

A photograph of a caregiver with long red hair, wearing a light-colored V-neck top, smiling and leaning over an elderly woman. The elderly woman is wearing glasses and a light blue shirt, sitting in a wheelchair and looking up at the caregiver. They are indoors, with a large window in the background showing green foliage. A white flower is visible in the foreground on the left.

Brookside Assisted Living of Mendham[®] Analysis of Fundraising Data, 2019-2023

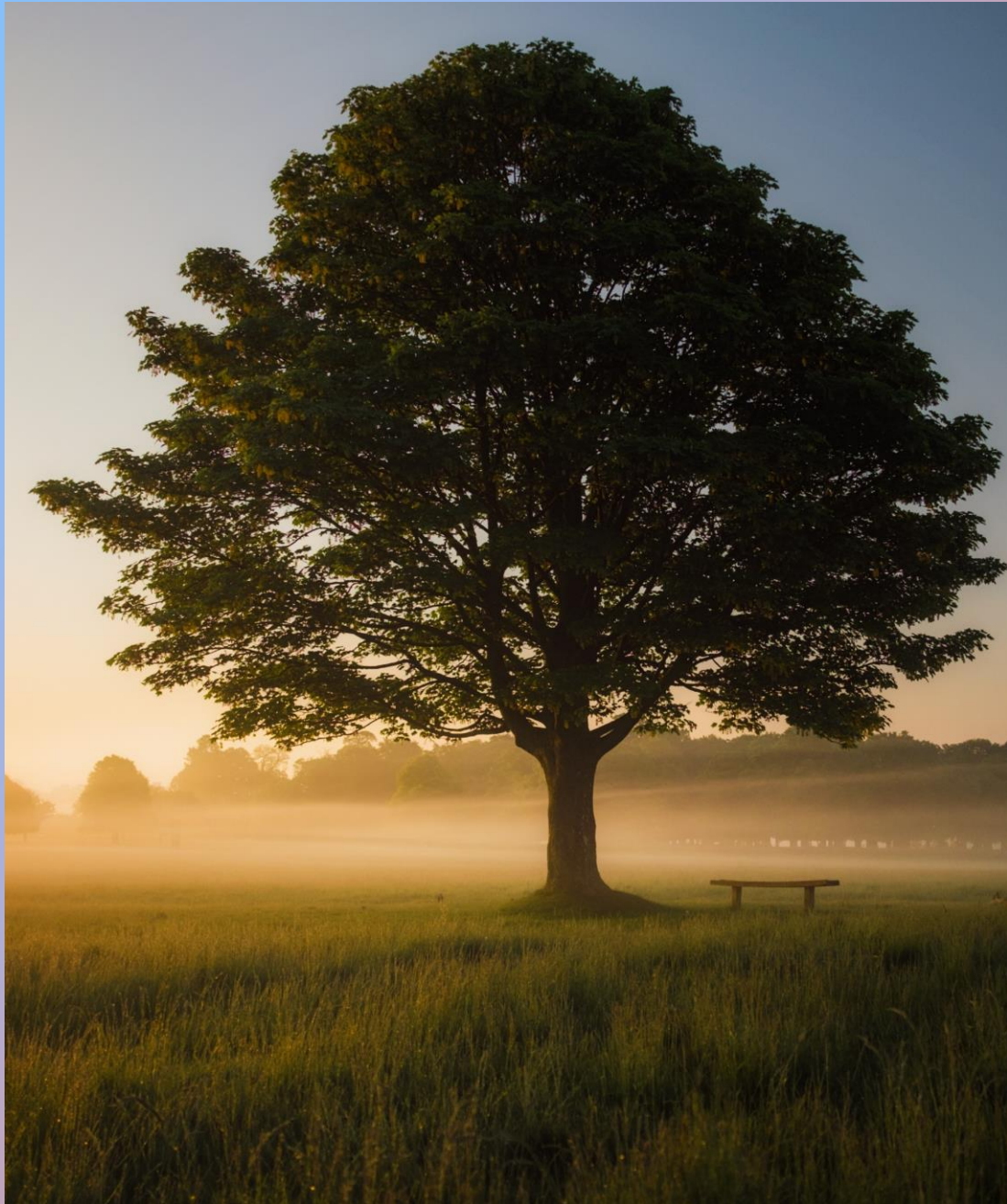
Presented by Julia E. Neidhardt



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o

o A Compassionate Care Community



Embracing Data-Driven Insights for a Vibrant Future

Brookside Assisted Living of Mendham is taking a significant step towards a vibrant future by embracing data-driven insights. Recognizing the power of data analytics, this report provides a comprehensive analysis of fundraising data from 2019 to 2023. The goal is to uncover key trends and growth opportunities that align with Brookside's mission and core values.

By laying the groundwork for understanding patterns and predicting future trends, Brookside aims to drive strategic business decisions that will enhance the lives of residents and deepen community connections. This initiative represents a commitment to innovation, leveraging data to ensure a sustainable future for an organization that has long been a symbol of community engagement and compassionate care.

Executive Summary

Objectives & Background

This report analyzes Brookside's five-year fundraising efforts. By identifying prevailing trends, valuable opportunities, and areas for improvement, the report aims to guide future fundraising strategies. This analysis serves as a tool for both immediate decision-making and long-term strategic planning, reflecting Brookside's dedication to innovation and community connection.

