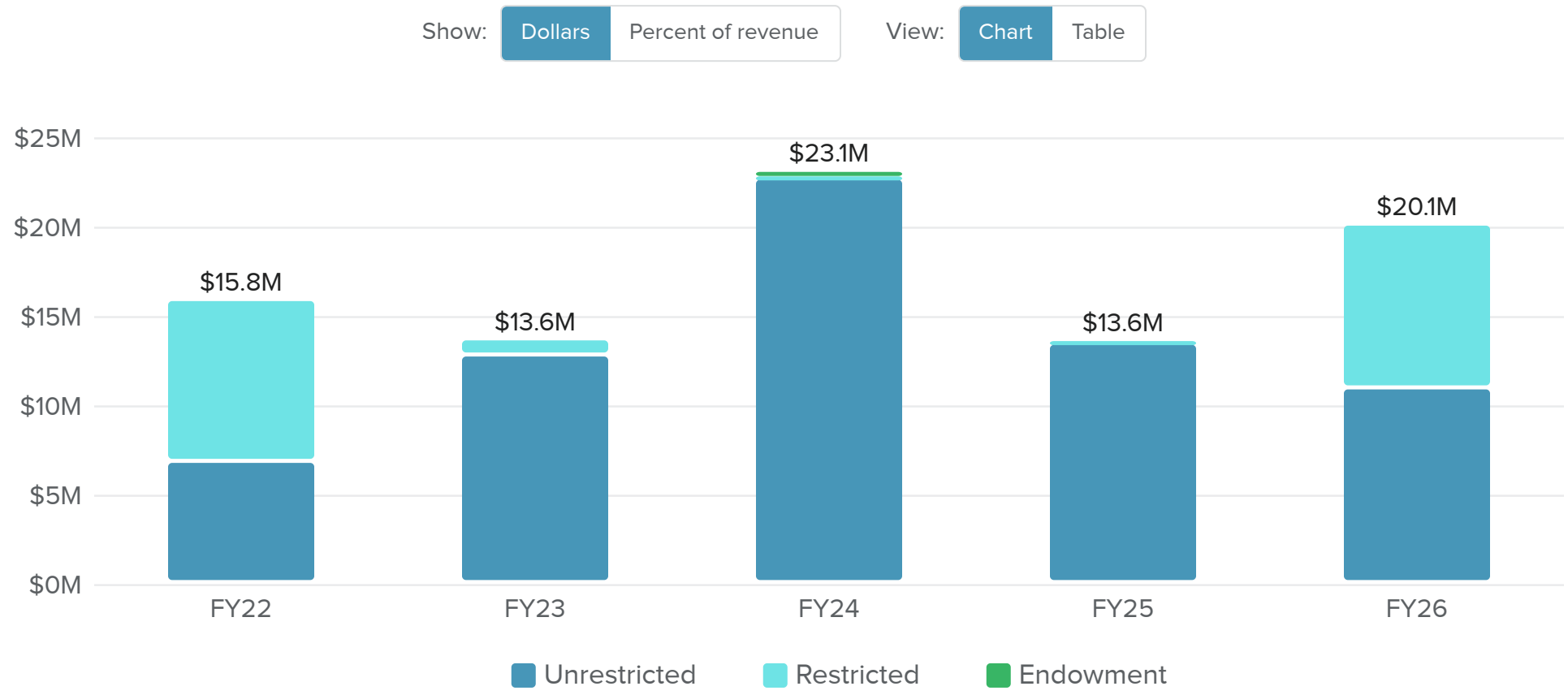
11. What is the mix of outright gifts, pledges, funds, securities and matching gifts?



Individuals only. Every gift and pledge from each year's Major Donors, not only gifts of \$25,000 or more.

- We read "funds" in the question as Donor Advised Funds and family foundations.
- Over the last five years, pledges were 79% of Major Donor revenue.
- Securities and Matching Gifts are rare. Major Donors gave 3 gifts of securities in five years, and a company pledged to match 5 of their gifts.

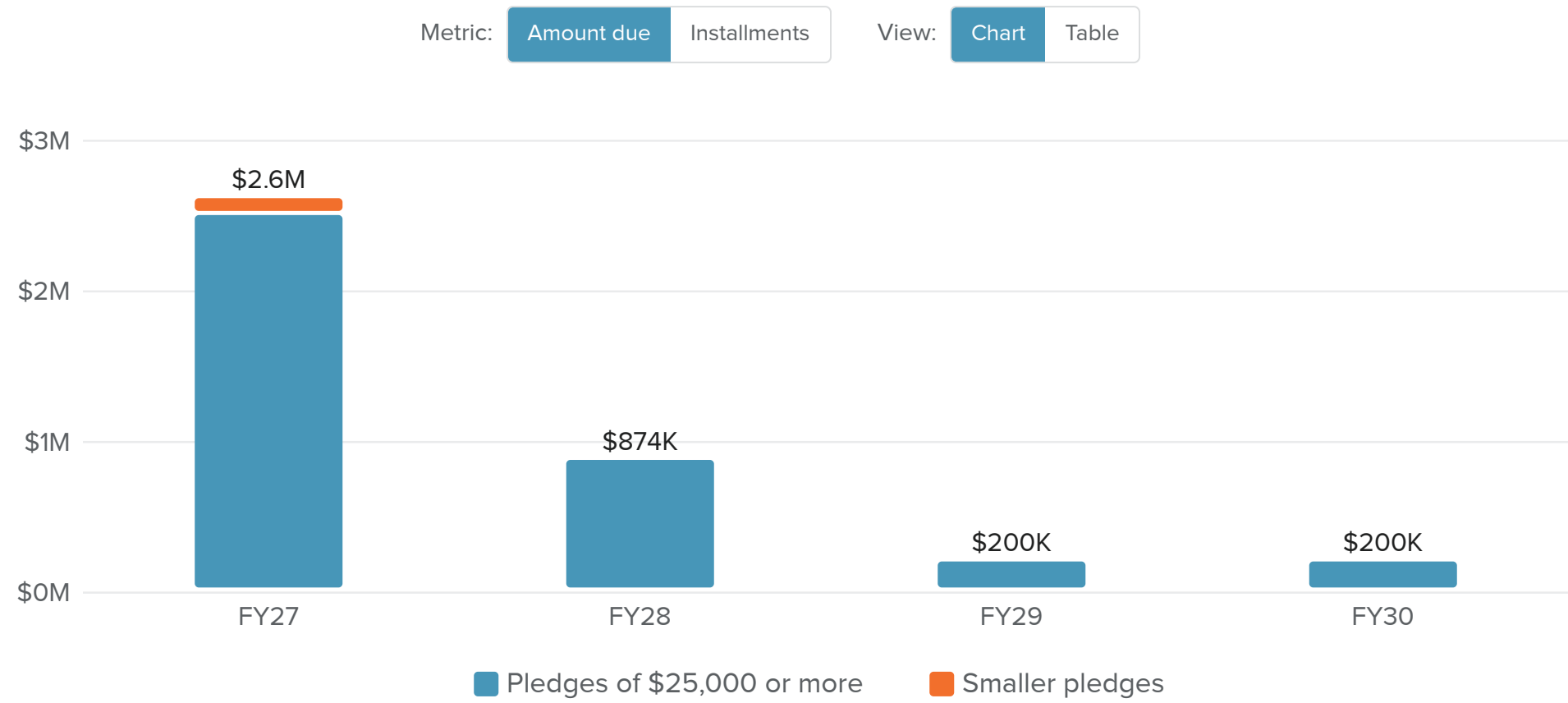
12. What percent of Major Donor revenue is unrestricted, restricted and endowment?



Individuals only. Every gift and pledge from each year's Major Donors, not only gifts of \$25,000 or more.

- Over the last five years, 77% of Major Donor revenue was unrestricted.
- Major Donors made only one endowment gift in five years, of \$250,000 in FY24.

13. How much pledge revenue from Individuals is already committed for future years?



Individuals only. Unpaid installments due in FY27 or later on pledges that RE marks Active, including pledges made after June 30, 2026. Excludes completed and terminated pledges, and installments that were due before FY27 and are still unpaid.

- The chart includes pledges that donors made after June 30, 2026, through September 11, 2026, the date of the latest pledge in our data.
- Raiser's Edge holds \$4.2 million of scheduled installments on active pledges from Individuals for FY27 and later. We counted only the \$3.9 million that the donors have not yet paid.
- 67% of that amount is due in FY27, and 97% is on pledges of \$25,000 or more.
- The chart does not include an installment that was due before FY27 and is still unpaid.

14. What is the participation rate, and the total giving, among the board, committees and giving societies?

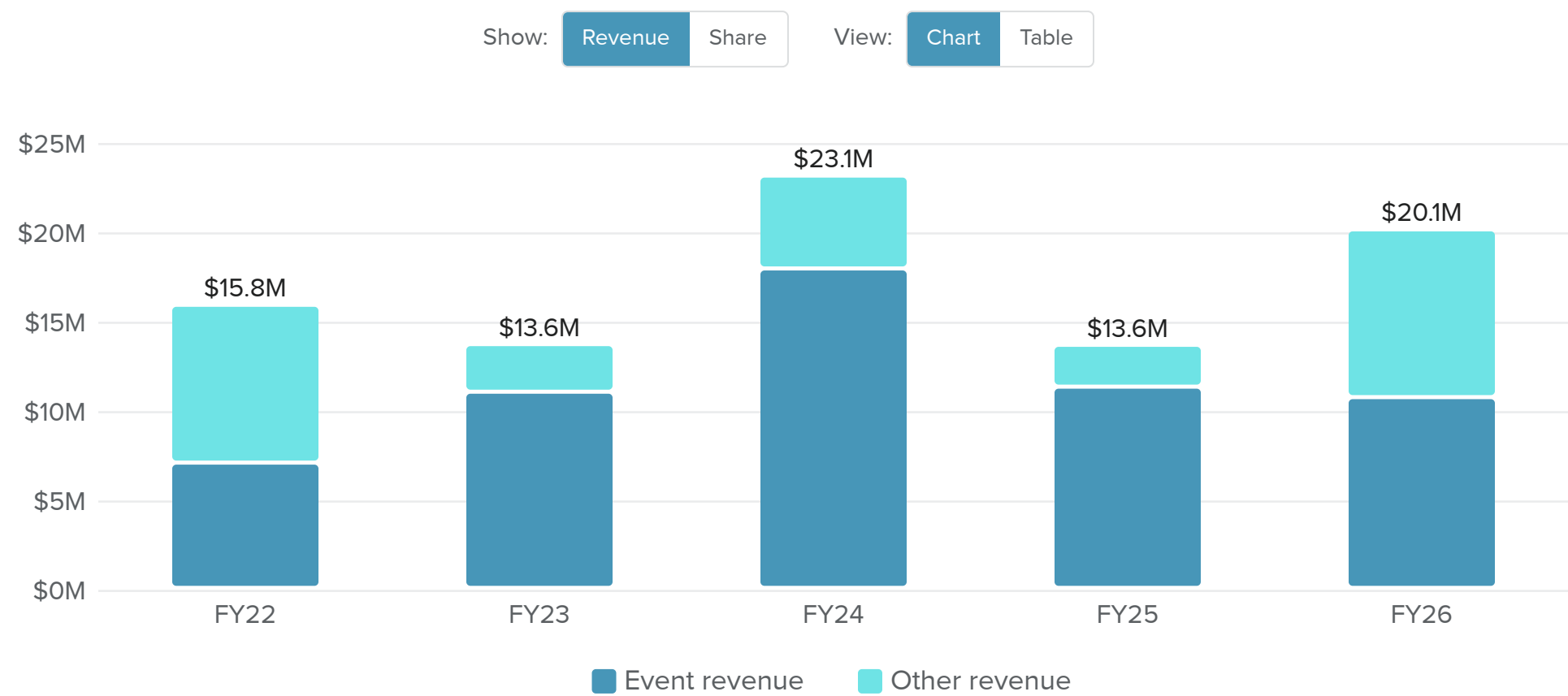
Metric: Participation rate ▾

	FY22	FY23	FY24	FY25	FY26
BOARD OF DIRECTORS	93%	92%	80%	85%	90%
ADVISORY BOARD	64%	68%	62%	67%	71%
CAMPAIGN COMMITTEE	—	—	—	—	100%
LEGACY SOCIETY	76%	63%	57%	57%	53%

Individuals only. A record counts as a member in each fiscal year in which RE records the constituency code on the record, whether or not the record gave. RE had Campaign Committee members only from FY26.

- Raiser's Edge records Campaign Committee members only from FY26. All 10 members gave in FY26, and 5 of them are also Board members.
- The Legacy Society grew from 37 to 55 members over the last five years. The number of members who gave stayed between 24 and 29 each year.
- The Board of Directors row counts Individuals only. One organization joined the board in FY26, and its giving would add \$2.8 million to the board's FY26 revenue.

15. What percent of Major Donor revenue is event revenue?



Individuals only. Every gift and pledge from each year's Major Donors. Event revenue is every gift in the Events program, ticket and table purchases included.

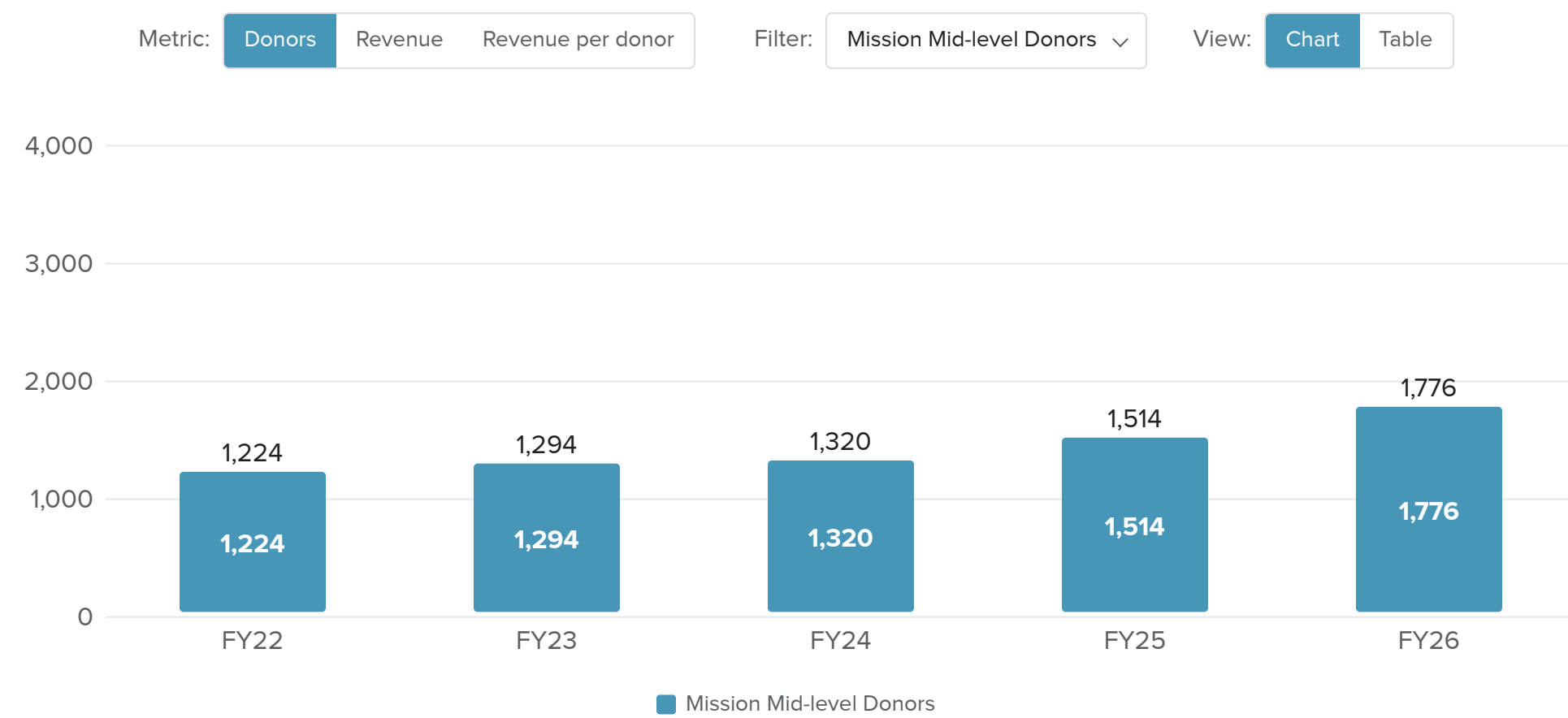
- Each fiscal year, 44% to 83% of Major Donor revenue came from event gifts.
- Over the last five years, the NY Hot Pink Party alone brought in 56% of that event revenue.
- An event gift includes ticket and table purchases. We cannot separate the purchase from the donation with the data that we received.

Mid-level Donors

Key Findings

- There are 1,776 Mission Mid-level Donors as of the end of FY26. If giving to Events and P2P is included, there are 2,861 Mid-level Donors.
- Mission Mid-level Donors grew faster than Events/P2P Mid-level Donors. Since FY22, the number of Mission Mid-level Donors rose 45%, from 1,224 to 1,776, and their revenue also rose 45%. Events/P2P Mid-level Donors rose only 12%.
- Nearly half of Mission Mid-level Donors give at the bottom of the range. Each year, 44% to 50% had a largest gift of exactly \$1,000. Donors whose largest gift was \$10,000 or more were 5% to 7% of Mission Mid-level Donors, but they gave 26% to 32% of their revenue.
- Few Mission Mid-level Donors stay at mid-level for long. Only 15% of FY26 Mission Mid-level Donors have been mid-level for five or more years in a row. However, about a third of the donors who left mid-level have come back.
- Newer Mid-level Donors who received direct mail retained more often. Donors with 1-2 consecutive years at mid-level were 28% more likely to retain when BCRF mailed them. Donors with 3+ consecutive years retained at about the same rate regardless of whether they were mailed.

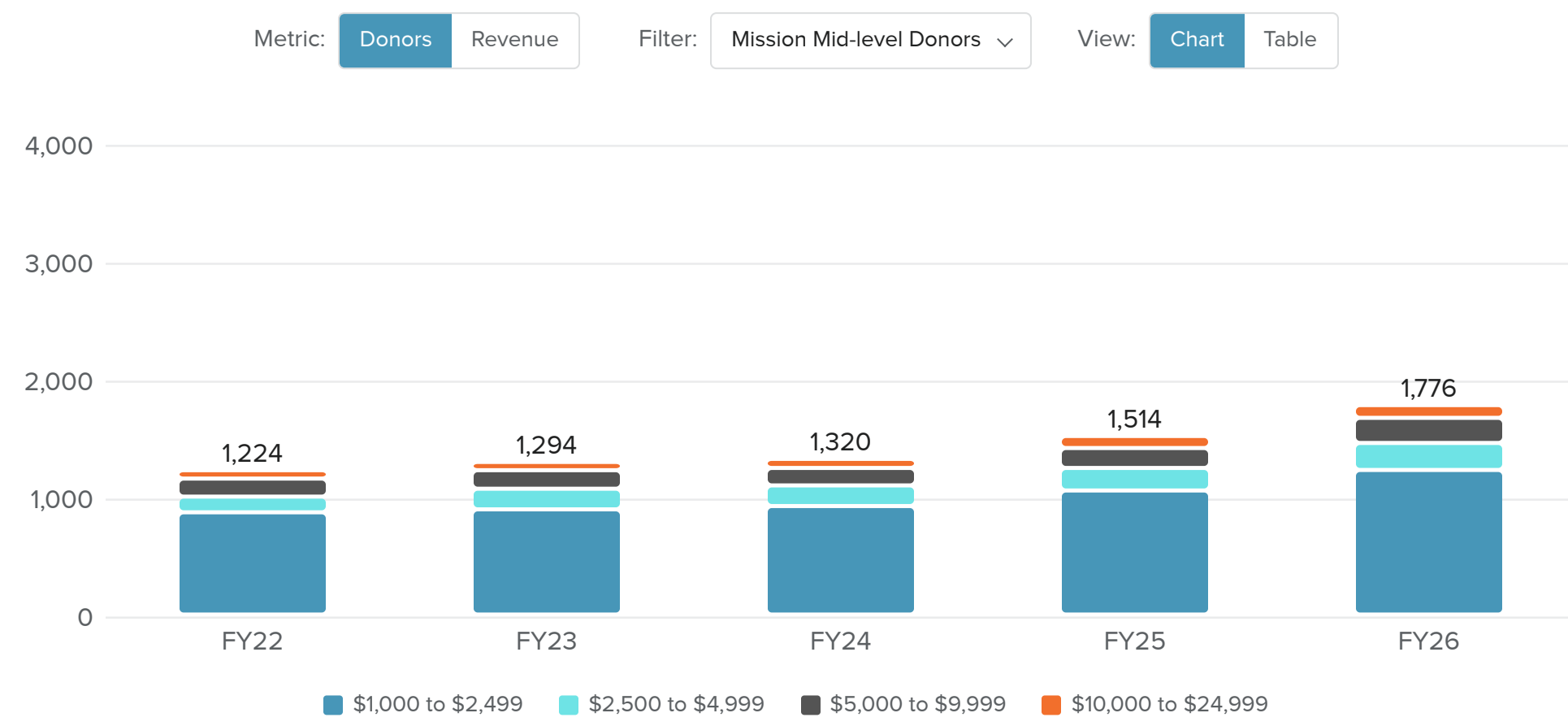
1. How many Mid-level Donors do we have, what do they give, and how has that moved over time?



Individuals only. The chart opens on Mission Mid-level Donors, who gave \$1,000 or more outside the Events and P2P programs.

- Since FY22, the number of Mission Mid-level Donors has increased 45%, from 1,224 to 1,776. Their revenue has also increased 45%.
- When we add the donors who reached \$1,000 only through the Events or P2P programs, the number of Mid-level Donors has increased 30% and revenue has increased 28%.

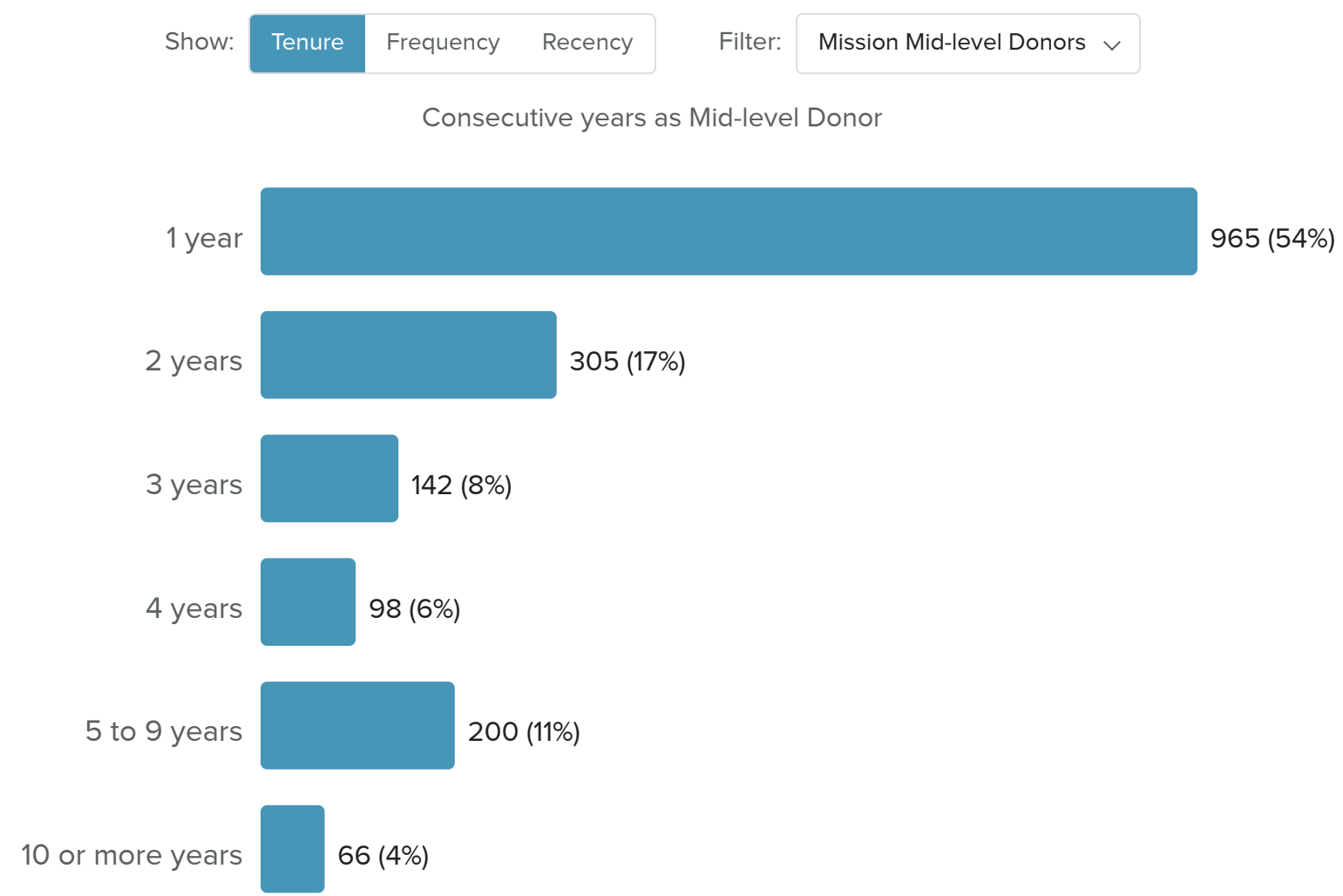
2. How many Mid-level Donors and how much revenue sit in each band of largest gift?