Brookside's journey, particularly during the challenging transition to a virtual event in 2020, highlights the organization's adaptability and resilience. This study focuses on the Mendham, New Jersey facility from 2019 to 2023, offering insights into Brookside's unique experiences and successes. More than a reflection of the past, it serves as a practical guide for future planning, rooted in Brookside's core values and commitment to community well-being. By synthesizing data with real-world experiences, this report paints a comprehensive picture of Brookside's fundraising landscape, providing actionable insights for continued success.

Executive Summary

Insights & Opportunities

Brookside is more than just a facility; it's a community deeply rooted in engagement, innovation, and a commitment to the well-being of its residents. Over the past five years, Brookside has embarked on a journey that reflects its core values and dedication to its mission, navigating unique challenges and embracing opportunities for growth.

In 2019, Brookside's fundraising landscape was marked by a strong community presence, attracting 3,300 attendees to various events and raising significant funds. The facility's ability to connect with the community was evident in its 60% donor retention rate, and an average donation size of \$1,500. The focus on community engagement and innovative fundraising was just the beginning.

The year 2020 brought unprecedented challenges, forcing Brookside to adapt and innovate. Despite a small dip in attendance, the virtual event that year offered valuable insights into the potential of online and hybrid fundraising options. The facility's resilience was reflected in a net revenue increase, even with a 4.71% rise in total expenses from 2019 to 2023. The shift towards virtual capabilities not only responded to global challenges but opened doors to innovate and expand reach.

Through strategic management of expenses and a focus on enhancing donor engagement, Brookside continued to build on its rich history. By 2023, the total number of attendees grew to 3,950, an 18.18% increase, and the donor retention rate improved to 73%. The average donation size also grew to \$1,800, reflecting a higher level of commitment from individual donors.

Executive Summary

Insights & Opportunities

The correlations observed in the data tell a compelling story. The strong positive relationship between attendees and total expenses (0.98) underscores the need for careful budgeting as attendee numbers grow. The connection between attendees and average donation size (0.95) emphasizes the importance of maximizing attendance, possibly attributed to the prominence of keynote speakers or featured acts.

But numbers only tell part of the story. Behind these statistics lies a community that feels seen, heard, and valued. Personalized experiences, tailored communications, and fostering a sense of community among donors have created powerful connections. The calculated Lifetime Value (LTV) of a donor at Brookside, \$11,880.28, is not just a figure; it's a testament to the long-term value and loyalty of Brookside's donor base.

Brookside's story is one of resilience, innovation, and community. It's a story of a facility that sees challenges as opportunities to grow, that values every individual's contribution, and that is committed to serving its community with compassion and integrity. The road ahead is filled with potential, and with continued focus on strategic planning, donor engagement, and embracing adaptable solutions, Brookside Assisted Living of Mendham is poised for a sustainable and impactful future.



Fundraising Details, 2019-2023



| YEAR | EVENT | ATTENDEES | PUBLICITY EXPENSES | TOTAL EXPENSES | COST-PER-DONOR | AVERAGE DONATION SIZE | DONOR RETENTION RATE |
|----------------|---------------|-----------|--------------------|----------------|----------------|-----------------------|----------------------|
| 2019 | Fall | 1000 | \$ 5,000.00 | \$ 30,000.00 | \$ 300.00 | \$ 1,500.00 | 60% |
| 2019 | Winter | 1200 | \$ 5,500.00 | \$ 31,000.00 | \$ 258.33 | \$ 1,600.00 | 65% |
| 2019 | Spring/Summer | 1100 | \$ 5,200.00 | \$ 30,500.00 | \$ 277.27 | \$ 1,550.00 | 62% |
| 2019 SUBTOTAL: | | 3300 | \$ 15,700.00 | \$ 91,500.00 | \$ 835.60 | \$ 4,650.00 | 62.33% |
| 2020 | Fall | 1050 | \$ 5,100.00 | \$ 30,200.00 | \$ 287.62 | \$ 1,520.50 | 61% |
| 2020 | Winter | 1250 | \$ 5,600.00 | \$ 31,500.00 | \$ 252.00 | \$ 1,650.00 | 67% |
| 2020 | Spring/Summer | 1150 | \$ 5,300.00 | \$ 30,800.00 | \$ 267.83 | \$ 1,570.50 | 64% |
| 2020 SUBTOTAL: | | 2300 | \$ 10,700.00 | \$ 61,700.00 | \$ 539.62 | \$ 3,170.50 | 64.00% |
| 2021 | Fall | 1100 | \$ 5,200.00 | \$ 30,500.00 | \$ 277.27 | \$ 1,550.00 | 62% |
| 2021 | Winter | 1300 | \$ 5,700.00 | \$ 32,000.00 | \$ 246.15 | \$ 1,700.00 | 69% |
| 2021 | Spring/Summer | 1200 | \$ 5,400.00 | \$ 31,100.00 | \$ 259.17 | \$ 1,600.00 | 66% |
| 2021 SUBTOTAL: | | 3600 | \$ 16,300.00 | \$ 93,600.00 | \$ 782.59 | \$ 4,850.00 | 65.67% |
| 2022 | Fall | 1150 | \$ 5,300.00 | \$ 30,800.00 | \$ 267.83 | \$ 1,570.50 | 64% |
| 2022 | Winter | 1350 | \$ 5,800.00 | \$ 32,500.00 | \$ 240.74 | \$ 1,750.00 | 71% |
| 2022 | Spring/Summer | 1250 | \$ 5,500.00 | \$ 31,400.00 | \$ 251.20 | \$ 1,620.50 | 68% |
| 2022 SUBTOTAL: | | 3750 | \$ 16,600.00 | \$ 94,700.00 | \$ 759.77 | \$ 4,941.00 | 67.67% |
| 2023 | Fall | 1200 | \$ 5,400.00 | \$ 31,100.00 | \$ 259.17 | \$ 1,600.00 | 66% |
| 2023 | Winter | 1400 | \$ 5,900.00 | \$ 33,000.00 | \$ 235.71 | \$ 1,800.00 | 73% |
| 2023 | Spring/Summer | 1300 | \$ 5,600.00 | \$ 31,700.00 | \$ 243.85 | \$ 1,650.00 | 70% |
| 2023 SUBTOTAL: | | 3900 | \$ 16,900.00 | \$ 95,800.00 | \$ 738.73 | \$ 5,050.00 | 69.67% |
| GRAND TOTALS: | | 16,850 | \$ 76,200.00 | \$ 437,300.00 | \$ 3,656.31 | \$ 22,661.50 | 65.87% |