Individuals only. The chart opens on Mission Mid-level Donors, who gave \$1,000 or more outside the Events and P2P programs.

- Each fiscal year, 44% to 50% of Mission Mid-level Donors had a largest gift of exactly \$1,000.
- Donors whose largest gift was \$10,000 or more were only 5% to 7% of Mission Mid-level Donors each year, but they gave 26% to 32% of their revenue.

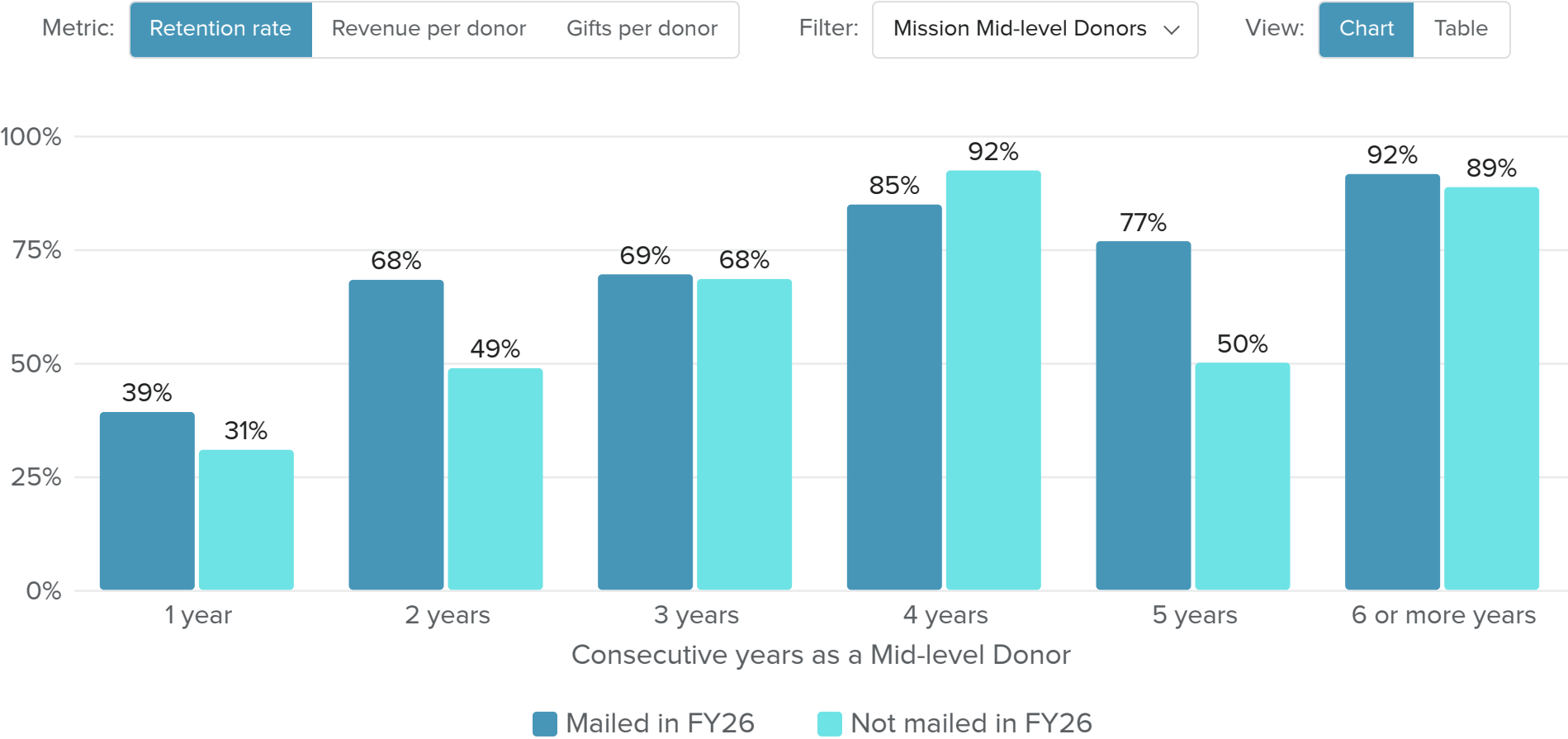
3. What do FY26 Mid-level Donors look like in tenure, frequency and recency?



Individuals only. Mid-level Donors in FY26. Tenure counts the years in a row, ending with FY26, that the donor was a Mid-level Donor. Frequency counts the donor's FY26 gifts, including pledge payments. Recency is the last year before FY26 that the donor gave. The chart opens on Mission Mid-level Donors, who gave \$1,000 or more outside the Events and P2P programs.

- Only 266 Mission Mid-level Donors (15%) have been mid-level for five or more years in a row.

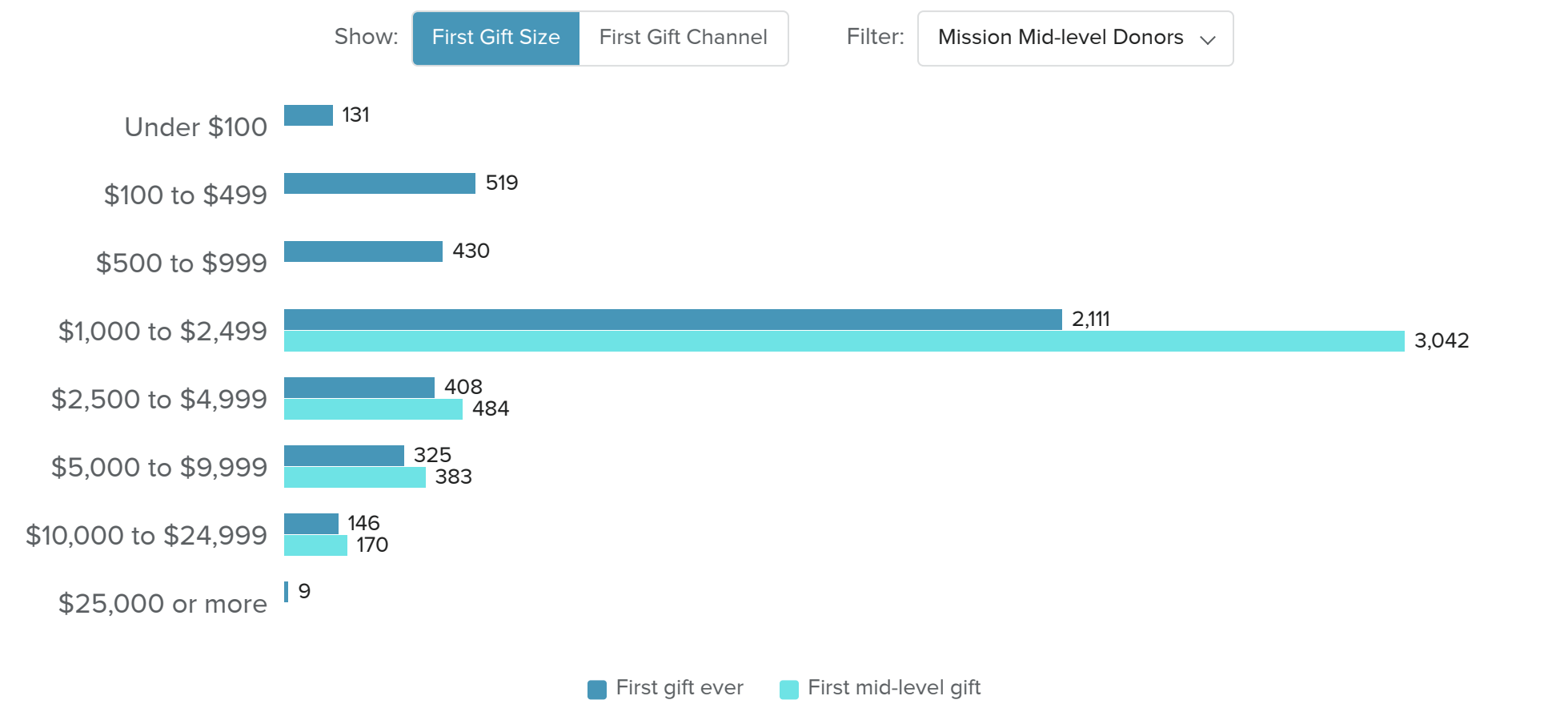
4. Does mid-level hold two distinct populations, one long tenured and one mail responsive?



Individuals only. Mid-level Donors in FY25 who are mailable with a US address today or who were in the audience of at least one of the four FY26 direct mail appeals. A donor counts as retained when their largest gift or pledge of FY26 was \$1,000 or more, so a donor who became a Major Donor counts as retained. The chart opens on Mission Mid-level Donors, who gave \$1,000 or more outside the Events and P2P programs.

- We looked at U.S.-based mailable Mission Mid-level Donors in FY25 and how they performed in FY26. We grouped them by their consecutive years as a Mid-level Donor, and by whether BCRF mailed them in FY26. BCRF mailed most of these donors. 1,195 donors (81%) were mailed in FY26, and 277 were not mailed.
- Donors with 3+ consecutive years as a Mid-level Donor retained at about the same rate, regardless of whether they were mailed in FY26. 81% of those who were mailed retained, and 79% of those who were not mailed retained. (We consider the low retention rate of the not-mailed "5 years" cohort as an outlier - it only contains eight donors)
- Donors with 1-2 consecutive years as a Mid-level Donor were 28% more likely to retain if they received a DM piece compared to those who didn't.
- "Retained" means they were a Mid-level Donor or upgraded to Major Donor in the following year.

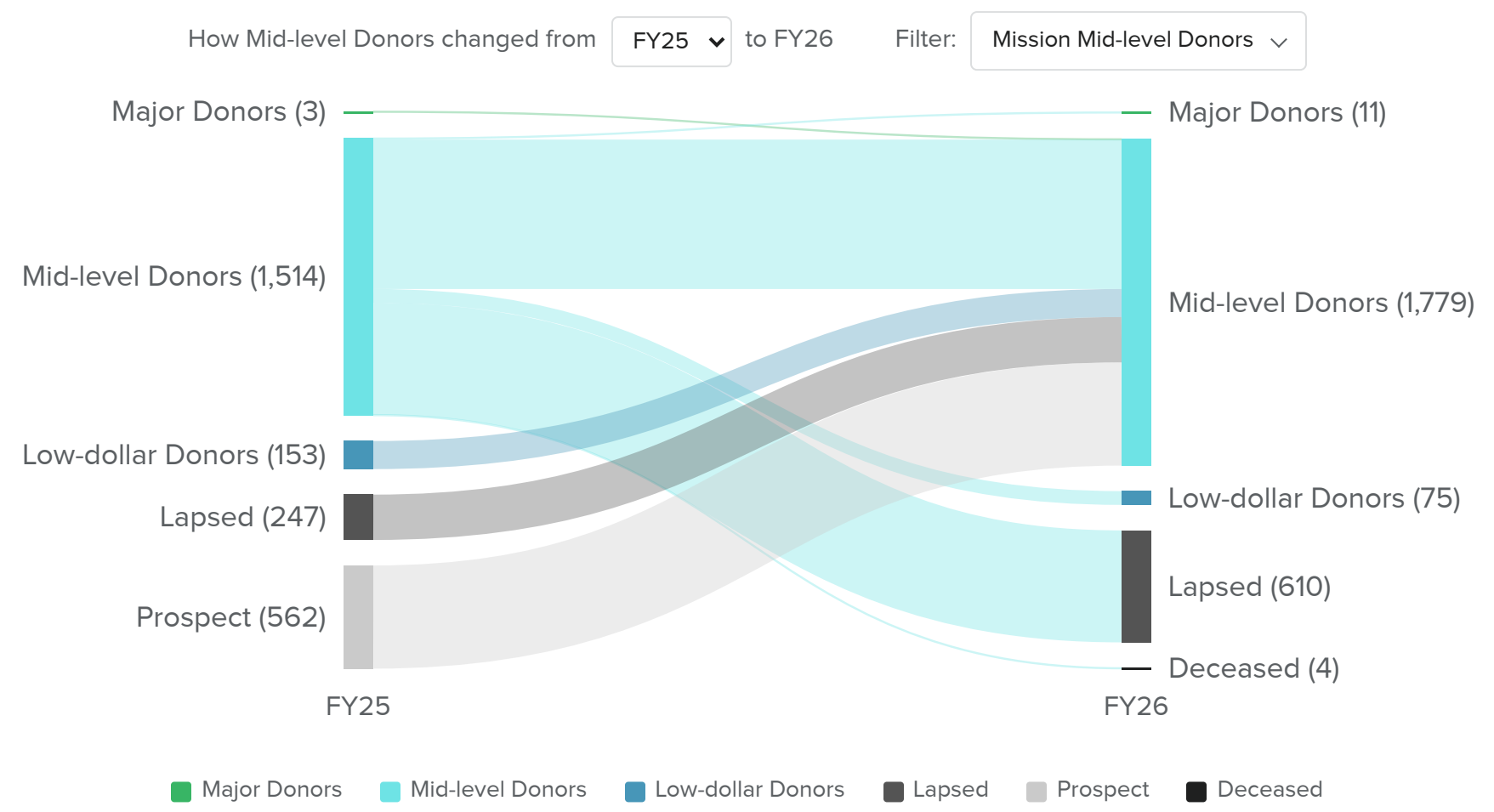
5. What is the channel and size of the first gift and the first mid-level gift?



Individuals who were Mid-level Donors in at least one year from FY22 to FY26. A first mid-level gift can date from before FY22. The chart opens on Mission Mid-level Donors, who gave \$1,000 or more outside the Events and P2P programs.

- We looked at the 4,079 donors who were Mission Mid-level Donors in their first mid-level year from FY22 to FY26. For 73% of them, their first-ever gift was also their first mid-level gift.
- 34% of these donors gave exactly \$1,000 as their first-ever gift.

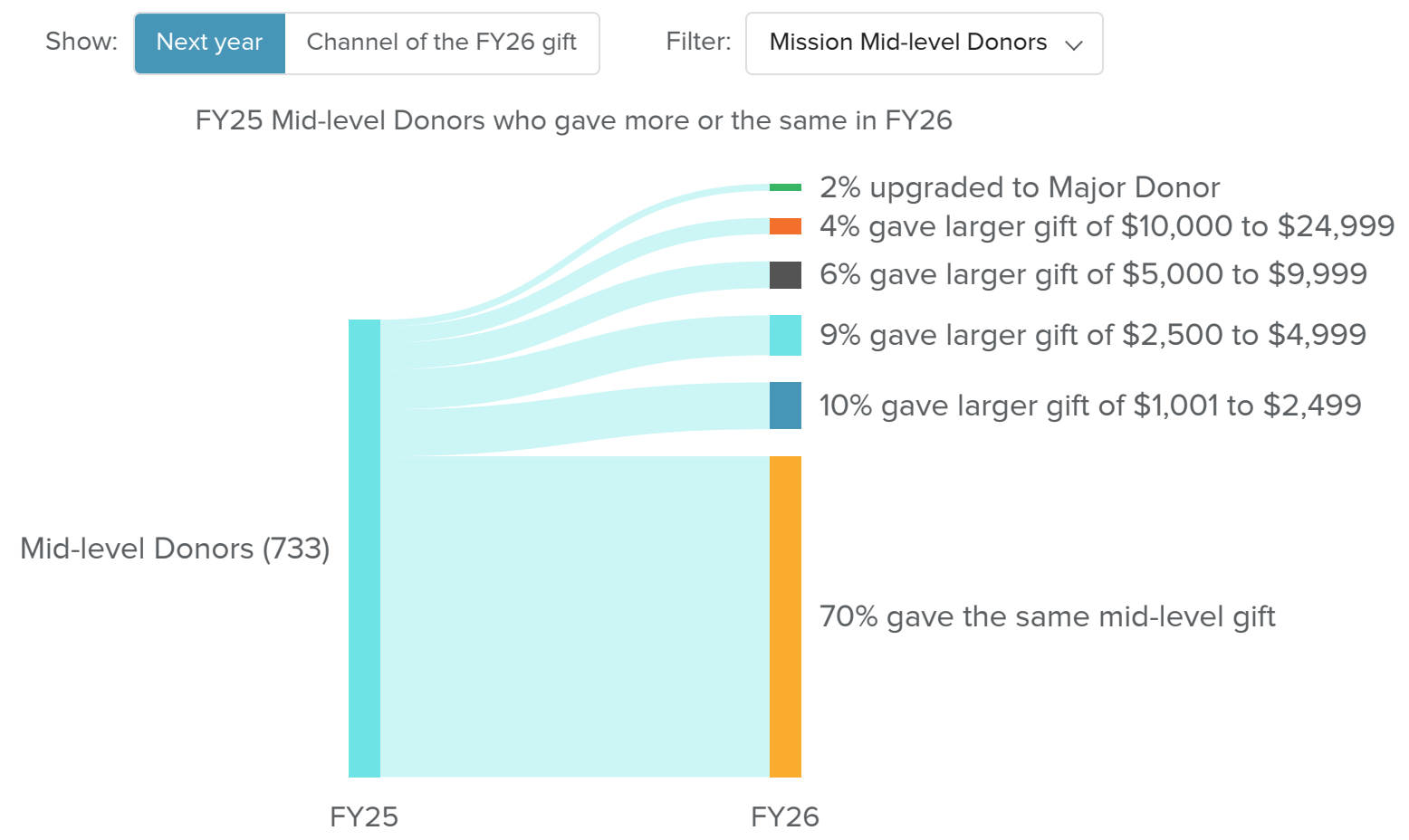
6. What is the life cycle of a Mid-level Donor?



Individuals only. Mid-level Donors in the selected year or in FY26. The chart opens on Mission Mid-level Donors, who gave \$1,000 or more outside the Events and P2P programs.

- The chart follows every Individual who was a Mission Mid-level Donor in the selected year or in FY26.
- Over the last five years, 4,186 Individuals were a Mission Mid-level Donor in at least one year. 2,771 of them were Mission Mid-level Donors in only one of the five years, and only 247 were in all five years.
- About a third of the donors who left mid-level have returned. 2,876 of the 4,186 donors have left mid-level at least once since their first mid-level gift, and 946 of them (33%) came back.

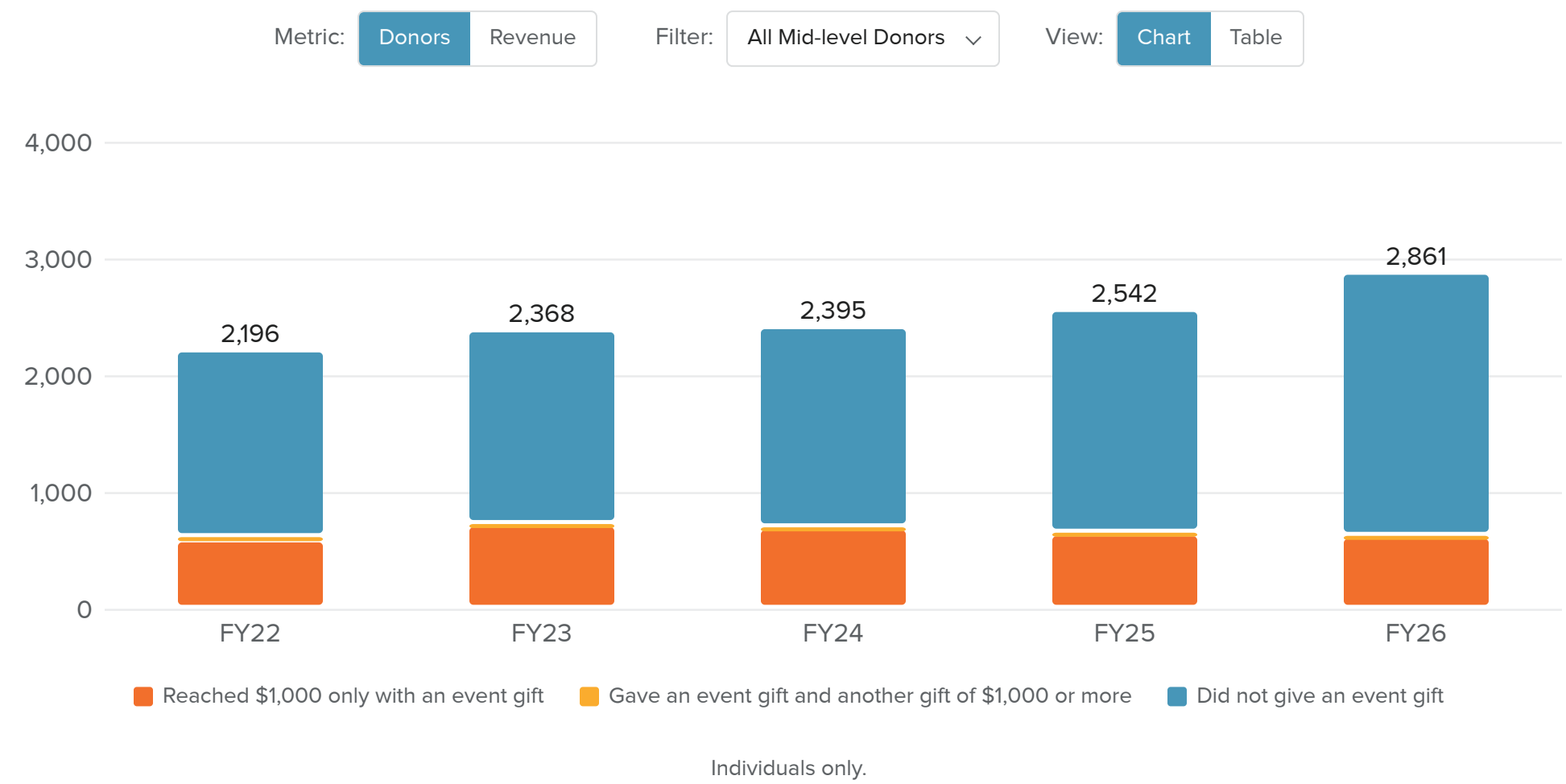
7. How and where do Mid-level Donors upgrade to larger mid-level gifts?



Individuals only. Mid-level Donors in FY25 whose largest gift or pledge of FY26 was the same size or larger. The chart opens on Mission Mid-level Donors, who gave \$1,000 or more outside the Events and P2P programs.

- This chart uses the same data as the previous chart. It looks more closely at the FY25 Mid-level Donors who gave more or gave the same in FY26.
- The share of Mission Mid-level Donors who gave a larger mid-level gift the next year has increased each year. It was 8% from FY22 to FY23, and 14% from FY25 to FY26.