Executive Summary



Key Trends

Attendee Growth: The number of attendees grew by 18.18%, from 3,300 in 2019 to 3,950 in 2023, reflecting Brookside's ability to engage the community, even during the 2020 virtual event.

Expenses Trend: Total expenses increased by 4.71%, from \$91,500 in 2019 to \$95,800 in 2023, highlighting the need for careful budgeting and cost management.

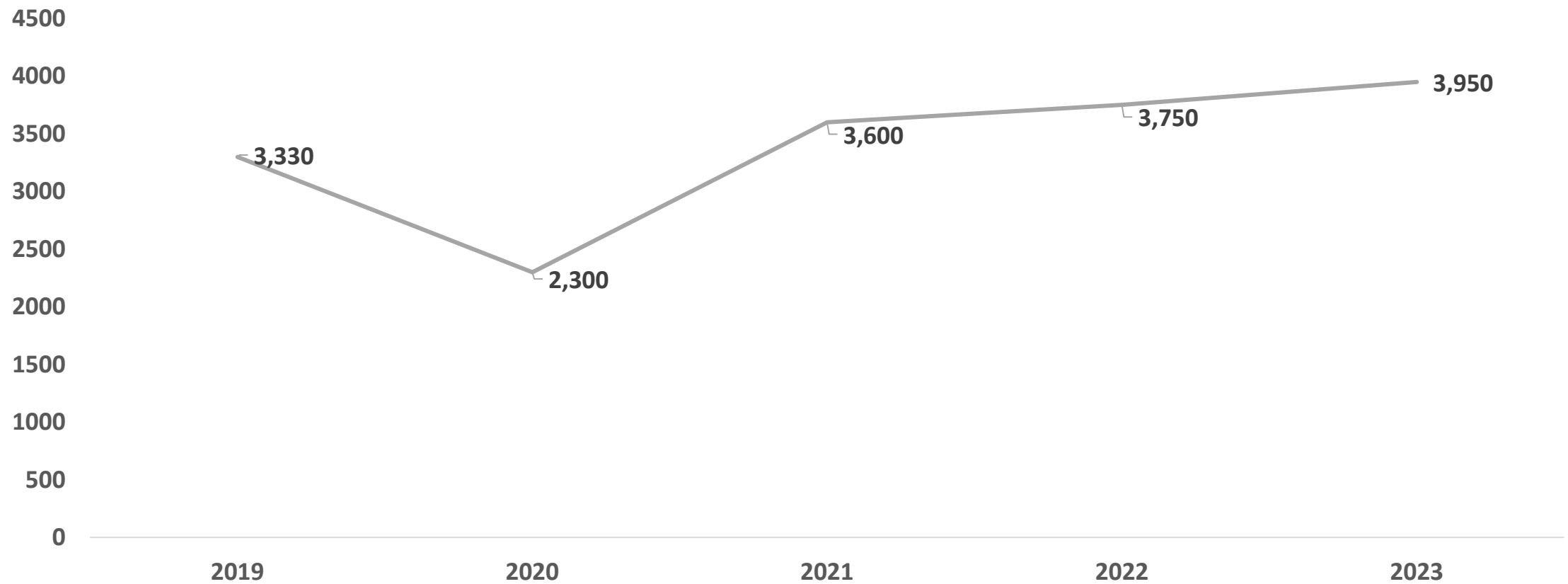
Donor Metrics:

- **Cost-Per-Donor:** Decreased from \$300 in 2019 to \$235.71 in 2023, indicating more efficient resource utilization.
- **Average Donation Size:** Grew by 20%, from \$1,500 in 2019 to \$1,800 in 2023, reflecting increased donor commitment.
- **Donor Retention Rate:** Improved by 11.77%, from 60% in 2019 to 73% in 2023, emphasizing Brookside's successful engagement strategies.
- **Donor Lifetime Value (LTV):** Calculated at \$11,880.28, representing the net profit attributed to the entire future relationship with a donor. This metric underscores the importance of retention and engagement strategies.