8. How much Mid-level Donor revenue comes from the Events program?



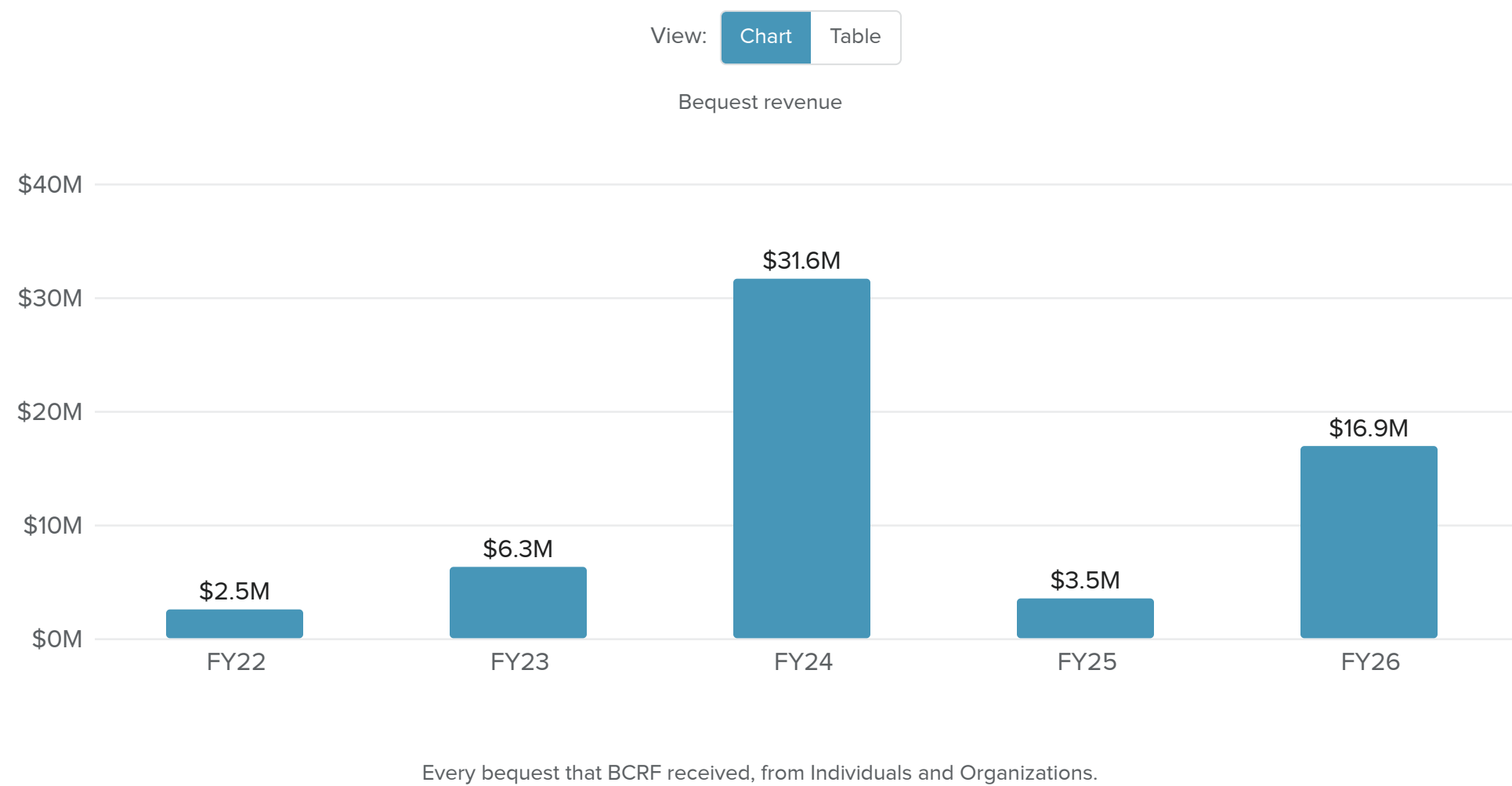
- Event gifts fell from 39% of all mid-level revenue in FY23 to 29% in FY26. The share of Mid-level Donors who reached \$1,000 only with an event gift fell from 30% to 21% over the same years, and the Mission view of the other charts leaves those donors out.

Planned Giving

Key Findings

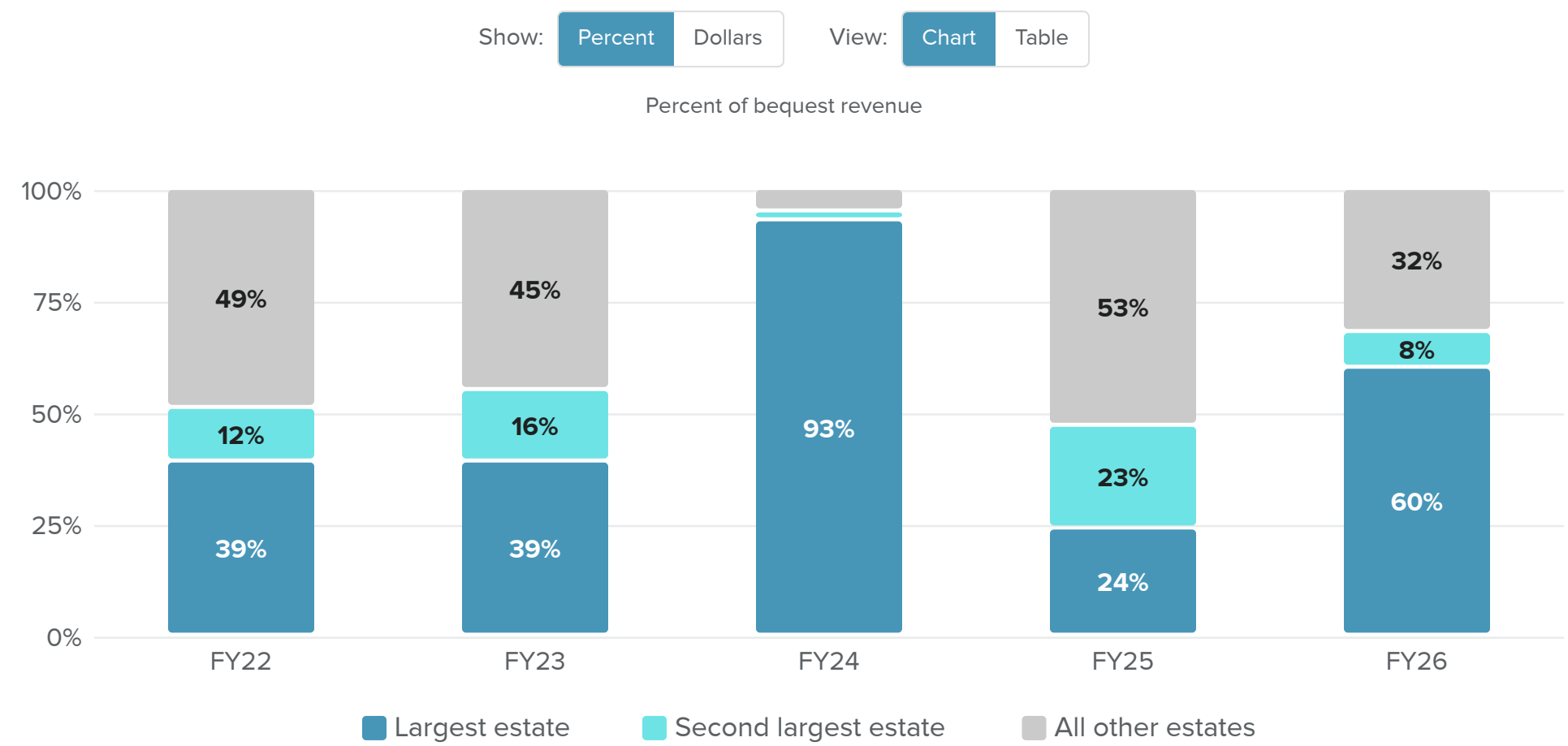
- Bequests have become a large source of revenue for BCRF. Over the last five years, bequests were \$60.8 million, or 12% of all revenue, up from \$6.9 million in the five years before that.
- A few large estates give most of that revenue. The two largest estates of each year gave 79% of bequest revenue over the last five years. One estate alone gave 53% of bequest revenue. Still, excluding the largest estate of each year, bequests increased 267% in the last five years compared to the previous five years.
- Most people who have committed to a planned gift have never given to BCRF. 93% of the 1,803 living people with a commitment have never given, and most of them hold a FreeWill proposal.
- The typical planned giving donor has given in 5 or more fiscal years, made 10 or more gifts, and given at least one Honor/Memorial gift. About 1,800 donors currently fit this profile and are not already committed to making a planned gift to BCRF.

1. How much revenue came in from bequests each year?



- Over the last five years, bequests were \$60.8 million, or 12% of all revenue. In the five years before that, bequests were \$6.9 million.
- Two estates make up most of the FY24 and FY26 columns, as the next chart shows. Without the largest estate of each year, bequests still increased 267%, from \$4.6 million over FY17 to FY21 to \$16.9 million over FY22 to FY26.

2. How much bequest revenue comes from one or two estates?



Every bequest that BCRF received, from Individuals and Organizations. The analysis ranked the estates within each fiscal year, so the Largest estate can be a different estate each year.

- Over the last five years, the two largest estates of each year gave \$47.9 million of the \$60.8 million in bequest revenue, or 79%.
- The "Largest estate" of FY23 and of FY24 is the same estate. That estate gave \$32.5 million over three fiscal years, which is 53% of bequest revenue over the last five years.

3. What percent of bequests did we know about in advance?

- Raiser's Edge shows that BCRF knew of at least 3 of the 137 estates that left a bequest over the last five years before the donor died. Those 3 estates gave \$1.1 million, or 2% of bequest revenue.
- Raiser's Edge records most other bequests only on the estate's record, after the death, so we can't tell from the data whether BCRF knew of them in advance.

4. Where did legacy donors originally join, and what did they give during their lifetimes?

- Only 32 of the 137 estates with a bequest over the last five years are linked to the person who left the bequest.
- Of those people, only 18 gave to BCRF while alive, giving a total of \$43.1 million to BCRF over their entire giving history. One donor gave 98% of that total.

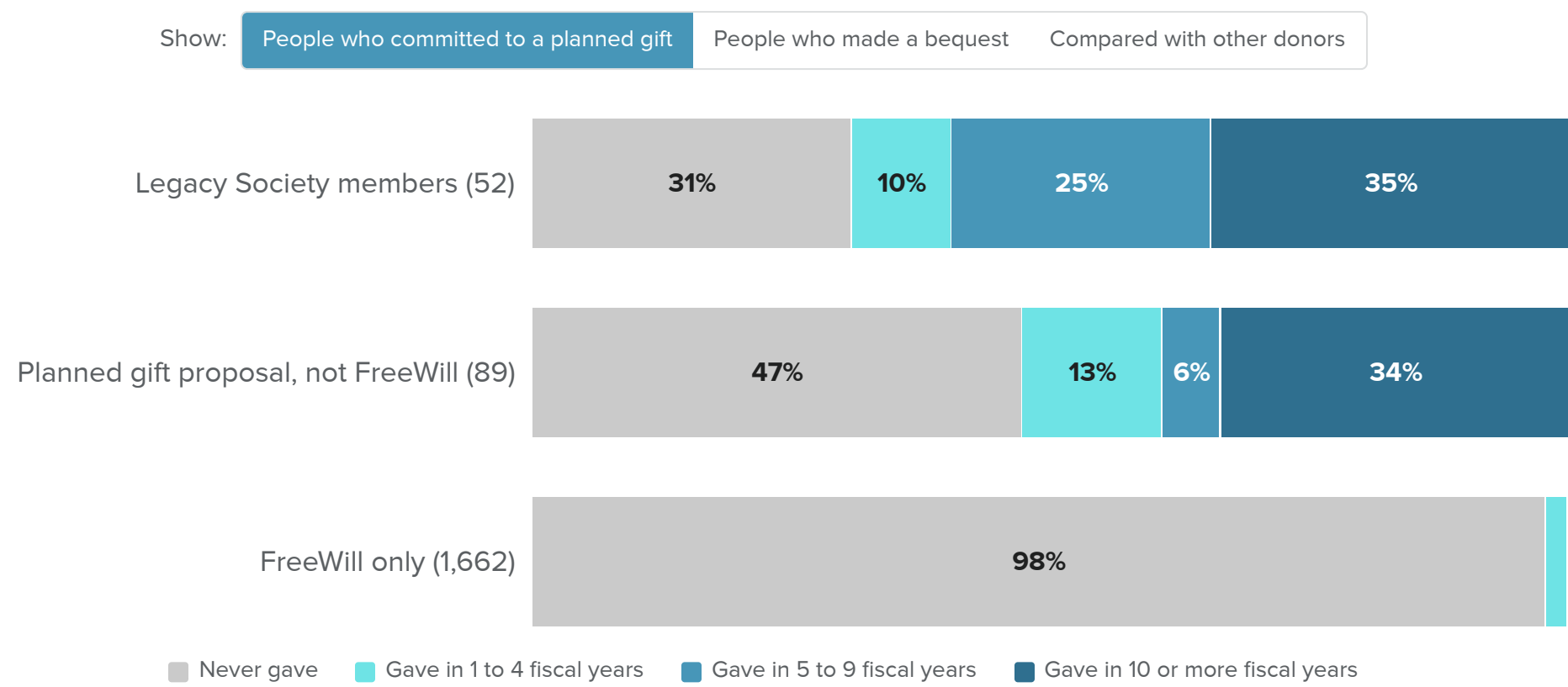
5. How many documented expectancies do we hold, and how large is the Legacy Society?

GROUP	PEOPLE OR ESTATES	EVER GAVE	% GAVE	PROPOSALS WITH AN EXPECTED AMOUNT	EXPECTED AMOUNT
Legacy Society members	55	37	67%		
Open Estate	45	35	78%	34	\$18,694,000
Planned or Pledged--Verbal	23	23	100%	0	\$0
Negotiation, not FreeWill	66	24	36%	26	\$661,700
FreeWill, primary beneficiary	1,226	33	3%	1,228	\$26,064,170
FreeWill, contingent beneficiary	443	8	2%	449	\$145,528,528
FreeWill, other	15	0	0%	15	\$410,600
Estates under management, not yet paid	28			10	\$881,674

Individuals and Organizations. The Legacy Society members row counts every record that held the code as of June 30, 2026, including members that RE marks deceased. The other rows count living Individuals with a planned gift proposal that BCRF added by that date and has not marked inactive. The Estates under management row counts estates instead. One person can appear in more than one row.

- Since FY22, the Legacy Society has increased 49%, from 37 members to 55 members in FY26. 51 of the 55 members also have an open planned gift proposal.
- Only 2% of the 1,668 people with a FreeWill proposal have ever given to BCRF. The expected amounts on FreeWill proposals total \$172.0 million, and \$145.5 million of that names BCRF as a contingent beneficiary.
- By comparison, 61% of the 134 people with any other open proposal have ever given to BCRF.

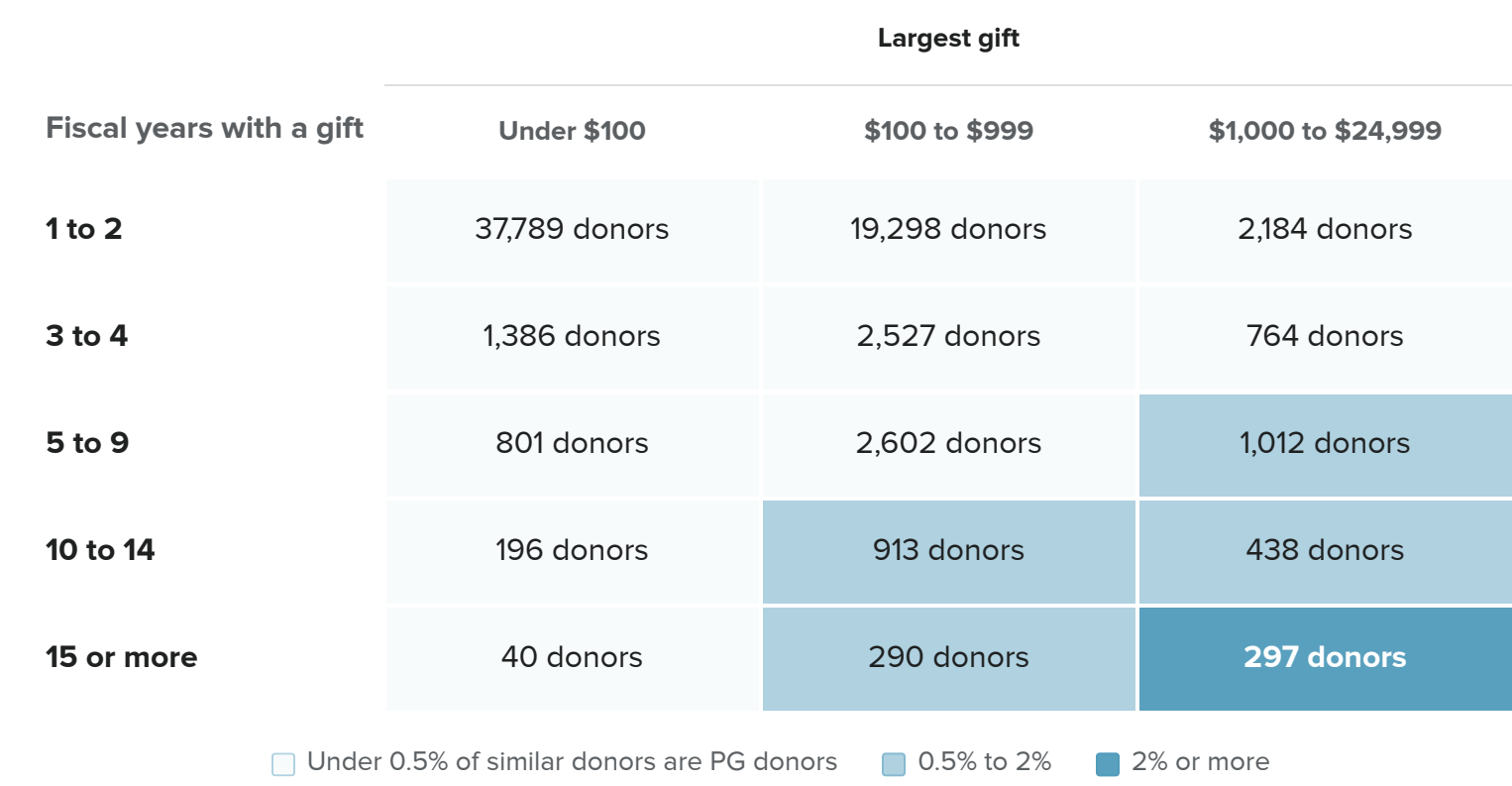
6. What is the giving profile of a planned giving donor?



Individuals only. Living Individuals with an open Legacy Society code or an open planned gift proposal as of June 30, 2026. Each person counts once, in the first group that fits.

- 1,803 living people have committed to a planned gift, and 93% of them have never given to BCRF. Most are FreeWill holders, and 1,622 of the 1,662 FreeWill holders have never given.
- Only 32 of the 137 estates that left a bequest over the last five years are linked to a person, so that limits what we can learn about actual planned giving donors.
- The typical planned giving donor has a long history with BCRF: 89% gave in 5 or more fiscal years and 78% made 10 or more gifts. They are also more likely than other donors to have given a gift of \$1,000 or more (72% against 20%) and an Honor/Memorial gift (71% against 39%).

7. How many individuals in our annual file fit the planned giving profile?



Individuals only. Living Individuals who gave in FY25 or FY26, were never a Major Donor, are not Legacy Society members, and have no planned gift proposal. The analysis compares each donor with living Individuals who have the same number of fiscal years with a gift and the same largest gift. The shading shows the share of those Individuals who are planned giving donors, as question 6 counts them.

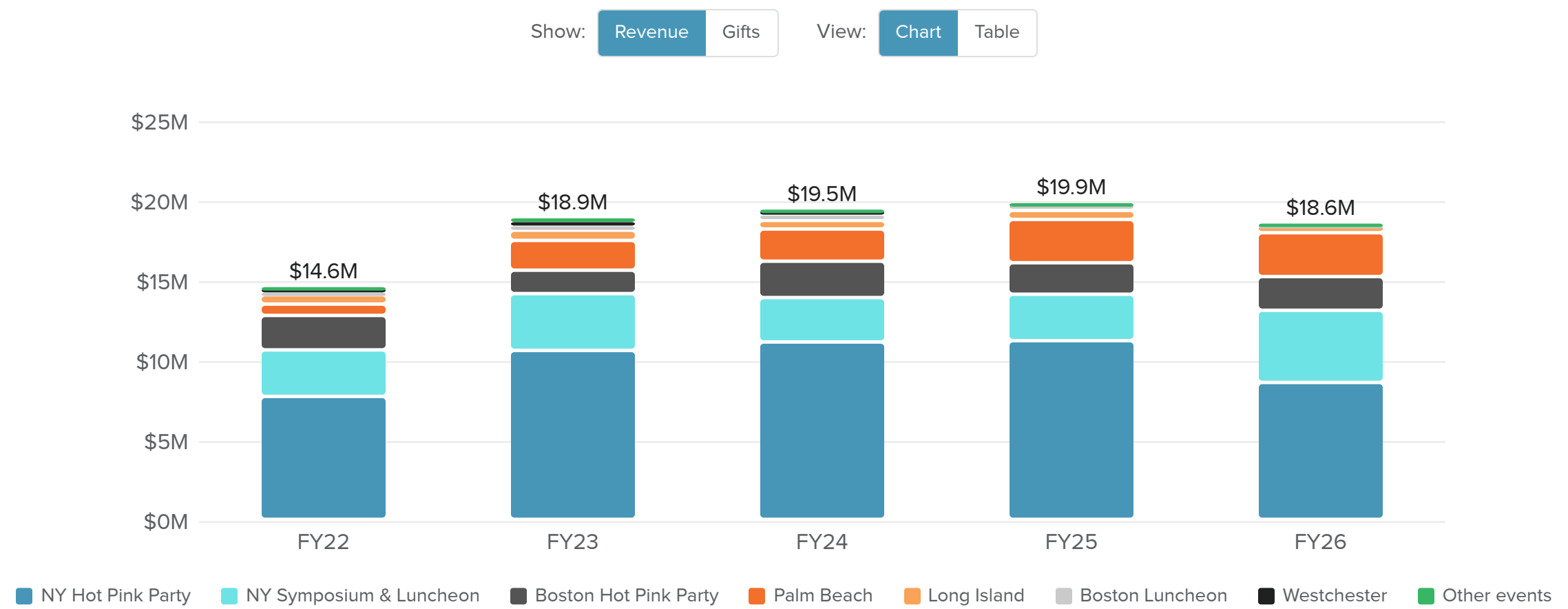
- 6,589 Individuals in the annual file gave in 5 or more fiscal years, as 89% of the 90 planned giving donors in question 6 did. 1,747 of them also have a largest gift of \$1,000 or more, as 72% of those 90 donors do.
- 60,161 of the other 63,948 Individuals first gave in FY23 or later, so they have not had five fiscal years to give.

Events

Key Findings

- Event revenue grew from \$14.6 million in FY22 to \$19.9 million in FY25, then fell 6% to \$18.6 million in FY26. The NY Hot Pink Party raised 54% of event revenue over the five years.
- About half of event donors come back to an event the next year, and the largest donors come back most often. Over FY22 to FY26, 79% of donors whose largest event gift was \$25,000 or more came back, compared with 44% of donors under \$1,000.
- Table buyers come back more often than other event donors. 74% of FY25 table buyers came back to an event in FY26, compared with 48% of contributors.
- Event donors rarely give to other programs. Only 15% of Individual event donors from FY22 to FY26 also gave to another program in those years.

1. How much revenue does each of our events raise?



Individuals and Organizations. Every Events program gift, by the fiscal year in which the event took place, so a pledge for the October 2025 NY Symposium & Luncheon counts in FY26 whatever the date of the pledge. Excludes early gifts for events after FY26.

2. How much do tables, tickets and contributions raise at each event?

Year:

FY25FY26

 Show:

RevenueGifts

 View:

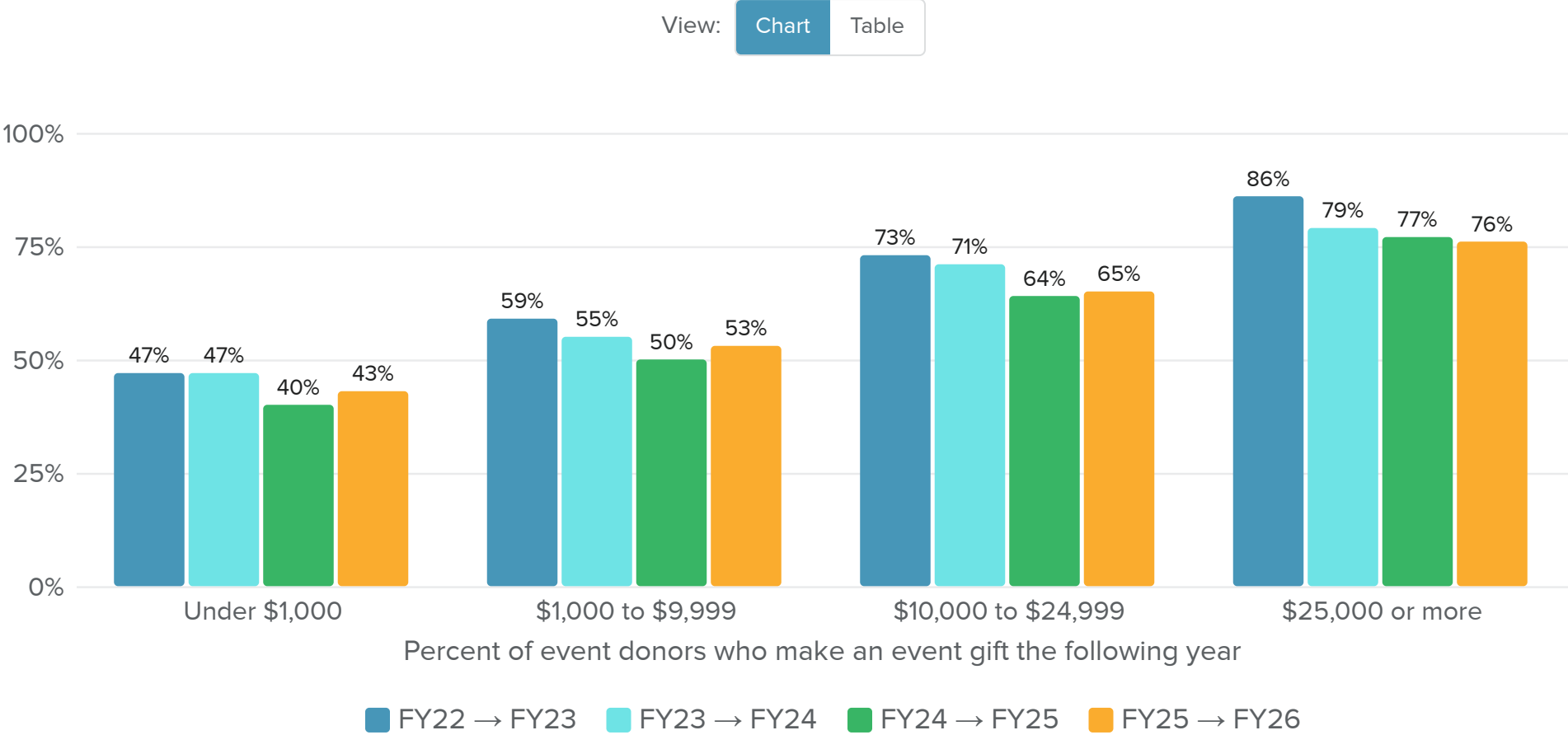
ChartTable

EVENT	TABLE	TICKET	CONTRIBUTION ONLY	TOTAL
NY Hot Pink Party	\$3,070,000	\$288,000	\$5,205,379	\$8,563,379
NY Symposium & Luncheon	\$815,000	\$139,575	\$3,558,865	\$4,513,440
Boston Hot Pink Party	\$315,000	\$54,625	\$1,739,944	\$2,109,569
Palm Beach	\$652,500	\$197,550	\$1,891,652	\$2,741,702
Long Island	\$97,500	\$83,850	\$318,300	\$499,650
Boston Luncheon	\$0	\$0	\$60,000	\$60,000

Every gift to the events that BCRF held in FY25 and FY26, from Individuals and Organizations. Contributions include sponsorships, because sponsorships could not be identified separately from contributions.

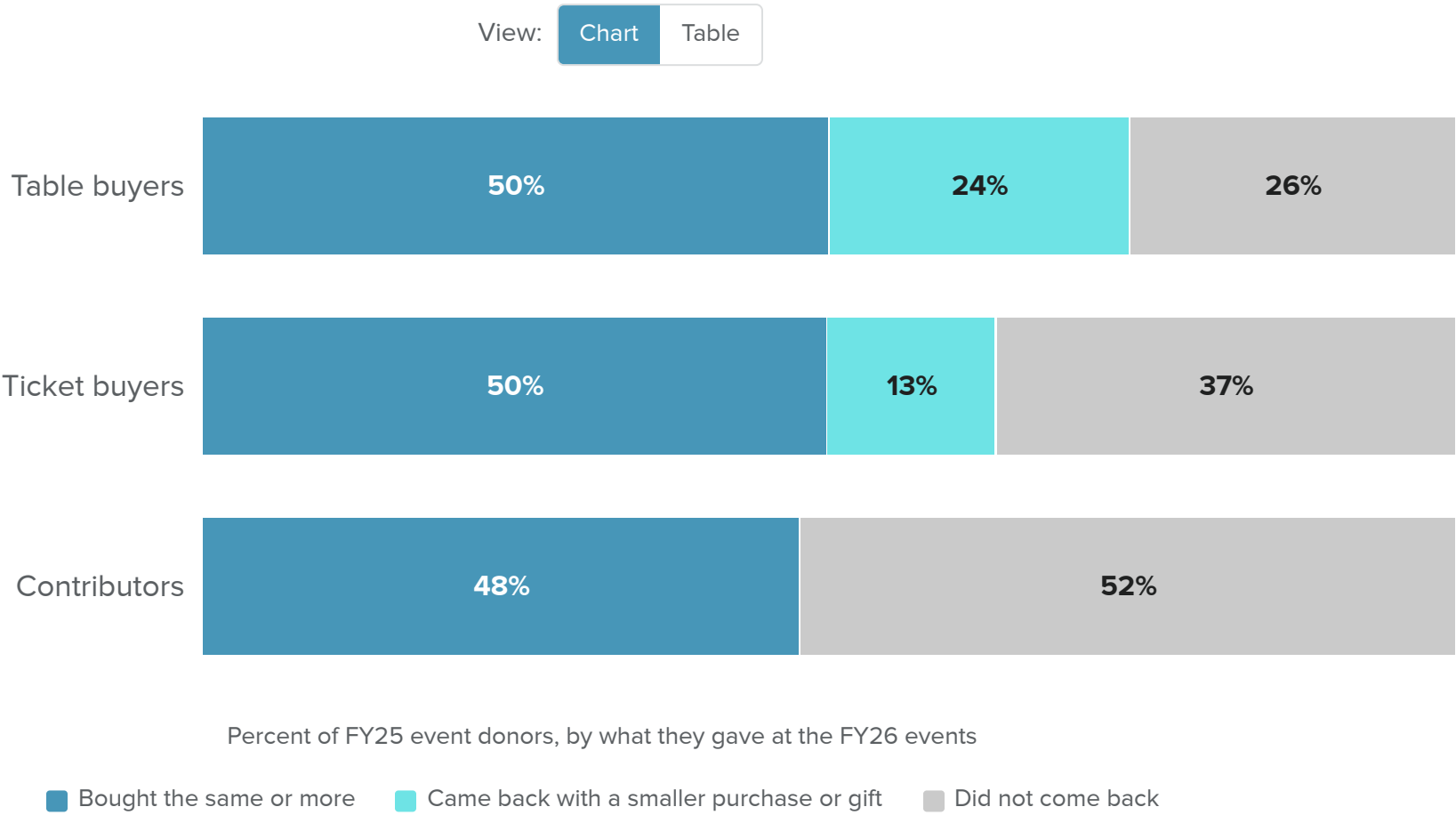
- Table revenue was 19% of event revenue in FY25 and 27% in FY26. Ticket revenue was 4% in both years.
- Raiser's Edge records a benefit value on 100% of tables and tickets. The benefit value is the part of a purchase that the buyer cannot deduct. It is 12% of table and ticket revenue.
- BCRF told us that Raiser's Edge does not hold a benefit for some older ticket and table purchases. We counted those purchases as "Contribution only", so table and ticket revenue may be too low.

3. Do event donors come back the following year?



Individuals and Organizations who made a gift or pledge for an event held in the fiscal year. A donor came back after giving to an event held in the next fiscal year. A payment on an earlier pledge counts with that pledge's event.

4. Do table buyers and ticket buyers come back the following year?



Individuals and Organizations who gave to an event that BCRF held in FY25, grouped by the most that they bought: a table, then a ticket, then a contribution only.

- 74% of FY25 table buyers came back to an event in FY26, and 50% purchased a table again.
- 63% of FY25 ticket buyers came back to an event in FY26, and 50% purchased a ticket or a table again.
- Only 48% of contributors gave again the following year.

5. Do donors acquired through the Events program give to other programs?

Group by:

Program

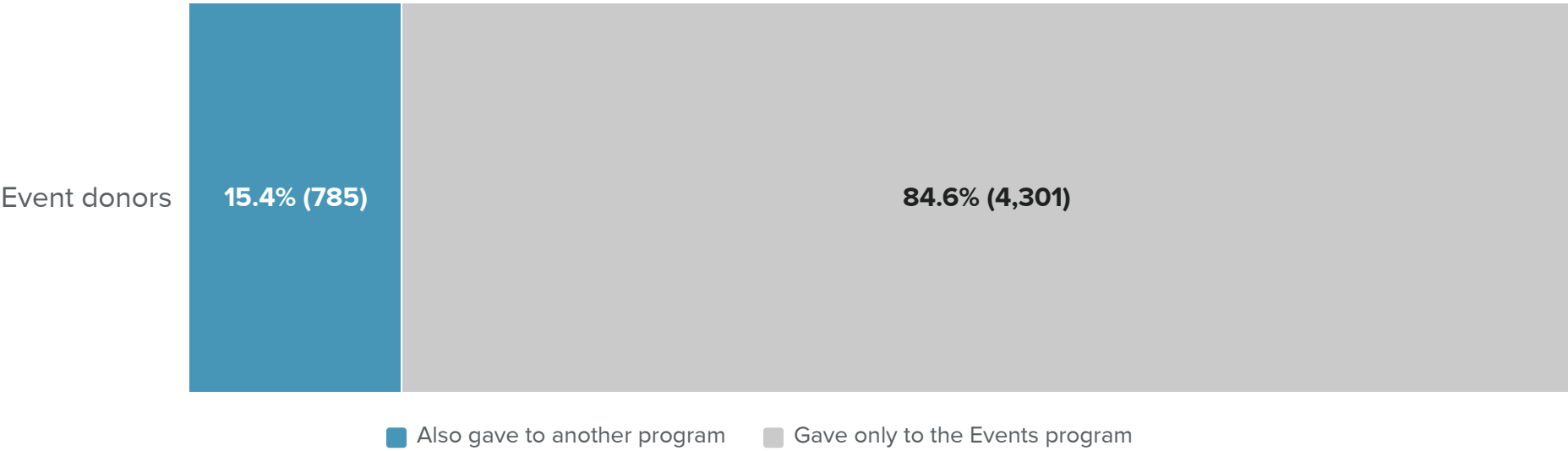
Giving level

		Later made a gift to...								
First gift's program	# of Donors	Planned Giving	Workplace Giving	Corporate Partnerships	Events	P2P	Digital	Direct Mail & White Mail	Other Individual Giving	Never Gave Again
Planned Giving	5	0%	0%	0%	0%	0%	0%	0%	0%	100%
Workplace Giving	178	0%	43%	0%	0%	0.6%	0%	2%	1%	55%
Corporate Partnerships	17,159	0%	0%	9%	0.1%	3%	0.8%	0%	0%	90%
Events	1,780	0%	0.1%	0.6%	31%	1%	2%	0.6%	0.1%	66%
P2P	46,464	0%	0%	0.2%	0.1%	12%	1%	0.2%	0%	87%
Digital	36,152	0%	0.1%	0.1%	0.1%	0.9%	12%	1%	0%	86%
Direct Mail & White Mail	4,289	0%	0.2%	0%	0.2%	0.4%	1%	16%	0.1%	83%
Other Individual Giving	401	0%	0%	0%	0.2%	0%	0.5%	0.5%	24%	75%

Individuals only. New donors from FY22 to FY25, by the program of their first gift or their giving level in their first year, and the later gifts that they made through FY26. A donor with later gifts in two programs counts in both columns.

- We counted the Individuals whose first-ever gift was in FY22 to FY25, and each new gift or pledge that they made on a later day through FY26. A pledge payment does not count as a later gift.

6. What percent of event donors give to other programs?



Individuals only. Donors who gave an Events program gift from FY22 to FY26.

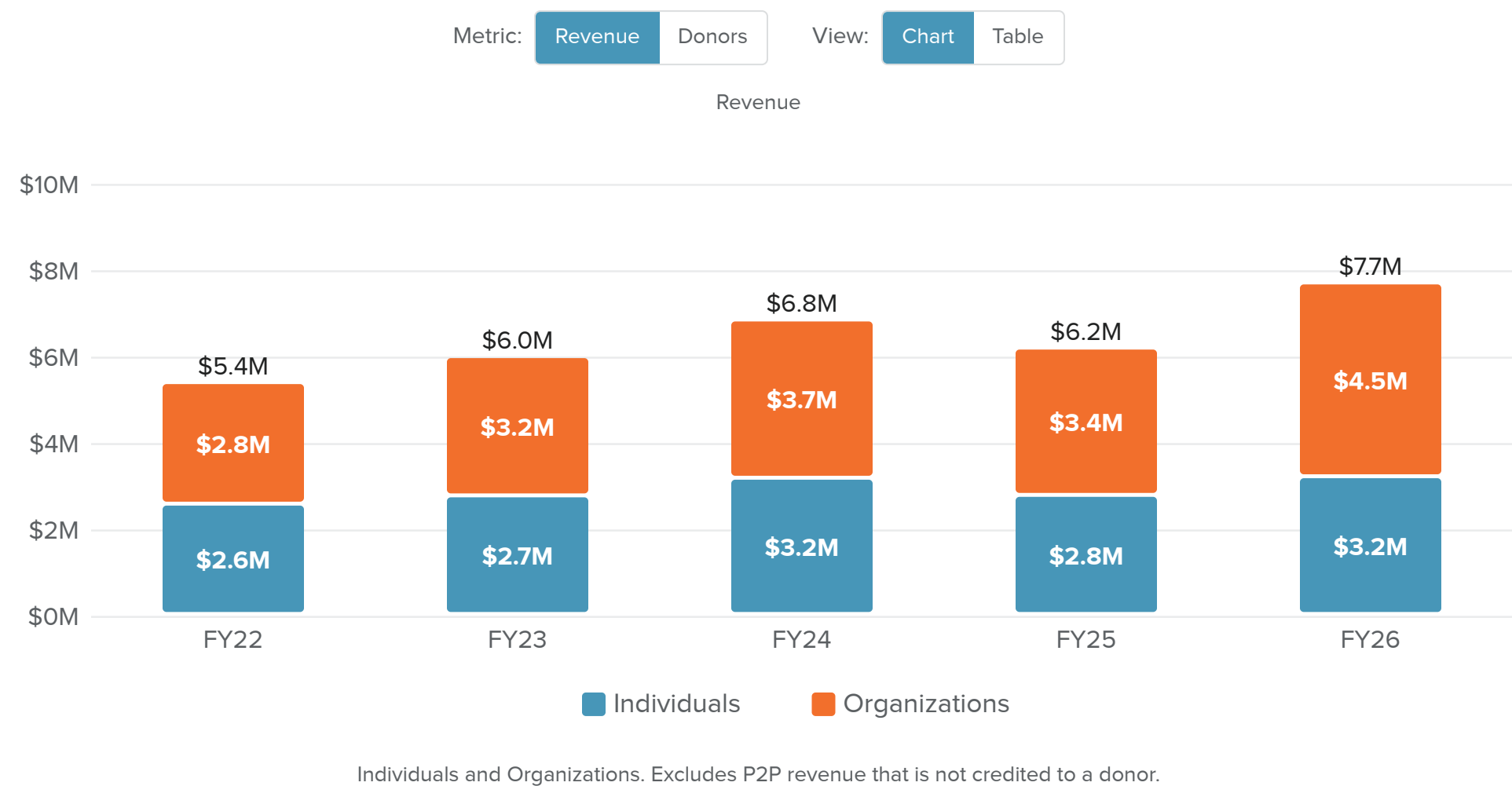
- 15% of Event donors from FY22 to FY26 have given to another program during that same period.

Peer-to-Peer

Key Findings

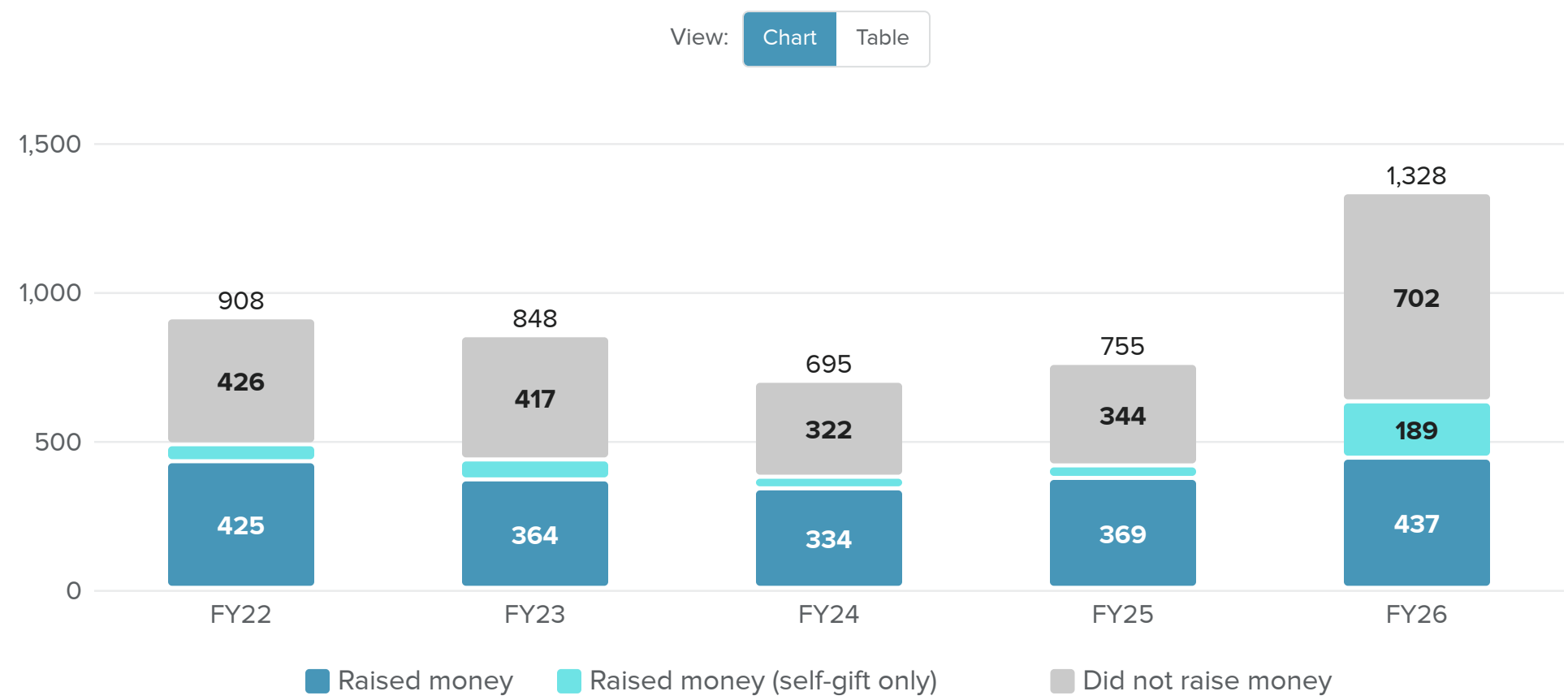
- P2P revenue grew 43% from FY22 to FY26, to \$7.7M. Organizations accounted for 58% of the revenue in FY26.
- The number of Individual P2P donors grew 22% from FY22 to FY26, but few of them give in other ways. Only 3% of P2P donors also gave to another program.
- About half of the people who create a fundraising page don't raise any money each year.
- Fundraisers who raised money from someone else were the most likely to create another page the next year, but only 6% to 13% of them did.

1. What is our P2P revenue and donor count each year?



- P2P revenue grew 43% from FY22 to FY26, to \$7.7M. Revenue fell 10% in FY25, then reached a new high in FY26.
- Organizations gave more than half of P2P revenue each year, and their share grew from 52% in FY22 to 58% in FY26.
- The number of Individual P2P donors grew 22% from FY22 to FY26. The number of Organizations that gave fell 16% from FY22 to FY26.
- In FY26, 7 gifts of \$100,000 or more made up 29% of P2P revenue.

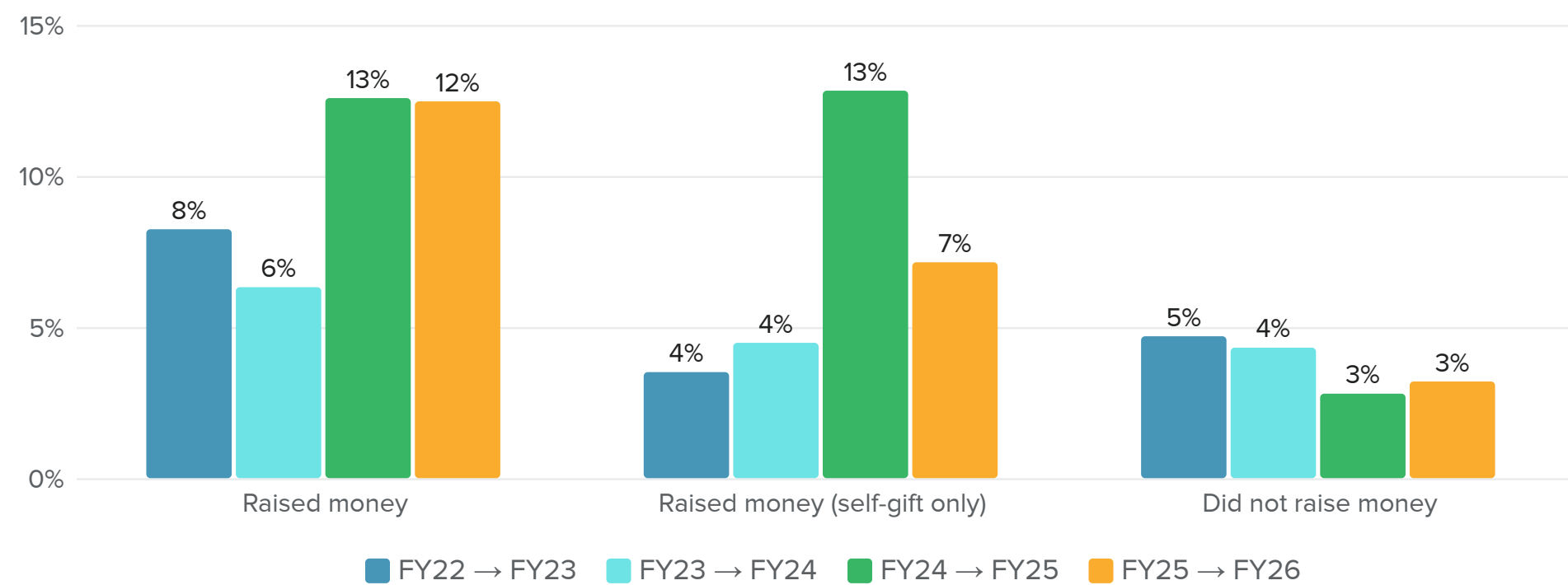
2. How many fundraisers register and raise money each year?



Individuals only. Each person who created a GoFundMe Pro fundraising page, counted in the fiscal year that they created it. Excludes archived pages and the pages of campaigns without any P2P gifts, such as a corporate partner's campaign.

- From FY23 to FY24, the number of fundraisers declined 18%. Nearly all of the decline came in September and October, when 140 fewer fundraisers created a page. About two-thirds of the decline came from the “Did not raise money” segment. Revenue that Individuals gave through a fundraising page or team declined 5%, far less than the number of fundraisers.
- A major reason for the increase in fundraisers in FY26 is the Chubb IMPACT 5k. There were 517 fundraisers for that event. 64 of those fundraisers raised money from someone else, 116 made only a self gift, and 337 did not raise any money.
- From FY22 to FY25, 43% to 49% of fundraisers raised money from someone else each year. In FY26, that share fell to 33%. Without the Chubb IMPACT 5k, that share was 46%.