Executive Summary



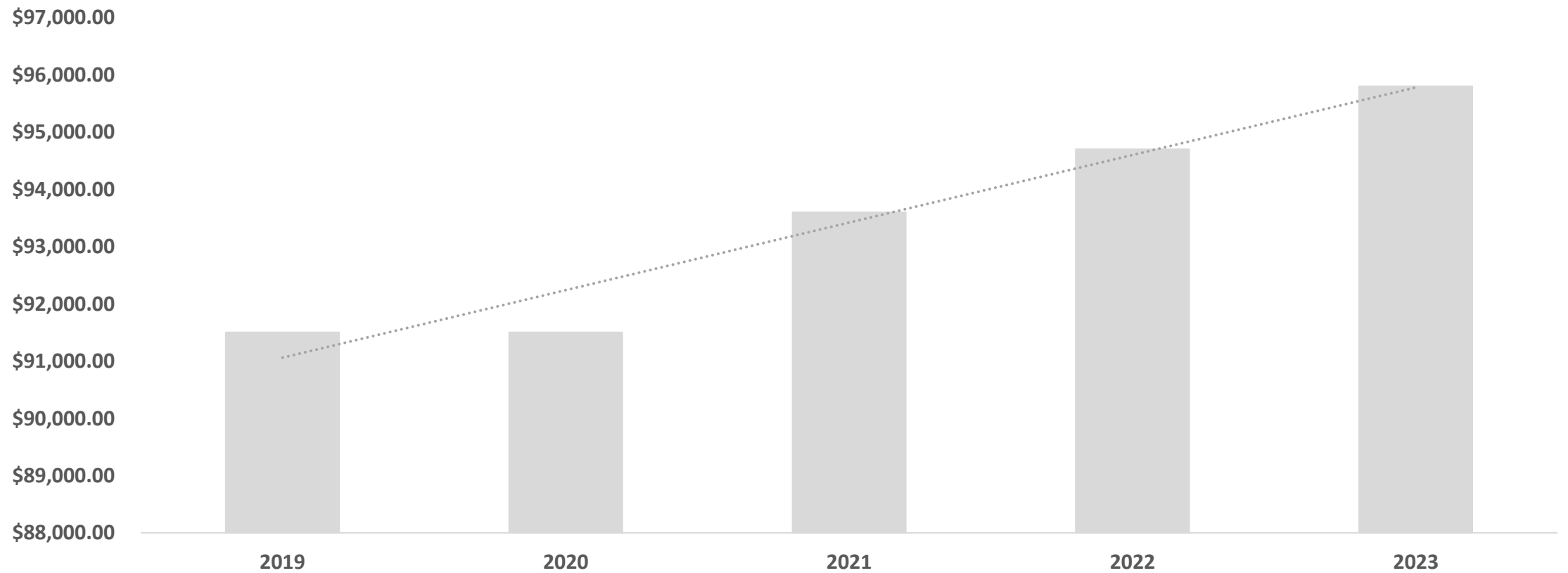
Number of Event Attendees By Year



Executive Summary



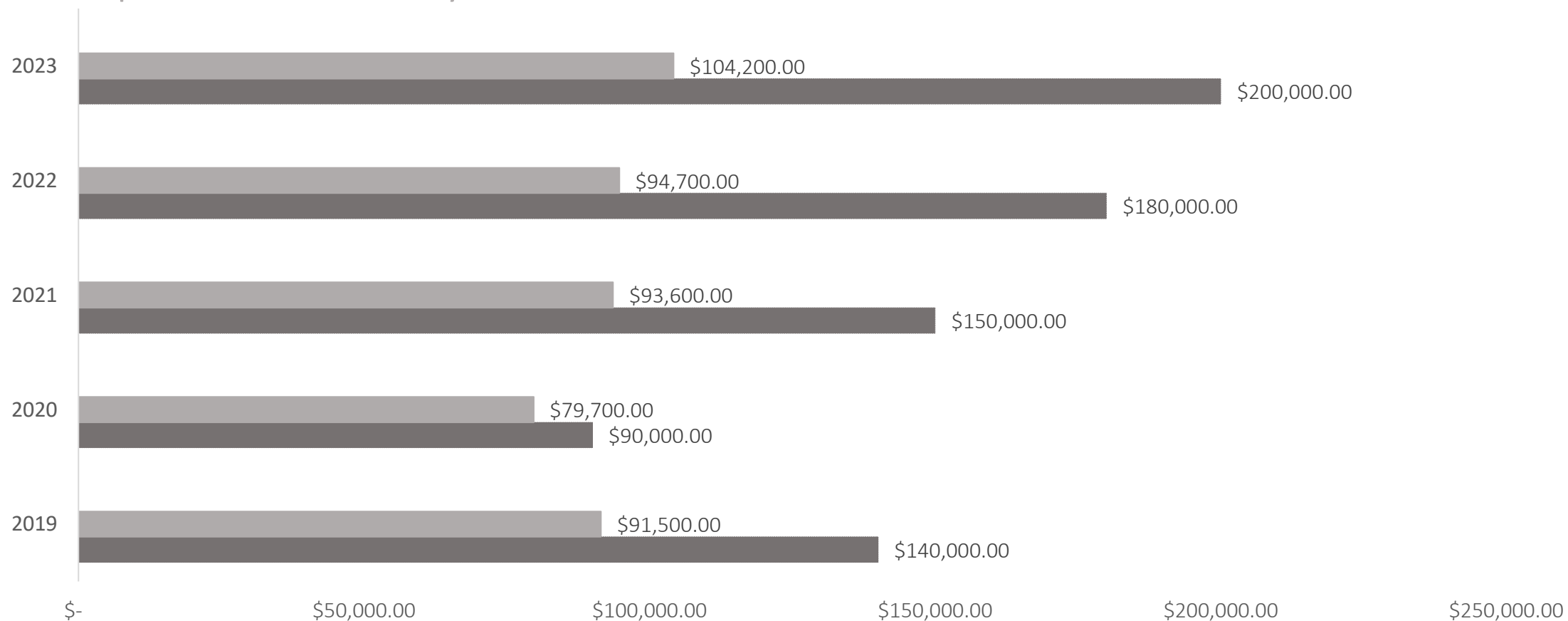
Total Expenses By Year



Executive Summary



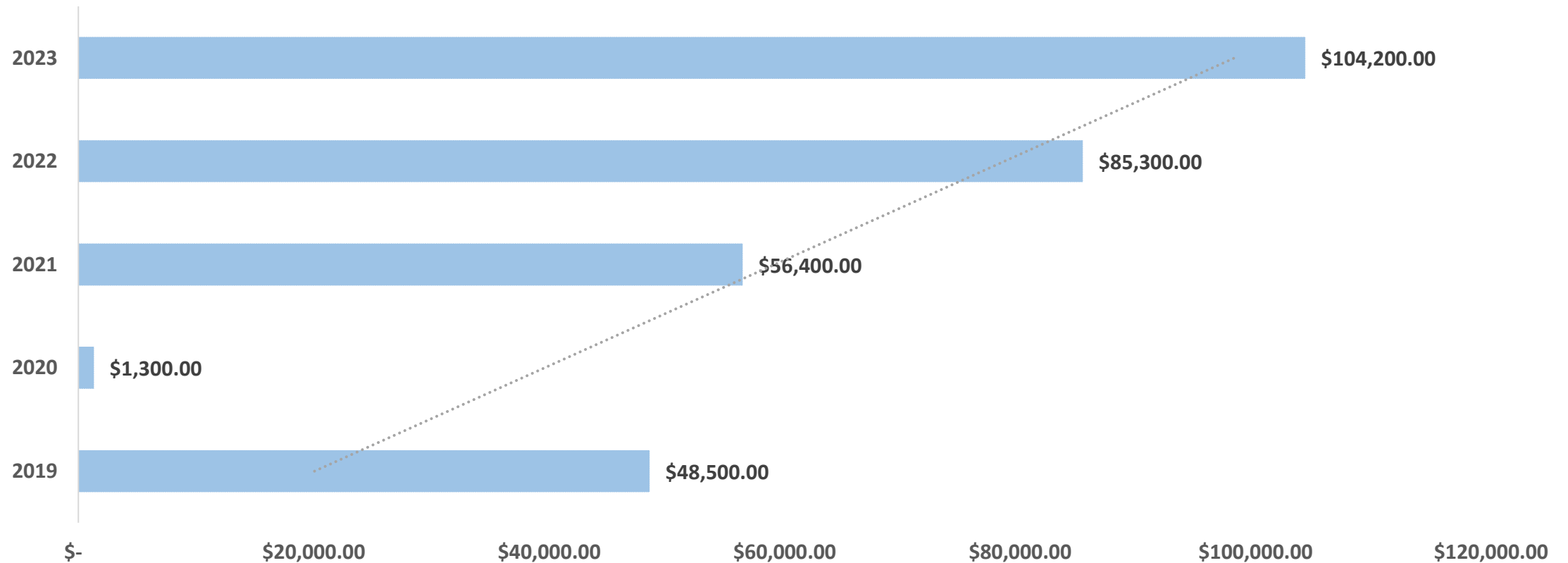
Total Expenses vs. Revenue By Year



Executive Summary



Net Revenue By Year



Executive Summary

Correlation Explained

At its core, correlation involves the comparison of two or more elements. It encapsulates the interrelationships between variables within a dataset. Consider the scenario of comparing the performance of two employees. If you notice that their performance improves when they work the same shift, a correlation might exist between their shifts and productivity. Correlations are quantified using a three-number format: -1 signifies no correlation, 0 represents some form of influence, and 1 indicates a strong, true correlation.