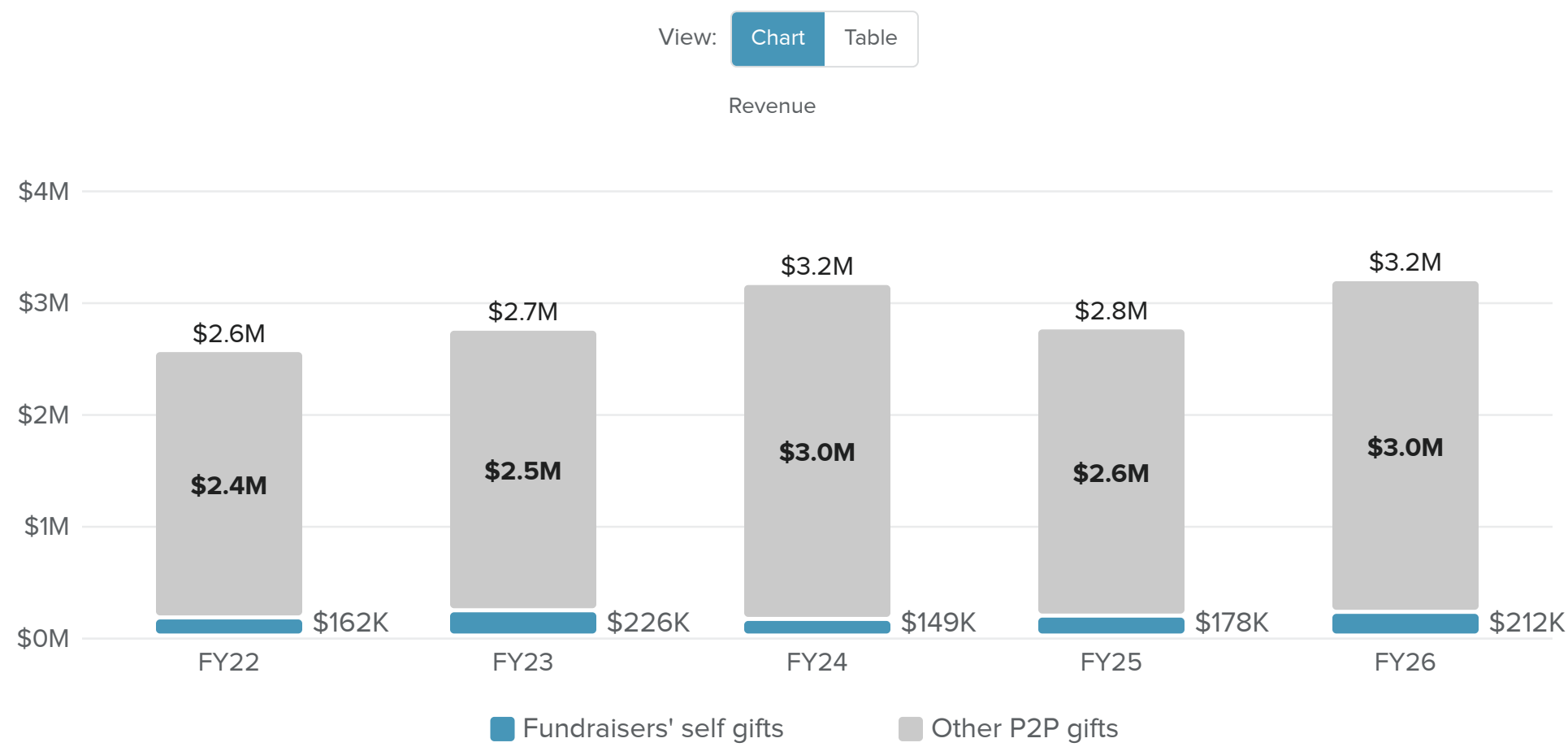
3. What percent of fundraisers create another fundraiser the next year?



Individuals only. Fundraisers who created a GoFundMe Pro fundraising page in the fiscal year, and the percent who created another page in the next fiscal year, whether or not that page raised money. Excludes archived pages and the pages of campaigns without any P2P gifts, such as a corporate partner's campaign.

- Over FY22 to FY26, fundraisers who raised money from someone else were the most likely to create another page the next year. Their rate grew from 8% for FY22 fundraisers to 13% for FY25 fundraisers.
- Fundraisers who did not raise money rarely created another page. Each year, only 3% to 5% of them did so the next year.

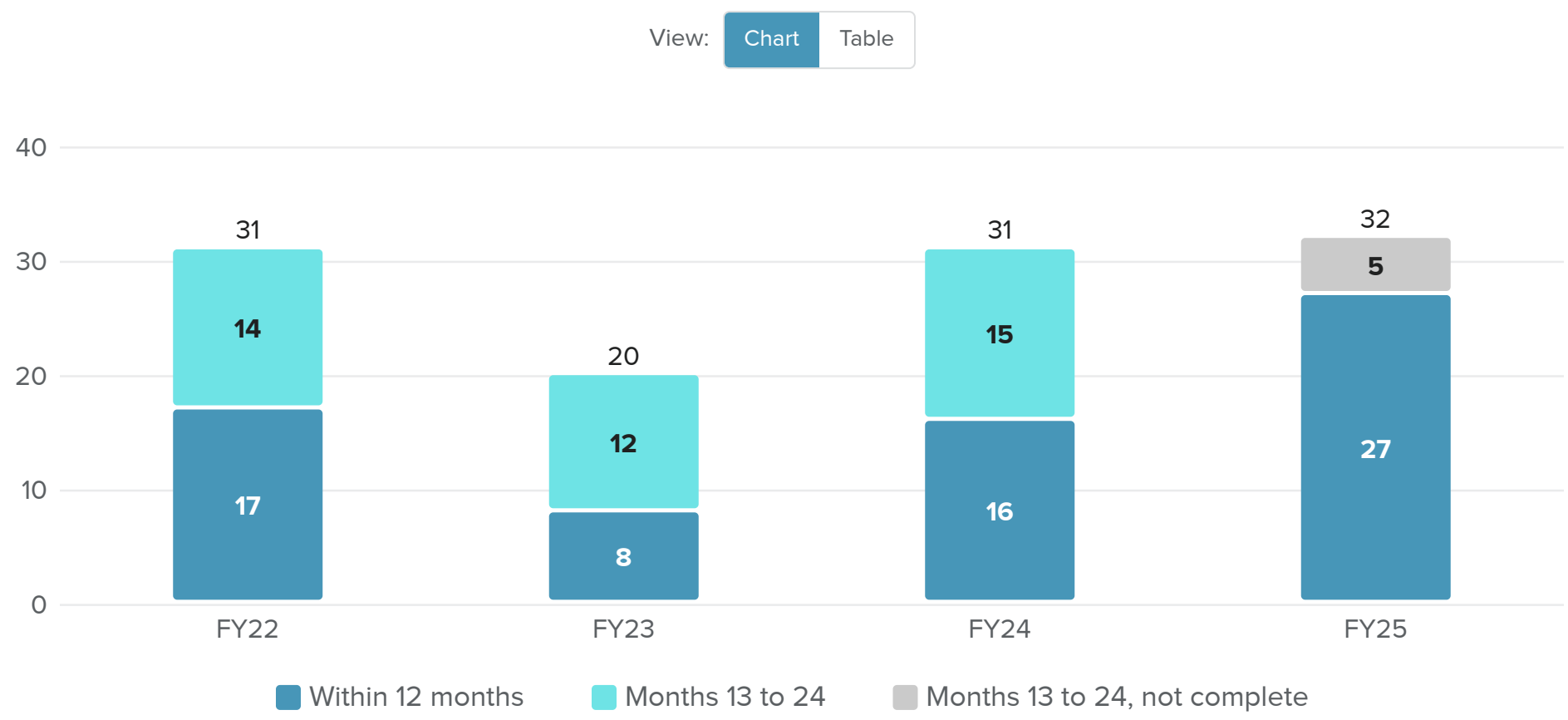
4. How much of P2P revenue comes from the fundraisers themselves?



Individuals only. A self gift is a gift to a GoFundMe Pro fundraising page from the person who owns it.

- Fundraisers' self gifts made up 5% to 8% of Individual P2P revenue each year.

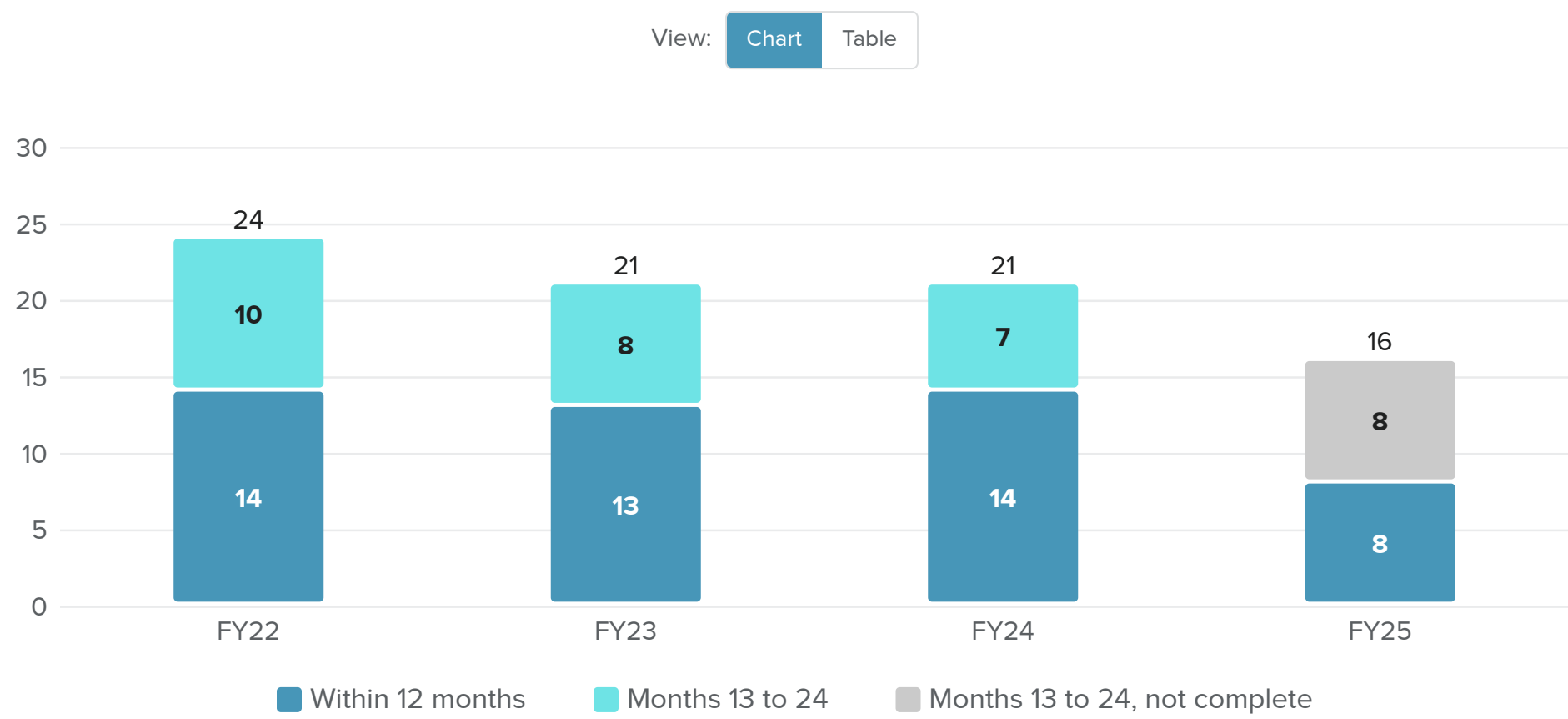
5. How many P2P donors become fundraisers?



Individuals only. Count of P2P donors in the fiscal year who had not yet created a GoFundMe Pro fundraising page or led a team, and then created a page in the next 24 months. Excludes archived pages, the pages of campaigns without any P2P gifts, and FY26, whose first 12 months have not passed. For FY25, months 13 to 24 are not complete.

- The chart shows the number of P2P donors who created their own fundraising page in the 24 months after making a P2P gift in a given fiscal year. P2P donors who had previously created a fundraising page or team are excluded.
- From FY22 to FY25, only 20 to 32 P2P donors a year created their own fundraising page within 24 months, about 0.2% of P2P donors.

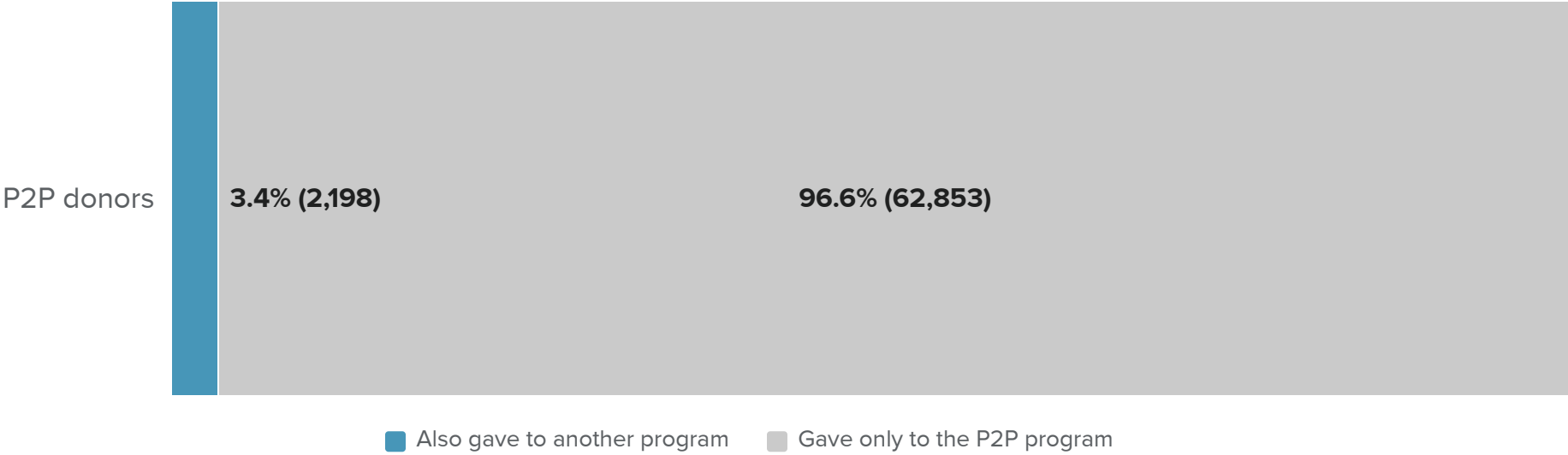
6. How many fundraisers become donors?



Individuals only. Fundraisers who created a GoFundMe Pro fundraising page in the fiscal year and had not given a gift outside the P2P program before it, and then gave a gift outside the P2P program, not through a fundraising page or team, in the next 24 months. Excludes archived pages, the pages of campaigns without any P2P gifts, and FY26, whose first 12 months have not passed. For FY25, months 13 to 24 are not complete.

- The chart shows the number of fundraisers who made a non-P2P gift in the 24 months after creating a fundraising page in a given fiscal year. Fundraisers who had previously made a non-P2P gift are excluded.
- From FY22 to FY25, only 16 to 24 fundraisers a year gave a gift outside the P2P program within 24 months, 2% to 3% of fundraisers.

7. What percent of P2P donors give to other programs?



Individuals only. Donors who gave a P2P program gift from FY22 to FY26, and their gifts to other programs in the same years, before or after the P2P gift.

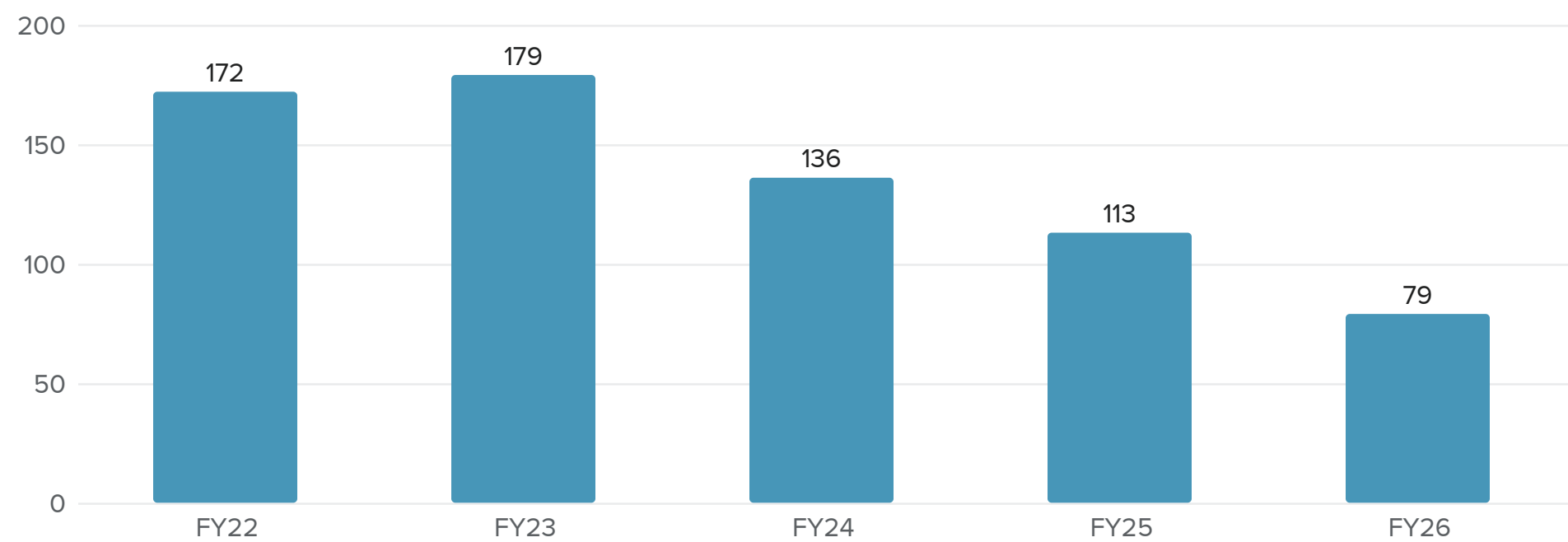
- Only 3% of P2P donors from FY22 to FY26 also gave to another program in those years.

Corporate & Organization Giving

Key Findings

- Since FY22, the number of Corporate Partners that give has fallen 54%. That being said, BCRF raised about the same amount of partner revenue in FY26 as it did in FY22, despite having far fewer partners.
- Corporate Partner revenue depends on a handful of organizations: From FY22 to FY26, the five largest partners gave 63% to 78% of partner revenue each year.
- Workplace giving has increased over the last few years. However, only a small fraction of those gifts can be linked back to individual donors.

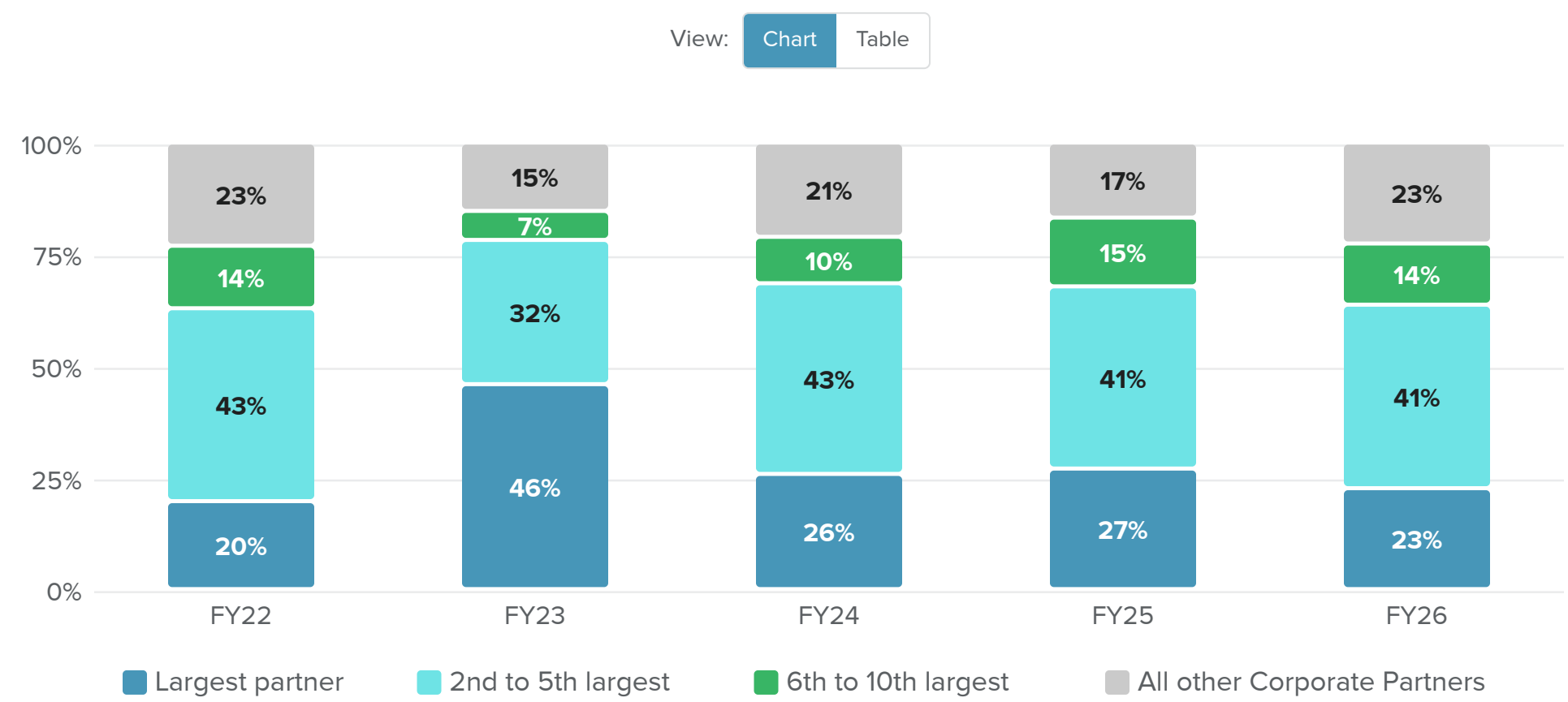
1. How many Corporate Partners gave each year?



Organizations only. Records that had the Corporate Partner constituency code in the fiscal year and gave that year.

- A large number of Corporate Partner constituency codes in Raiser's Edge ended on June 30, 2025. It's not clear why that happened but that's contributing to the decline in partners in FY26.
- Over the last five years, 292 Corporate Partners have made a gift in at least one year. 131 partners only gave in one of the five years as a Corporate Partner. 43 partners have given in all five years as a Corporate Partner.

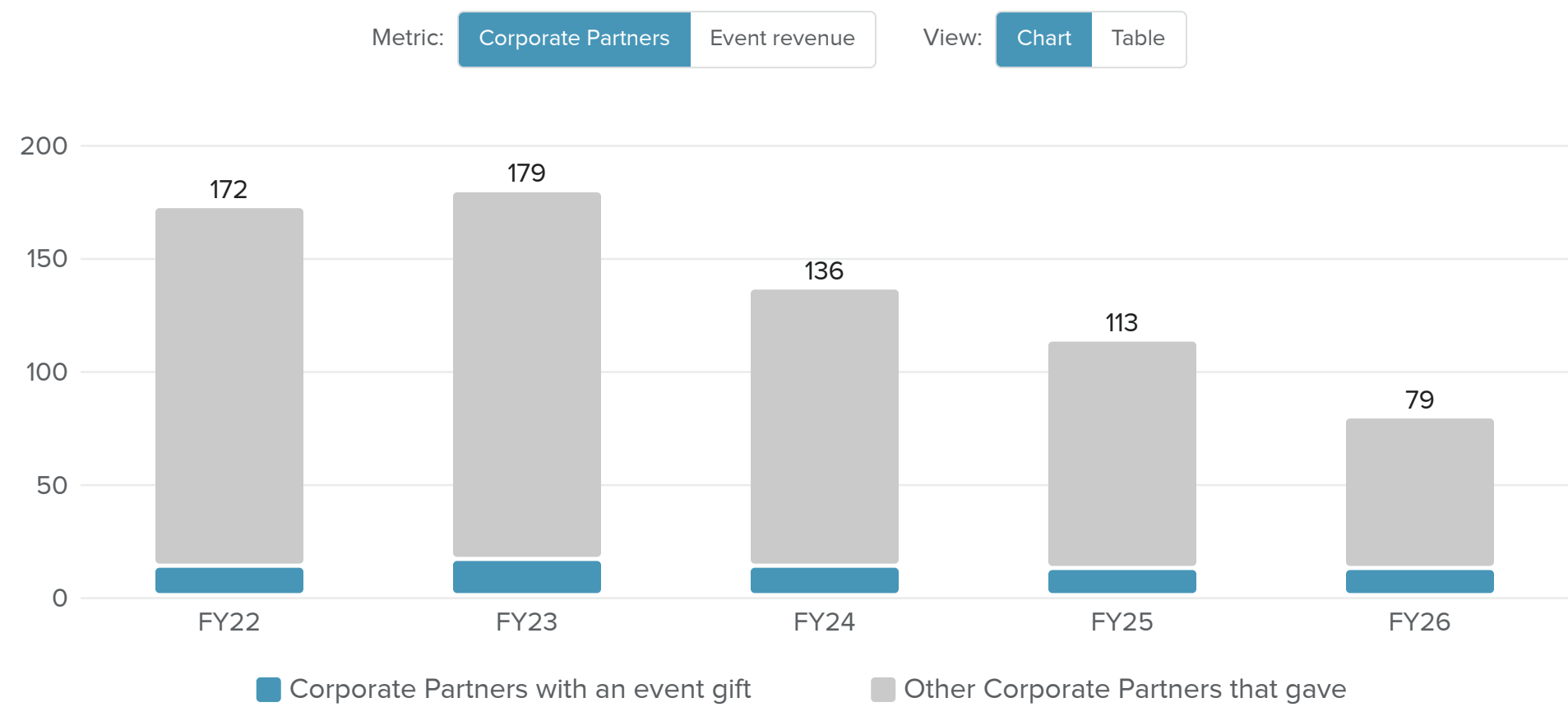
2. What percent of Corporate Partner revenue comes from our largest partners?



Organizations only. Corporate Partners ranked by revenue within each fiscal year, so the Largest partner can be a different record each year. Excludes gifts that RE records on another record and credits to the partner, such as a DAF gift.

- We ranked the Corporate Partners each fiscal year, so "Largest partner" may be a different organization each year.
- The five largest Corporate Partners gave 63% to 78% of partner revenue in each fiscal year. The ten largest gave 77% or more.
- One partner alone gave 46% of FY23 revenue.

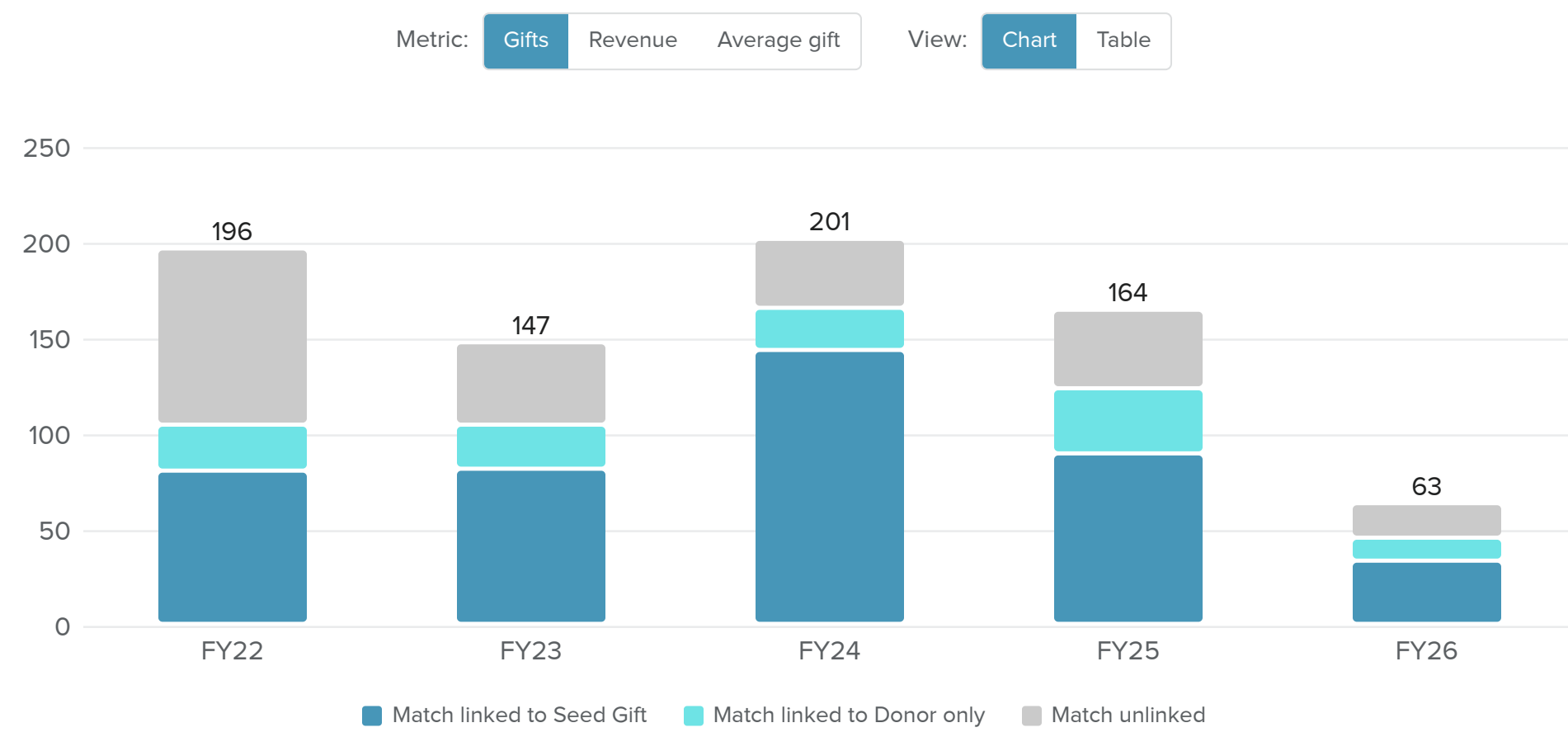
3. How many Corporate Partners also give through events in the same year?



Organizations only. Corporate Partners that gave in the fiscal year.

- We only counted an event gift when Raiser's Edge recorded the gift on the Corporate Partner's constituent record. An event gift recorded on an individual's record does not count. It's possible that means we're undercounting gifts.
- Each fiscal year, only about 8% to 15% of the Corporate Partners that gave also made an event gift.
- Over the last five years, event gifts made up 2.1% of Corporate Partner revenue.

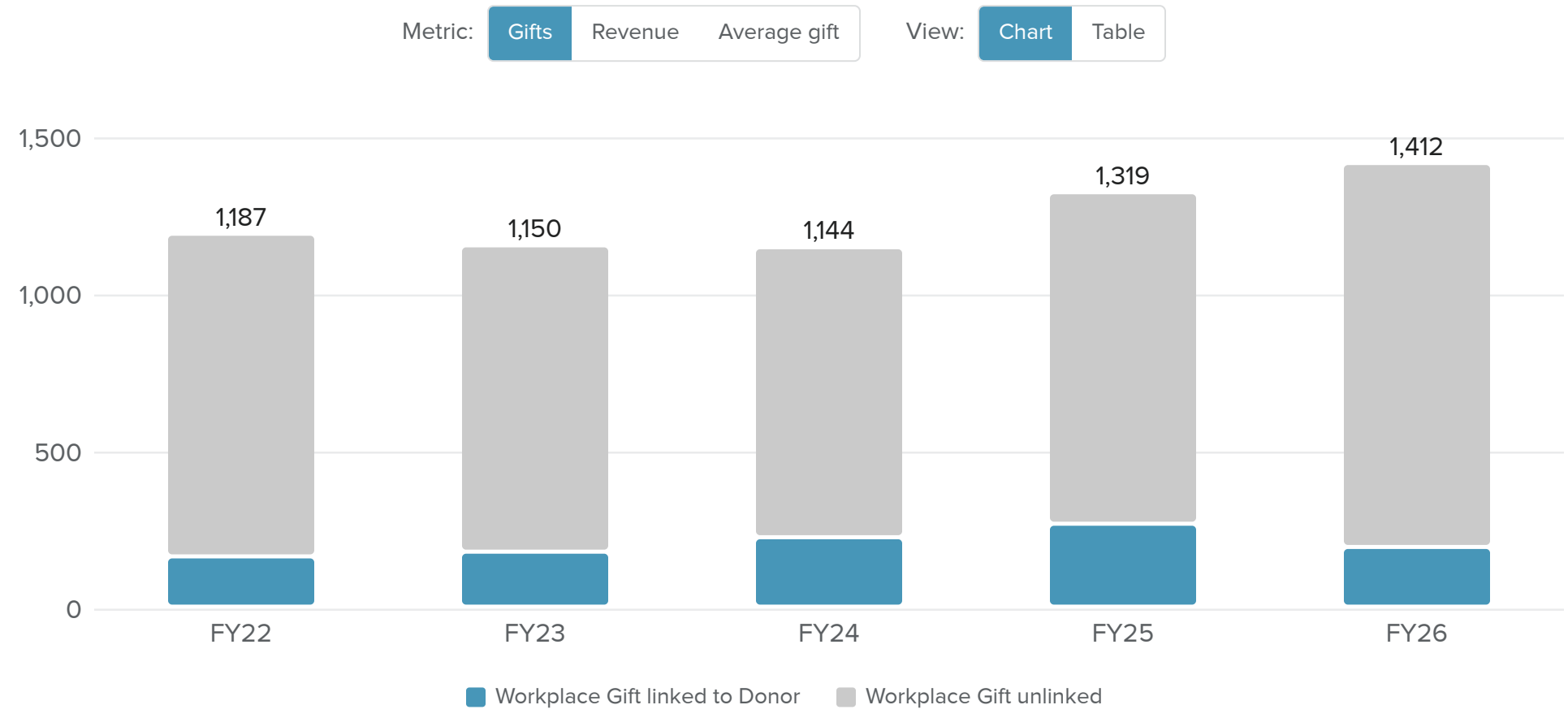
4. How many gifts are Matching Gifts, and how many can we tie to the gift that prompted them?



Every Matching Gift payment that BCRF received.

- Since FY22, the number of Matching Gifts received has declined 68%, from 196 to just 63 in FY26.
- From FY22 to FY26, 55% of Matching Gifts are linked to the seed gift. Those are the Matching Gifts that were entered as payments on a Matching Gift Pledge. The other 45% were entered as One-Time Gifts, which can't be linked to a seed gift. Of all Matching Gifts, 15% are linked to the donor only and 30% are unlinked.

5. How many gifts are Workplace Gifts, and how many can we tie to a donor?



Every gift under the Workplace Giving appeal.

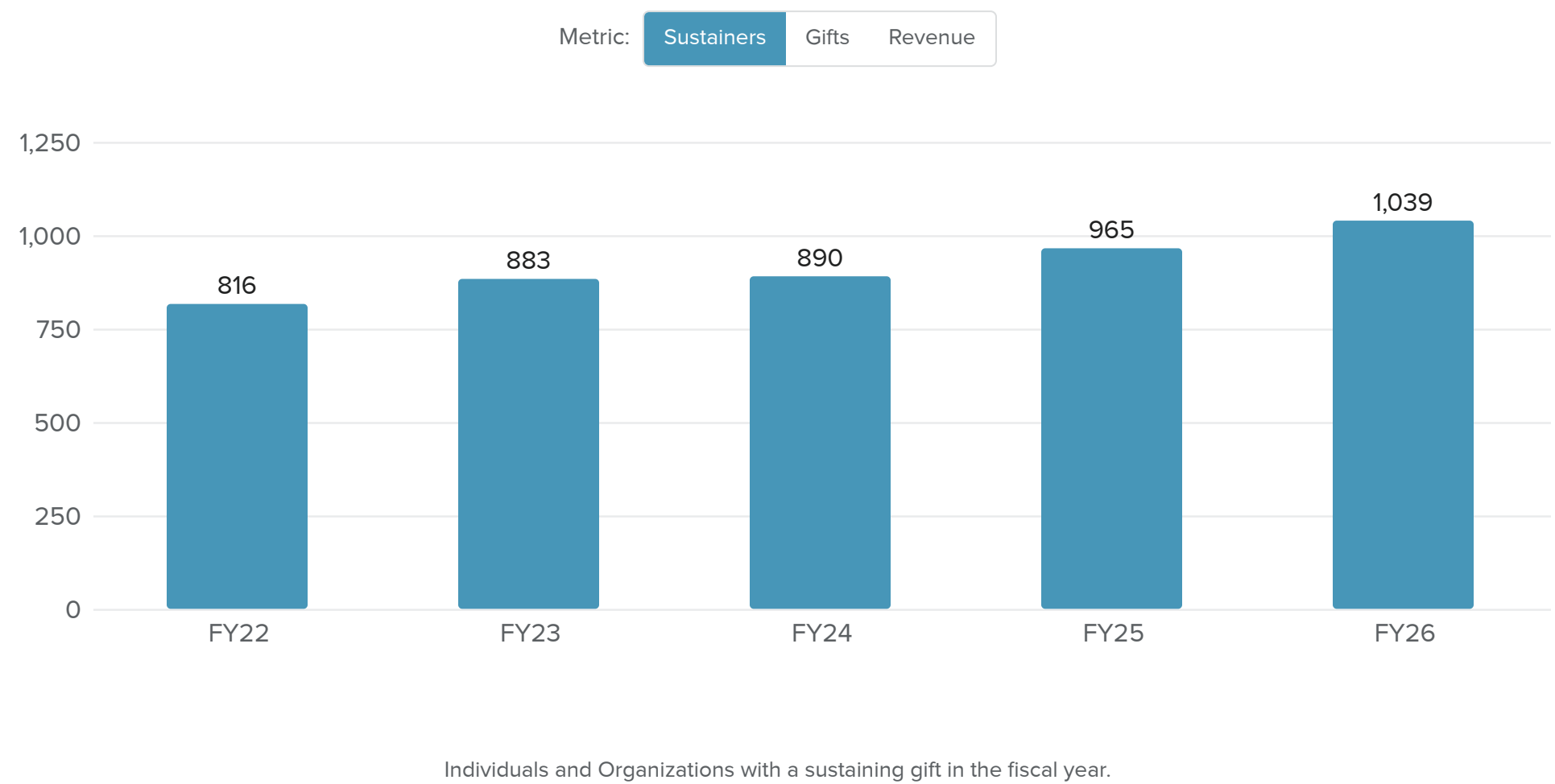
- As of FY26, only 13% of Workplace Gifts are linked back to an Individual constituent. Those gifts make up 3% of Workplace Gift revenue.

Sustainer Program

Key Findings

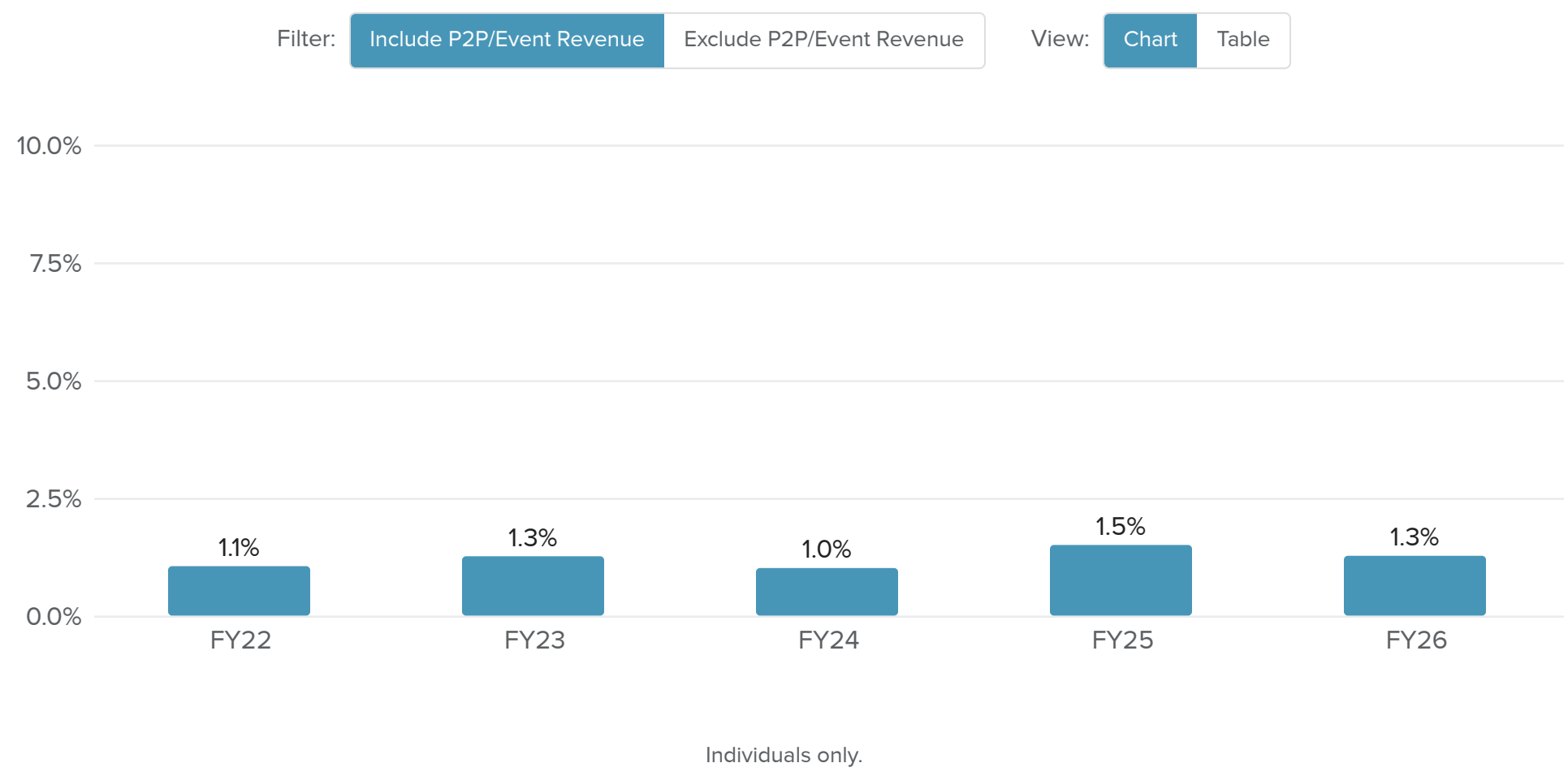
- BCRF's sustainer program is small but growing. From FY22 to FY26, the number of sustainers rose 27%, from 816 to 1,039, and sustaining revenue rose 52%, to \$436,133 in FY26.
- Sustaining revenue is a small part of revenue from Individuals. It was 1% to 1.5% of revenue from Individuals in each year from FY22 to FY26.
- On average, about 57% of monthly sustainers are still active after 24 months of sustainer giving, which is in line with typical sustainer retention benchmarks.

1. How large is our sustainer program?

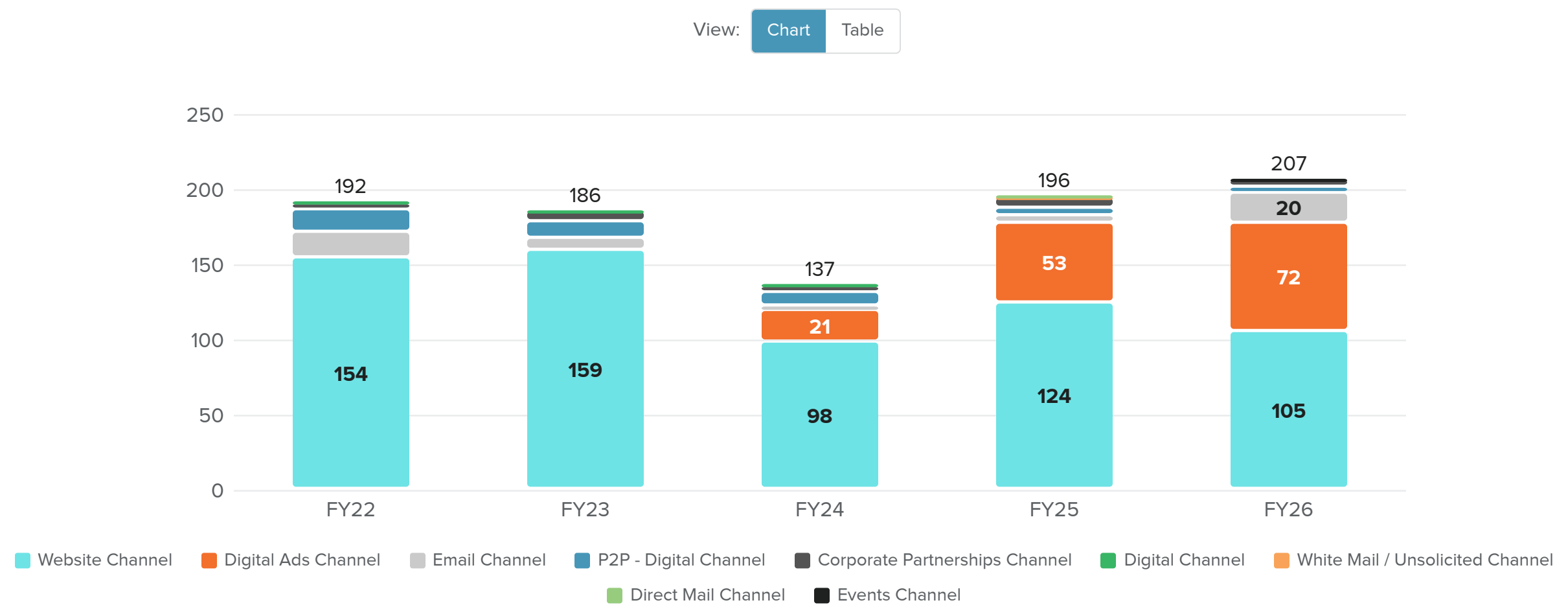


- Since FY22, the number of sustainers has increased 27%, from 816 to 1,039. Sustaining revenue has increased 52%, from \$286,495 to \$436,133.

2. What share of our revenue from Individuals comes from sustaining gifts?



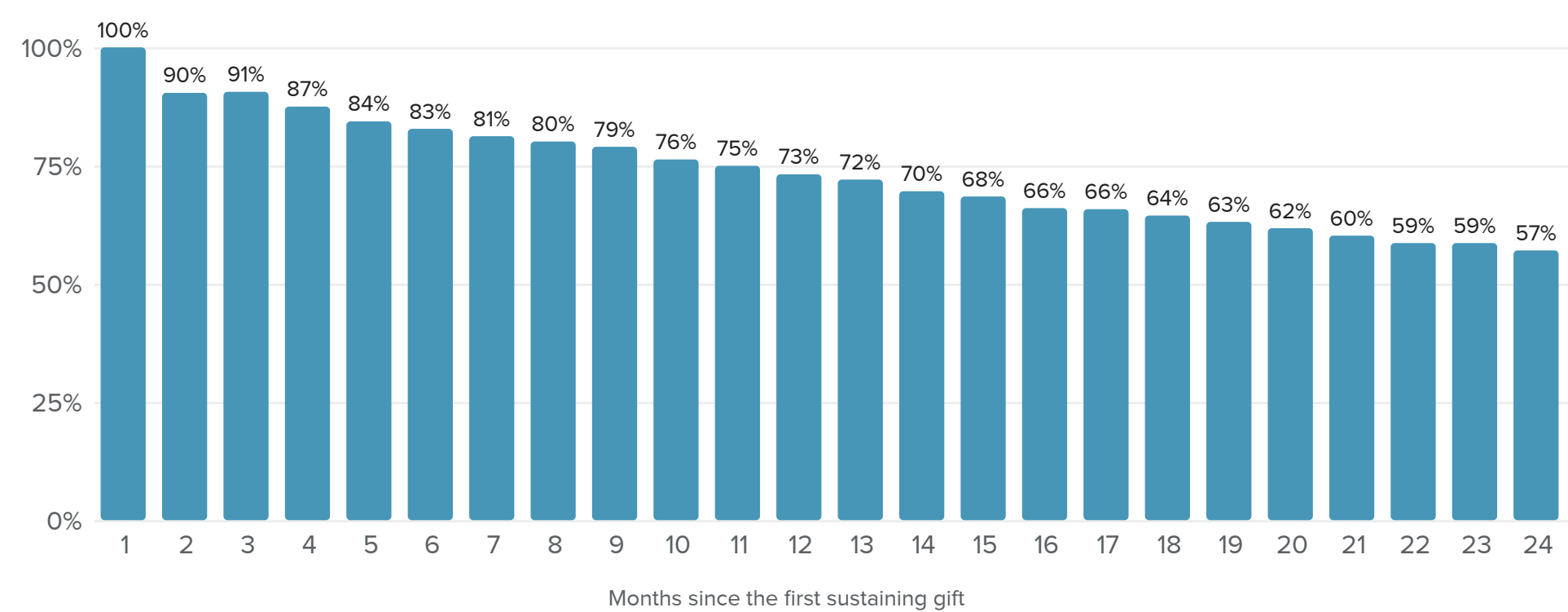
3. How many new sustainers were acquired each year by channel?



Individuals and Organizations, counted in the fiscal year of their first sustaining gift, by the channel of that gift. Excludes the offline sustainers that the analysis infers from giving patterns. A new sustainer can be a donor who gave one-time gifts in earlier years.

- It's not clear why new sustainers from the Website dropped from FY23 to FY24. There was a drop in Website gifts from FY23 to FY24 (from 13,519 to 9,015) so that's part of it, but we also found that a smaller percentage of Website gifts started a sustaining plan (1.4% to 1.2%).

4. What is the sustainer retention rate by month?



Individuals and Organizations who gave a monthly sustainer gift from FY22 to FY24, so each has had 24 months. Excludes quarterly, semi-annual and yearly sustainer gifts, and the offline sustainers that the analysis infers from giving patterns. A sustainer who missed a month and gave again the next month counts as not retained only in the missed month.