Executive Summary

Correlations: Understanding the Relationships Between Key Metrics

Strong positive correlations were observed between the following metrics in Brookside's fundraising data:

- **Attendees and Total Expenses (0.98):** This correlation indicates that as attendance grows, expenses rise proportionally. Careful budgeting, cost containment, and strategic planning are essential to manage costs effectively as events attract more attendees.
- **Attendees and Average Donation Size (0.95):** A strong relationship here emphasizes the importance of maximizing attendance. More attendees can lead to higher average donations, possibly due to increased engagement or the influence of keynote speakers and featured acts.
- **Publicity Expenses and Attendees (0.96):** This close correlation validates the effectiveness of publicity spending. Investing in publicity directly increases attendance, making it a crucial part of the overall fundraising strategy.
- **Donor Retention Rate and Average Donation Size (0.92):** This correlation underscores the value of retention strategies. Retaining donors not only stabilizes the donor base but also tends to result in higher average donations, reflecting a deeper connection to Brookside's mission and values.

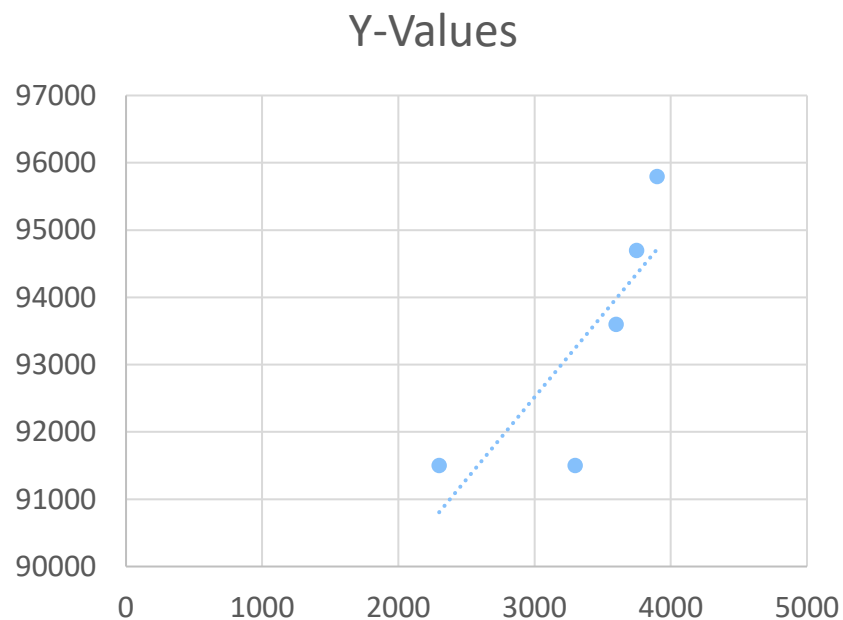
What does this mean?

In practical terms, these correlations reveal that increases in one variable are often accompanied by increases in the other. More attendees lead to higher costs but also to higher average donations. Increased publicity spending translates to more attendees, especially when a prominent figure is involved in the event. Engaging donors and building excitement prior to an event leads to higher average donations. These insights are vital for informed strategic planning and decision-making in Brookside's fundraising efforts.