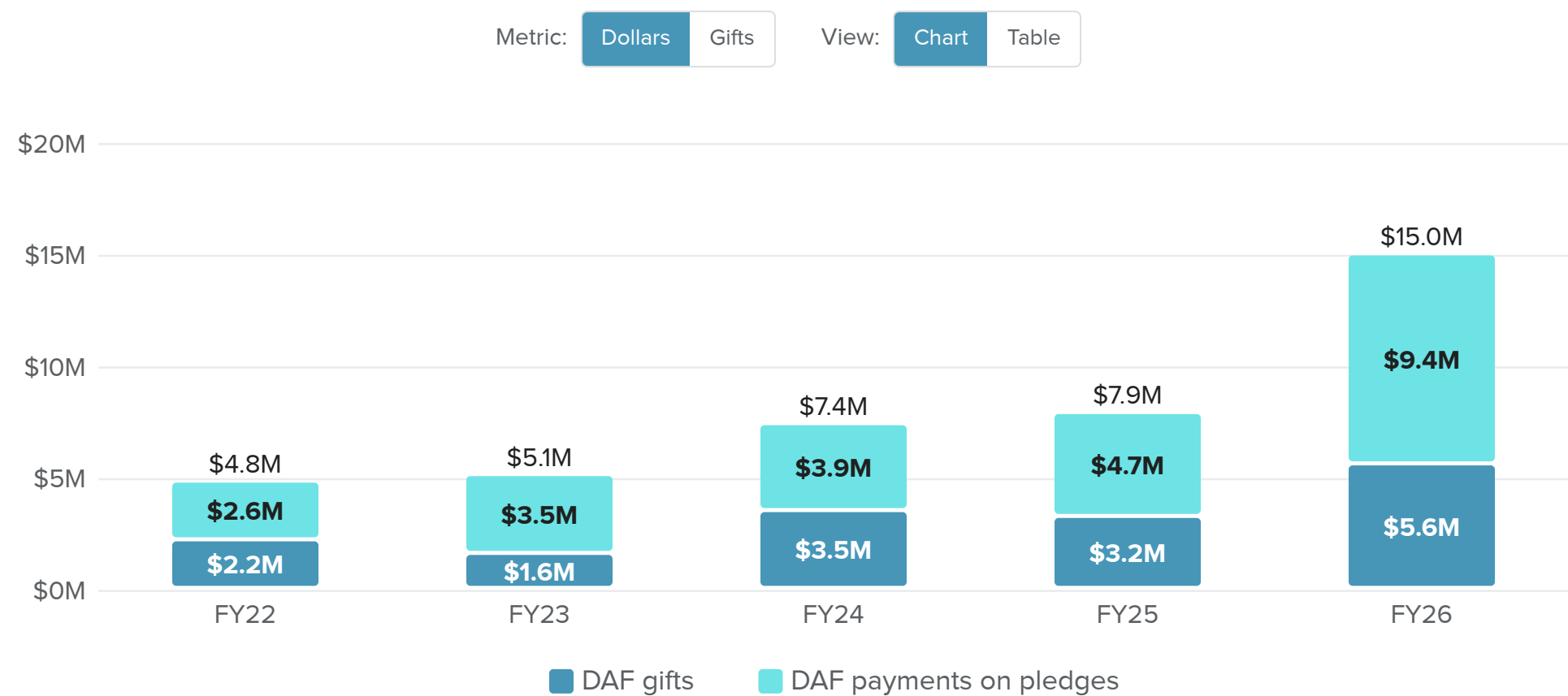
- Across the three years included in the chart, 57% of monthly sustainers were still active by month 24.

Donor Advised Funds (DAFs)

Key Findings

- The money that BCRF received through DAFs more than tripled, from \$4.8 million in FY22 to \$15.0 million in FY26.
- Most of the DAF money came from large DAF payments. In FY26, 22 DAF gifts and DAF payments on pledges of \$100,000 or more totaled \$9.8 million. That is about two thirds of the DAF money that year.
- Major Donors give the largest share of their money through DAFs. In FY26, 32% of the money from Major Donors came through a DAF. The shares were 19% for Mid-level Donors and 4% for Low-dollar Donors.
- DAF donors give again at a much higher rate. 59% of FY25 DAF donors gave again in FY26, compared with 22% of donors who did not give through a DAF. (Although, part of this is because donors who give larger amounts tend to retain at a higher rate, regardless of whether they paid with a DAF or not.)

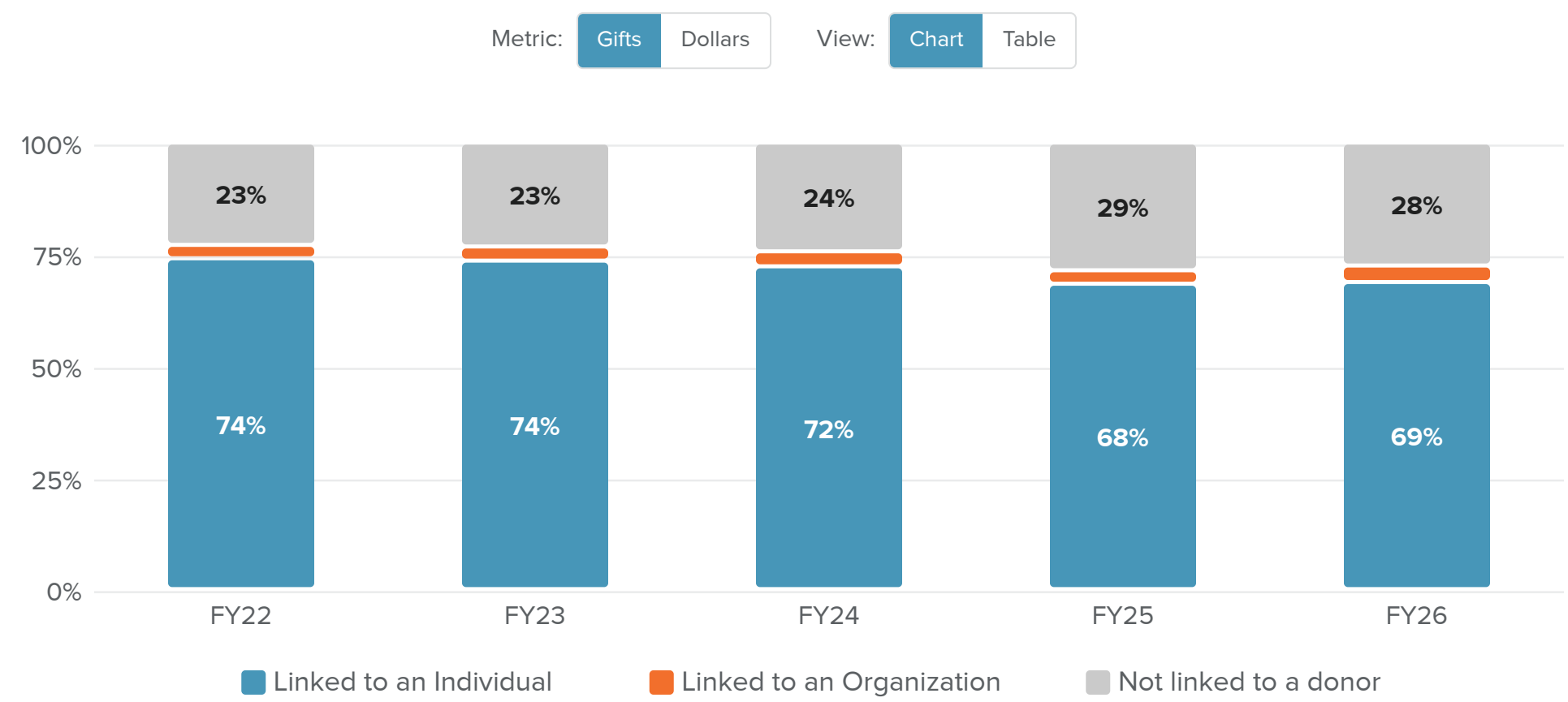
1. How much revenue arrives through DAFs each year?



Every gift and pledge payment that a donor advised fund (DAF) paid. Excludes matching gift payments from a DAF sponsor. The analysis counts money received, so it counts each pledge payment in the year that BCRF received it and does not count the pledge.

- Since FY22, the money that BCRF received through DAFs has increased 212%, from \$4.8 million to \$15.0 million. That was 6% to 7% of all the money that BCRF received in each fiscal year from FY22 to FY25, and 13% in FY26.
- In FY26, there were 22 DAF gifts and DAF payments on pledges of \$100,000 or more, totaling \$9.8 million. This is up from 6 and \$1.8 million in FY22. The largest in FY26 was a \$5 million payment on a pledge.
- DAF gifts and DAF payments on pledges for less than \$100,000 also grew. Since FY22, they have increased 71%, from \$3.0 million to \$5.2 million.

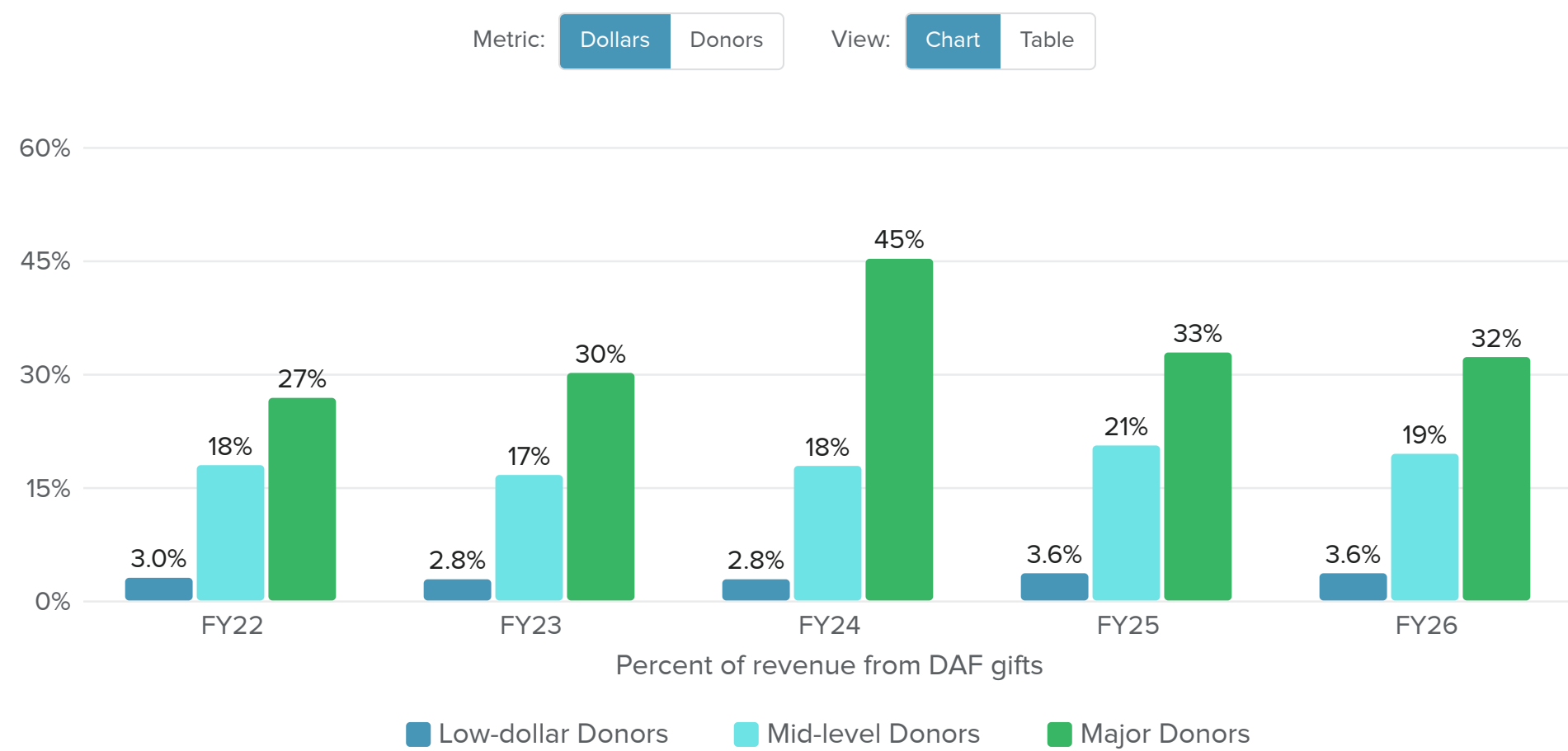
2. What percent of DAF gifts are linked to the donor who initiated the gift?



Every gift and pledge payment that a DAF paid. Excludes matching gift payments from a DAF sponsor. A gift is linked when RE soft credits an Individual for it. In FY26, one \$5,000,000 pledge payment is linked to an Organization.

- Over the last five years, 1,726 of 6,720 DAF gifts were not linked to a donor. Those gifts total \$4.5 million. The percentage of gifts that are not linked has increased from 23% in FY22 to 28% in FY26.

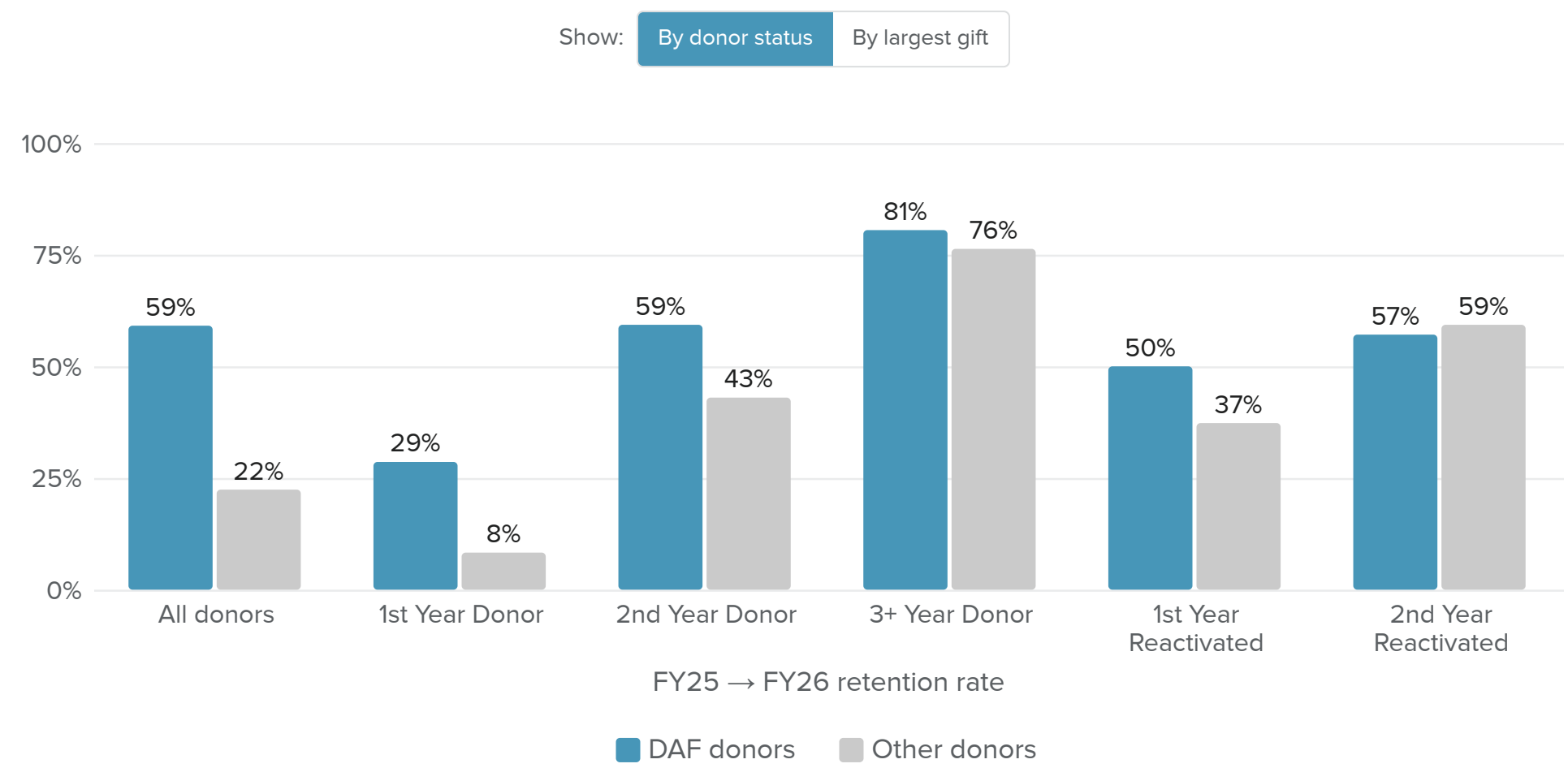
3. What percent of revenue from Major Donors and Mid-level Donors arrives through a DAF?



Individuals only, by their giving level in the fiscal year. The analysis counts money received, so it counts each pledge payment in the year that BCRF received it and does not count the pledge. Excludes DAF gifts that RE does not link to an Individual. A gift that RE credits to two spouses counts once for each spouse, so the dollars can exceed the money that BCRF received.

- In FY26, 32% of the money that BCRF received from Major Donors and 19% of the money from Mid-level Donors came through a DAF.
- In FY26, 48 of 166 Major Donors and 474 of 2,861 Mid-level Donors gave through a DAF.

4. What is the donor retention rate by DAF giving?



Individuals only. Donors from FY25, split by whether they gave a DAF gift in FY25. A DAF gift that RE does not link to a donor cannot count as a renewal, so the rate for DAF donors may be too low.

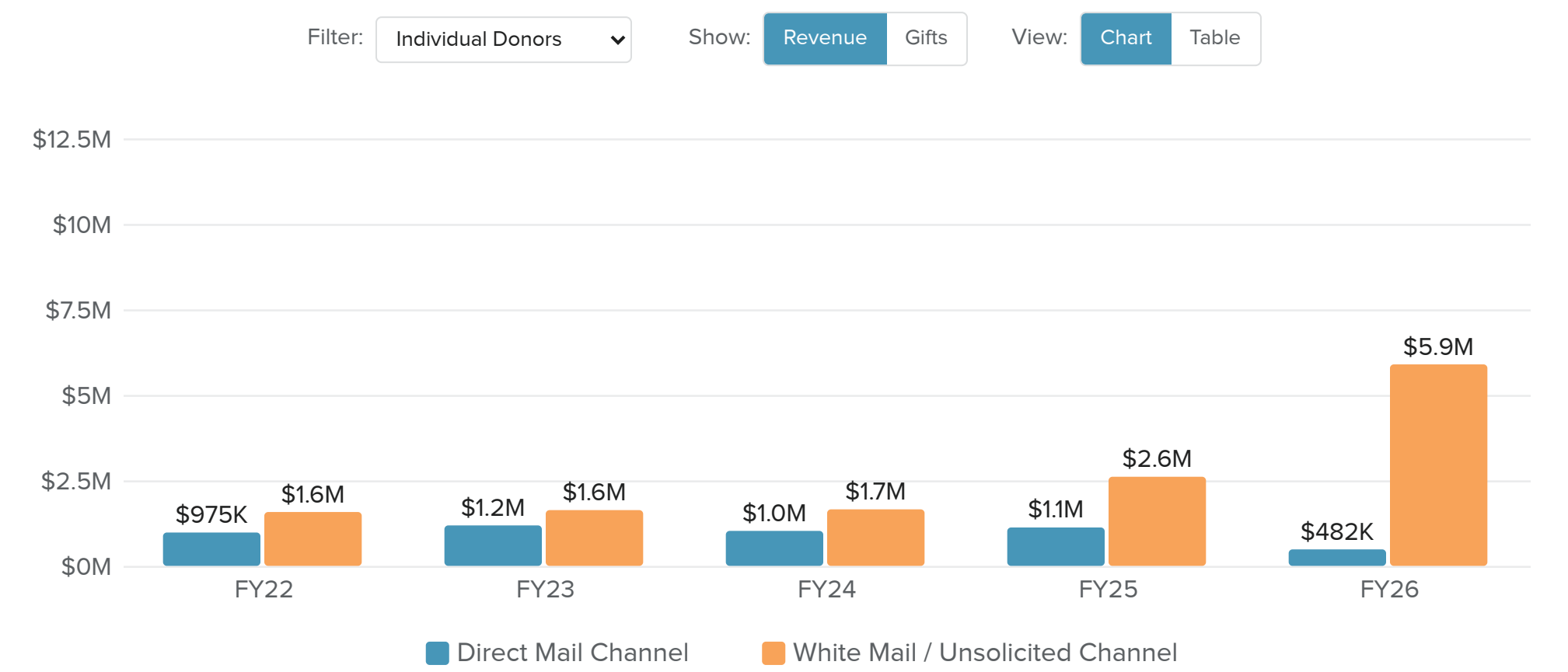
- 1st Year Donors are far more likely to retain if they make a DAF gift. This is partially explained by the fact that DAF gifts tend to be larger amounts, and donors who give larger amounts also retain at a higher rate. Still, in most cases, DAF donors are more likely to retain than non-DAF donors, even at similar gift sizes.
- 90% of the FY25 DAF donors who gave again in FY26 gave through a DAF again in FY26.

Direct Mail & White Mail

Key Findings

- Individual giving by mail has increased since FY22. Individual revenue from the Direct Mail Channel and the White Mail / Unsolicited Channel together rose 150% over those years, to about \$6.4 million.
- Most of that growth came through white mail, from larger gifts. Since FY22, Individual white mail gifts of \$1,000 or more rose from 290 to 815. At the same time, gifts under \$100 fell 29%.
- In FY26, 36% of Individual white mail gifts came from people who had received a direct mail appeal from BCRF in the 90 days before the gift.
- How revenue has been coded to direct mail has changed over the last few years. This makes historical trends difficult to nail down. We mostly view FY26 as the new baseline against which to measure future performance.

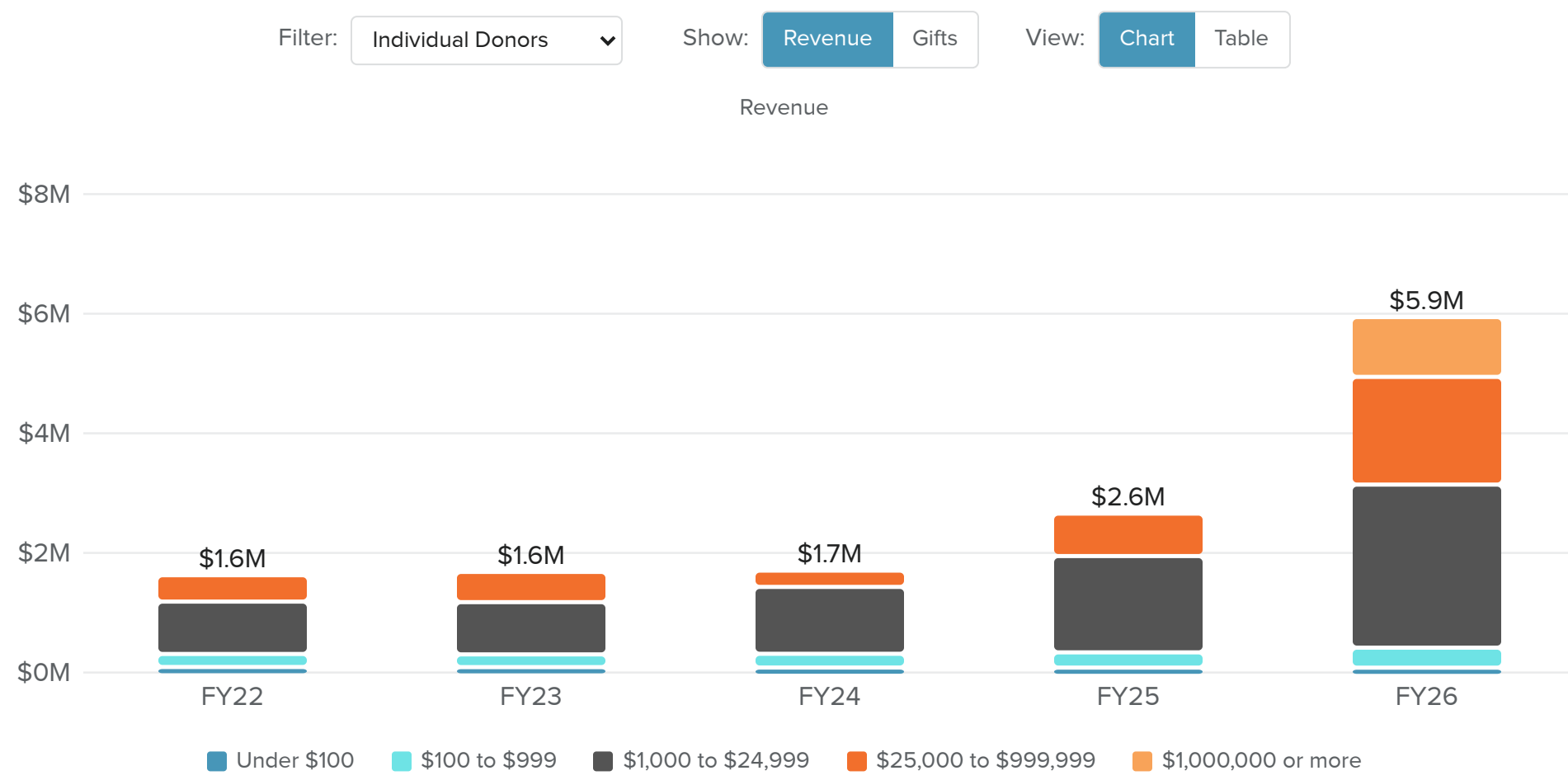
1. What has Direct Mail Channel revenue done over the last five years, separated from the White Mail / Unsolicited Channel?



Individuals only, in the Direct Mail Channel and the White Mail / Unsolicited Channel. Through FY25, BCRF coded the white mail that arrived in the year-end period to the year-end appeal, so the Direct Mail Channel includes some white mail from FY22 to FY25.

- Through FY25, BCRF coded white mail to the year-end letter, so the Direct Mail Channel includes some white mail from FY22 to FY25. It's possible other gifts were coded to the Direct Mail Channel as well. It's difficult to get a true sense of past Direct Mail Channel performance. FY26 may be the best baseline against which to compare future Direct Mail Channel performance.
- Among Individual Donors, revenue from the Direct Mail Channel and the White Mail / Unsolicited Channel together has increased 150% since FY22, from \$2,550,559 to \$6,373,839.

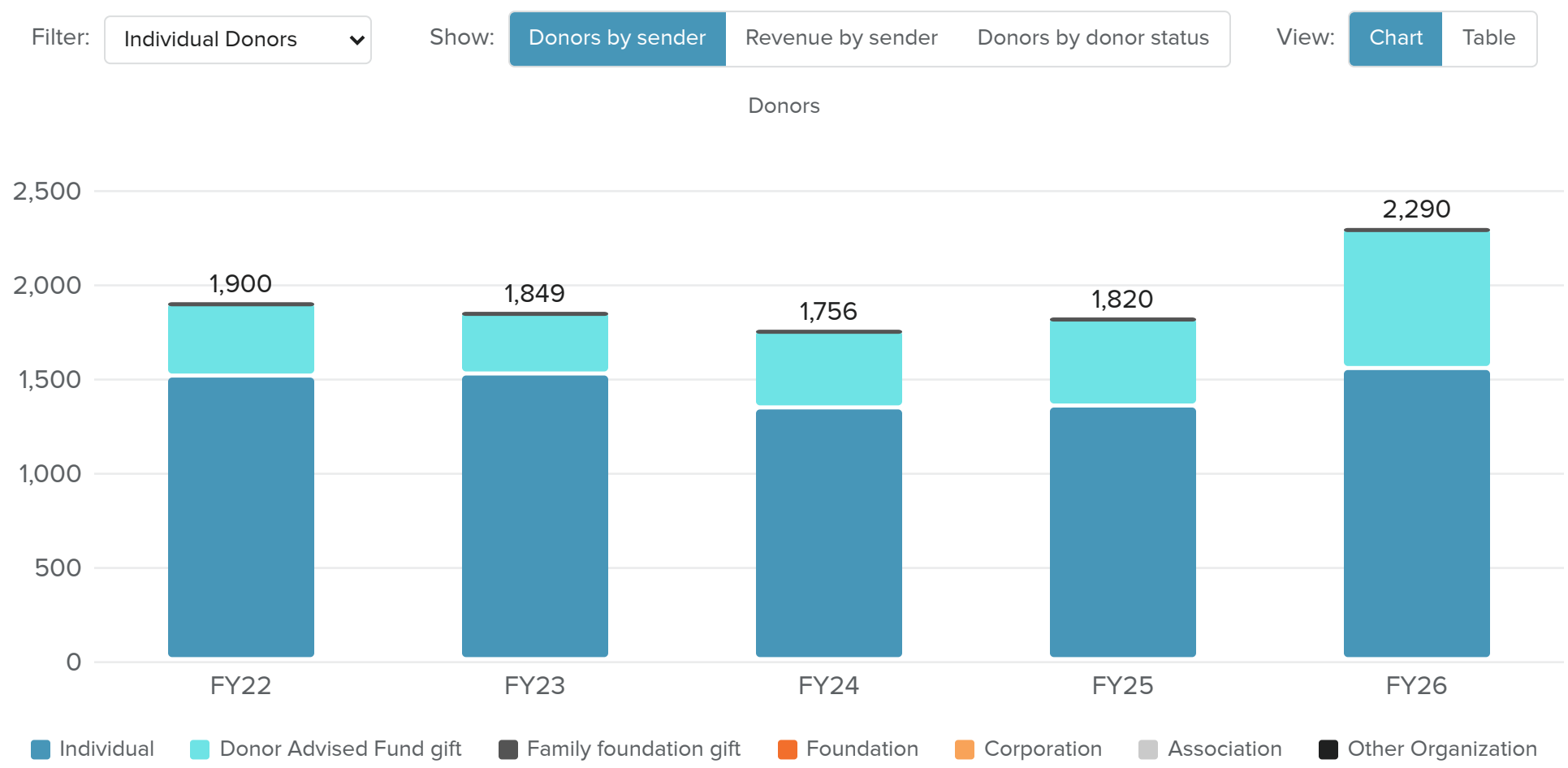
2. What has White Mail / Unsolicited Channel revenue done?



Individuals only, in the White Mail / Unsolicited Channel, by the size of the gift.

- In FY26, one individual made a \$1M pledge, which counted in the White Mail / Unsolicited Channel. Without that pledge, white mail revenue from Individual Donors has increased 211% since FY22, from \$1,575,257 to \$4,891,943.
- From FY22 to FY26, the number of white mail gifts under \$100 from Individual Donors fell 29%, from 1,247 to 891. Over the same years, their gifts of \$1,000 or more rose from 290 to 815.
- In the Organization Donors view, one organization has given \$20.9 million in white mail gifts from FY22 to FY25. In FY26, that same organization made a \$7M gift but it was coded to a different channel and is not in this chart.

3. Who is sending white mail?



Individuals only, in the White Mail / Unsolicited Channel. A gift through a DAF or a family foundation counts in its own row. A donor with two kinds of gift counts once in each kind, so the rows sum to more than the total.

- In FY26, 36% of individuals' white mail gifts came from people who had recently received a direct mail appeal from BCRF (within 90 days of the mailing).
- The share of Individual white mail donors who gave through a Donor Advised Fund (DAF) rose from 21% in FY22 to 33% in FY26.

4. What is the response rate, average gift and revenue per thousand solicited by direct mail appeal?

FY26 MAILING	QUANTITY	GIFTS	RESPONSE RATE	AVERAGE GIFT	REVENUE	REVENUE PER THOUSAND	COST	NET REVENUE
BCAM	24,674	413	1.67%	\$374	\$154,285	\$6,253	\$18,577	\$135,708
Year End, letter 1	24,429	342	1.40%	\$435	\$148,625	\$6,084	\$18,943	\$129,682
Year End, letter 2	24,176	229	0.95%	\$421	\$96,430	\$3,989	\$14,407	\$82,023
February Renewal	13,666	134	0.98%	\$249	\$33,430	\$2,446	\$11,343	\$22,087
Total	86,945	1,118	1.29%	\$387	\$432,770	\$4,978	\$63,270	\$369,500

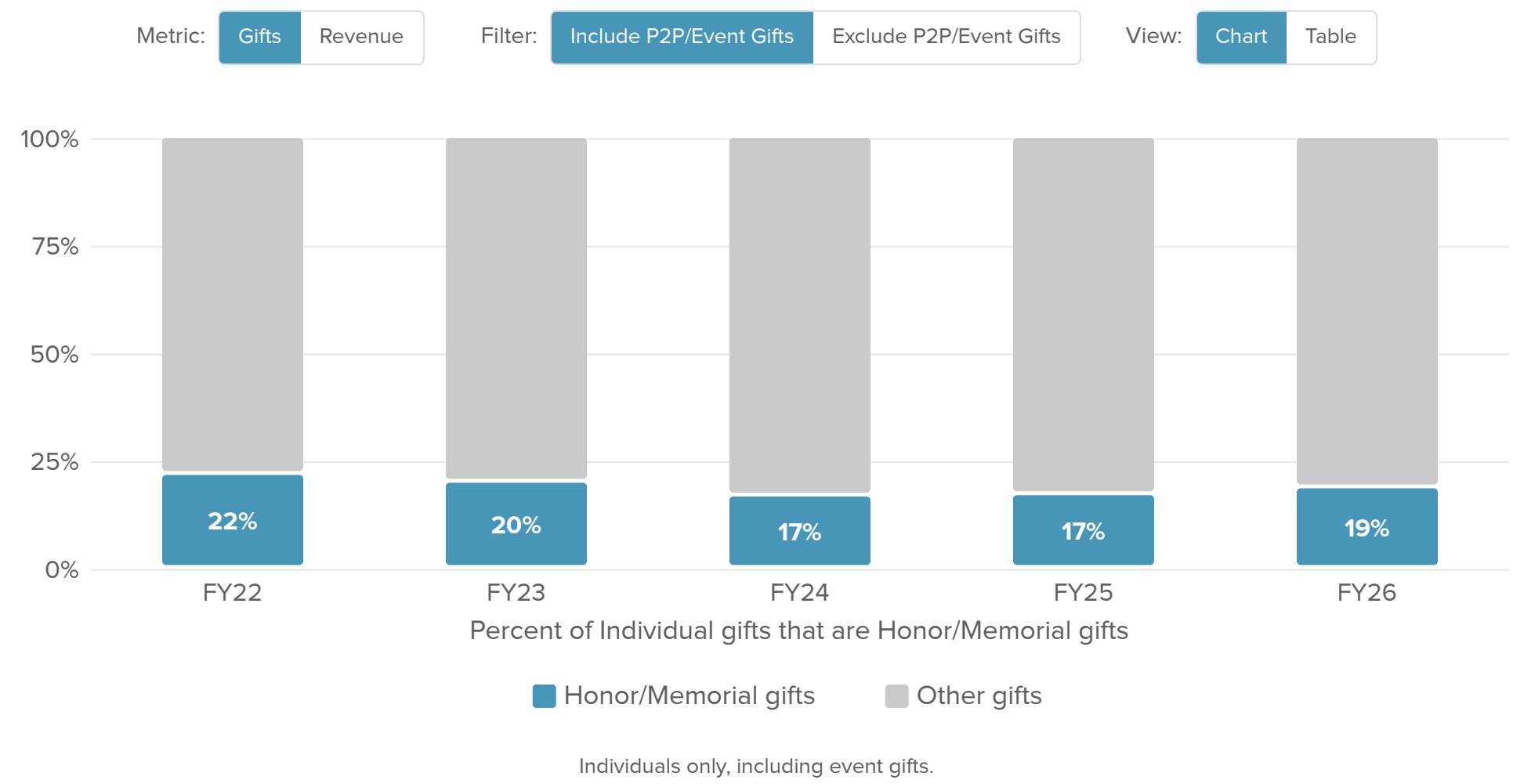
Every gift from Individuals and Organizations on each FY26 mailing's appeal and package through June 30, 2026, by mail or through the letter's QR code or web address. Excludes gifts in the Email and Ongoing Recurring Revenue channels.

Honor/Memorial

Key Findings

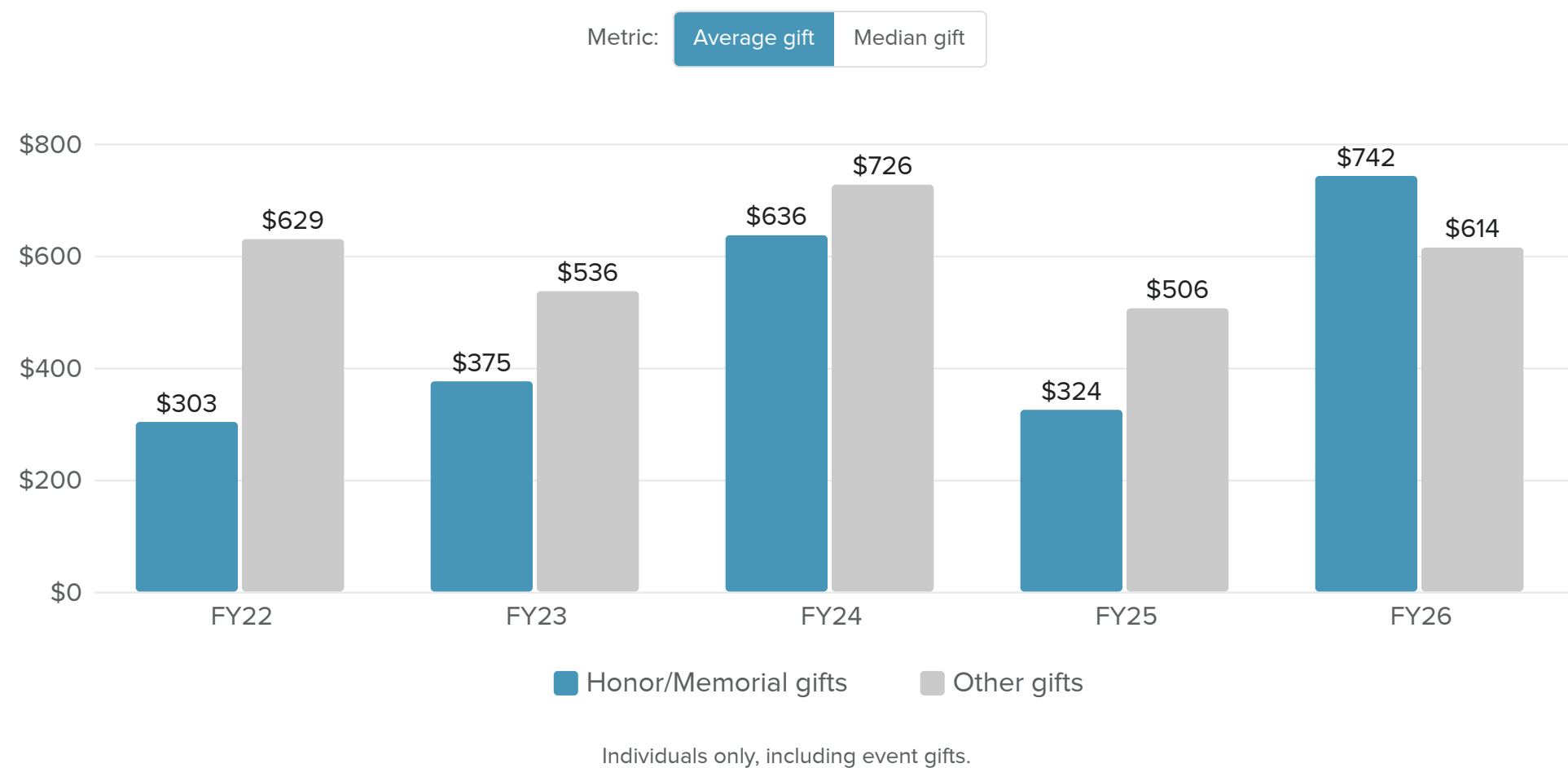
- About one in five gifts from Individuals is an Honor/Memorial gift.
- Since FY22, the number of Honor/Memorial gifts has fallen 7%, but revenue has grown. Honor/Memorial revenue rose from \$3.1 million in FY25 to \$7.4 million in FY26, and FY26 had 95 gifts of \$10,000 or more.
- Most Honor/Memorial gifts come through digital channels, but the largest share of revenue comes through the Events Channel.
- 1st Year Honor/Memorial donors are less likely to retain compared to non-Honor/Memorial Donors. But those who do return are more likely to retain in the long-term.

1. How does Honor/Memorial giving show up in our file?



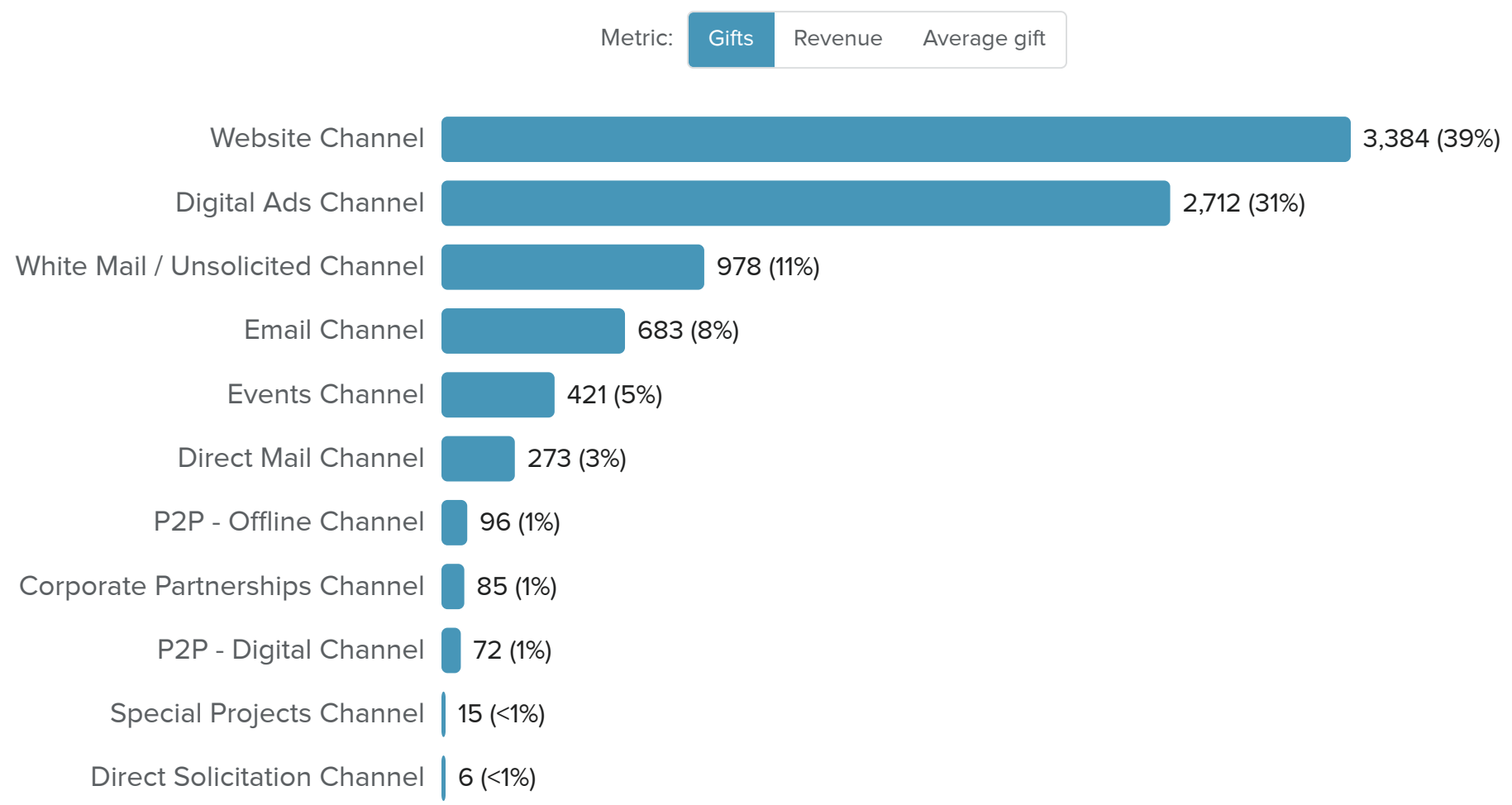
- On average, about 17%-19% of gifts from Individuals are Honor/Memorial gifts. That percentage rises to about 28% when just looking at mission gifts.
- Since FY22, the number of Honor/Memorial gifts from Individuals has declined 7%, from 10,656 to 9,914.
- Honor/Memorial revenue rose from \$3.1 million in FY25 to \$7.4 million in FY26. FY26 had 95 gifts of \$10,000 or more, up from 58 in FY25, and one of those gifts was \$1.0 million.

2. What is the average size of an Honor/Memorial gift?



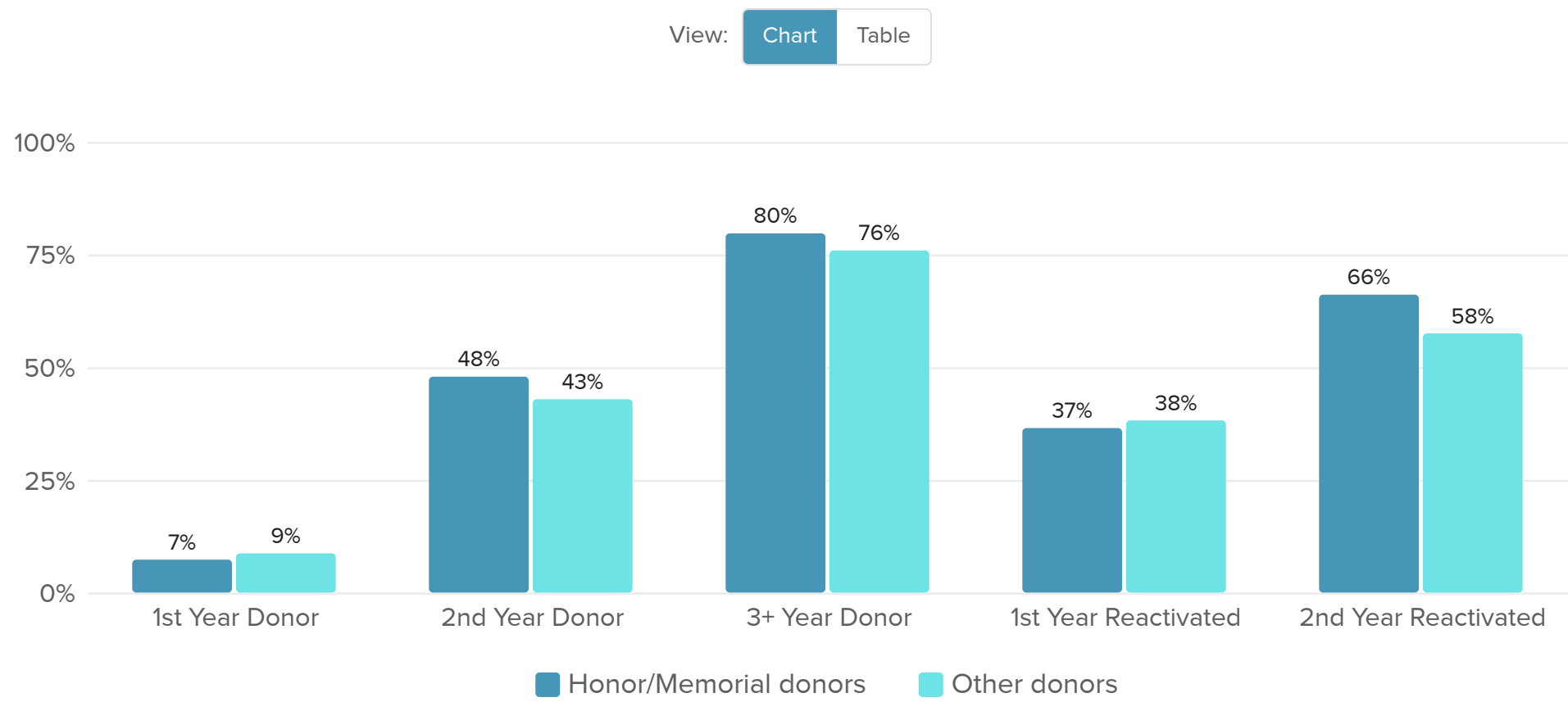
- Non-Honor/Memorial gifts have a larger average gift size due to very large gifts. If we look at median gift size, Honor/Memorial gifts tend to have a much larger median gift size.

3. How many Honor/Memorial gifts did we receive by channel?



Individuals only, Honor/Memorial gifts in FY26, by the channel of the gift. Excludes the Ongoing Recurring Revenue channel.

4. What is the donor retention rate of Honor/Memorial donors by donor status?



Individuals only. Donors from FY25, split by whether they gave an Honor/Memorial gift in FY25.

- We looked only at the donors who gave in FY25 and whether they gave again in FY26.
- Honor/Memorial donors had a lower retention rate in their first year compared to non-Honor/Memorial donors. But among the donors in their second year or later, those who gave an Honor/Memorial gift in FY25 had a higher retention rate than other donors.

Thank You