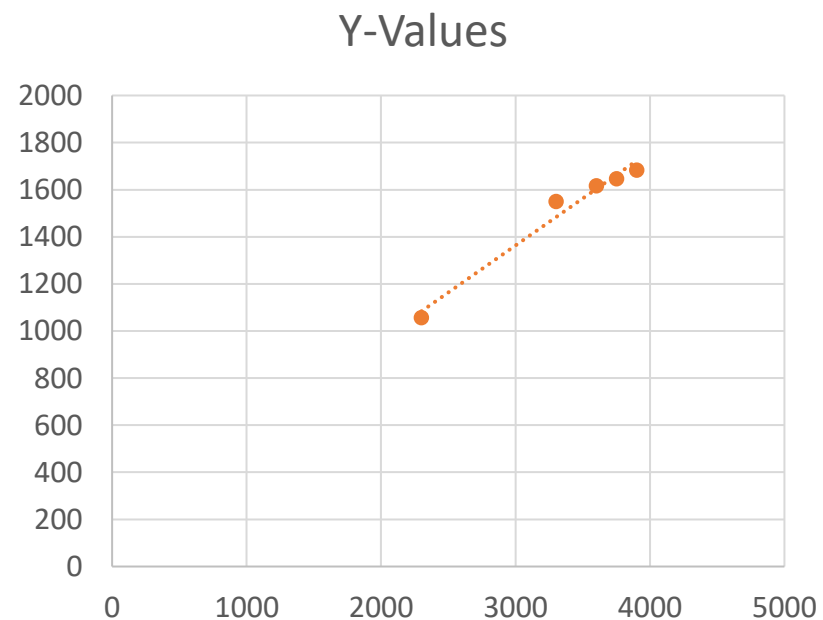
Executive Summary

Correlations

ATTENDEES & TOTAL EXPENSES



ATTENDEES & AVERAGE DONATION SIZE

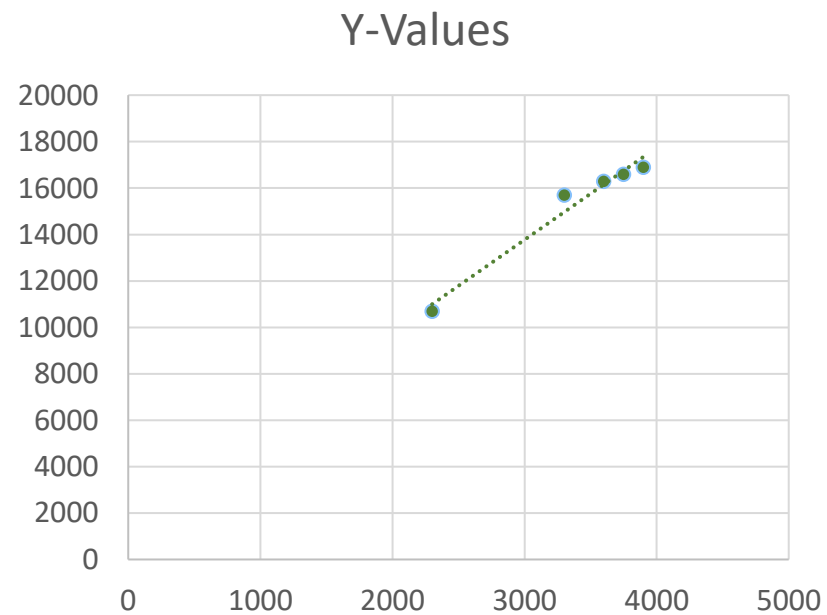


Executive Summary

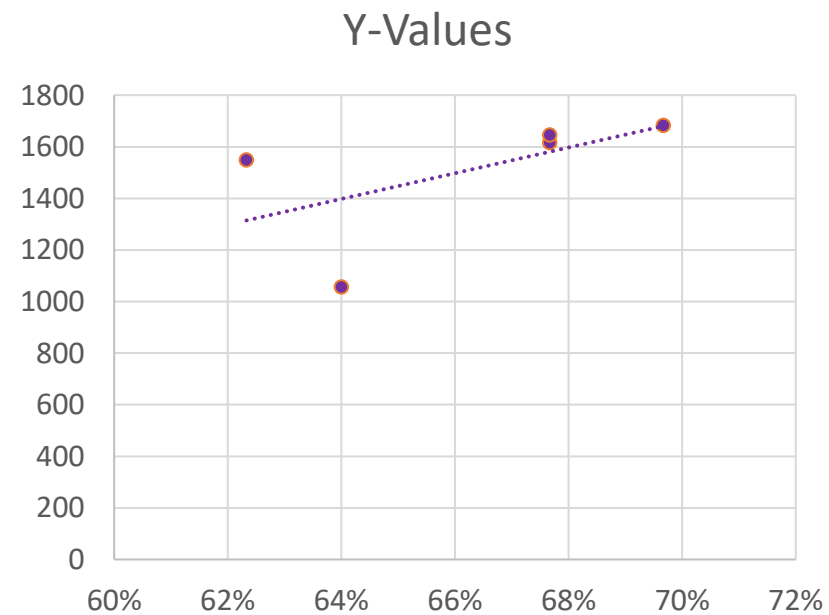


Correlations

PUBLICITY EXPENSES & ATTENDEES



DONOR RETENTION RATE & AVG. DONATION SIZE



Executive Summary

Correlation Matrix

A correlation matrix is a table that shows the correlation coefficients between many variables. Each cell in the table shows the correlation between two variables.

The value is in the range of -1 to 1.

If two variables have high correlation (close to 1), when one variable changes, the second variable tends to change in a specific direction.

| Variable | Attendees | Total Expenses | Average Donation Size | Publicity Expenses | Donor Retention Rate |
|-----------------------|-----------|----------------|-----------------------|--------------------|----------------------|
| Attendees | 1.00 | 0.98 | 0.95 | 0.96 | 0.90 |
| Total Expenses | 0.98 | 1.00 | 0.94 | 0.97 | 0.89 |
| Average Donation Size | 0.95 | 0.94 | 1.00 | 0.93 | 0.92 |
| Publicity Expenses | 0.96 | 0.97 | 0.93 | 1.00 | 0.88 |
| Donor Retention Rate | 0.90 | 0.89 | 0.92 | 0.88 | 1.00 |

Executive Summary

Recommendations: Strategic Insights for Future Growth

As Brookside Assisted Living of Mendham plans for the future, building on the successes and lessons of the past five years is crucial. We've grounded the following recommendations in the analysis of key trends and correlations within the fundraising data. These include an 18.18% increase in attendees, a 4.71% rise in total expenses, and the innovative success of the 2020 virtual event. We've shaped these insights into strategies that align with Brookside's core values and mission, focusing on areas with significant potential for growth and impact. By actively embracing these targeted strategies, Brookside can innovate and adapt, ensuring a sustainable and vibrant future in community engagement and donor relations.

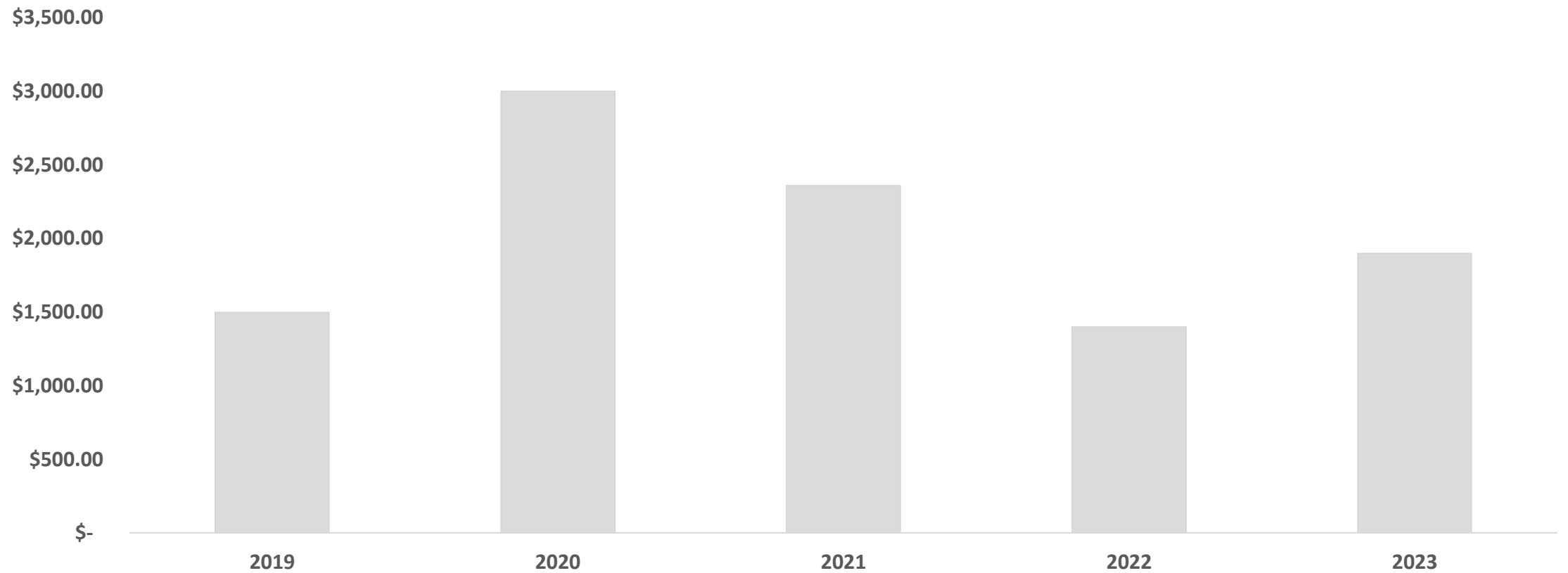
Here are the recommended priorities for the future:

- Strategically Manage Expenses:** We recommend a detailed review of the 4.71% rise in total expenses, including an evaluation of virtual events and optimization of publicity expenses.*
- Enhance Donor Engagement and Retention:** We advise further investment in strategies to improve donor relationships and lifetime value.
- Embrace Digital Opportunities:** Insights from the 2020 virtual event can guide the development of flexible and far-reaching future events. Emphasizing digital donor engagement can be a powerful way to improve donor relationships and lifetime value.

Executive Summary



Publicity Expenses By Year



Executive Summary



Conclusion: Reflecting on Successes and Mapping the Road Ahead

Brookside Assisted Living of Mendham's dynamic approach to community engagement and donor relations has consistently yielded remarkable growth. With an 18.18% increase in attendees and an 11.77% rise in donor retention, Brookside's commitment to innovation and connection is evident. The 4.71% rise in expenses highlights the need for strategic financial management. It's not just about controlling costs; it's about investing wisely and leveraging insights, such as those gained from the virtual event, to blend traditional and digital methods. This creates more flexible and inclusive fundraising experiences, allowing Brookside to reach a broader audience without sacrificing the personal touch that defines its community.

The data paints a picture of a resilient upward trend in net revenue. This success is not accidental but driven by carefully crafted engagement strategies, synergistic use of publicity, and the deliberate selection of resonant keynote speakers or acts. The strong correlations between attendees and average donation size, as well as publicity expenses and attendees, reveal more than mere numbers. They highlight the transformative power of the right speaker or act, turning publicity spending from a mere cost into a strategic investment that's directly linked to the success of the event.

Brookside's story is one of reflection and forward-thinking. This study serves not only as a testament to past successes but as a roadmap for future growth, a guide imbued with Brookside's core values and unwavering dedication to its mission. The insights provided here are not just observations; they are actionable strategies, practical steps that Brookside can take to ensure continued success.

Executive Summary



Conclusion: Reflecting on Successes and Mapping the Road Ahead

Whether it's enhancing donor engagement, strategically managing expenses, or embracing the potential of digital platforms, these strategies align with Brookside's identity and position the organization for a future filled with growth, innovation, and meaningful impact in the lives of its residents. Further enhancements can be achieved through the following targeted strategies:

Enhance Donor Engagement: Building strong relationships with donors is vital. Personalizing the experience and fostering a sense of community can create lasting connections. For example, recognizing individual donors by name, sending personalized thank-you notes, or creating special events that align with their passions can make donors feel valued and engaged.

Strategically Manage Expenses: Effective financial management is key to maximizing impact. This includes conducting a detailed review of cost drivers, evaluating the cost-effectiveness of virtual events, and ensuring that all expenses align with Brookside's mission and fundraising goals.

Embrace Digital Opportunities: The trend towards digital platforms offers a chance to innovate and reach a broader audience. By enhancing online presence and creating engaging virtual content, Brookside can provide unique experiences that resonate with donors. This approach allows for flexibility and inclusivity, and can be tailored to align with budget considerations, adding value to the fundraising efforts.

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