

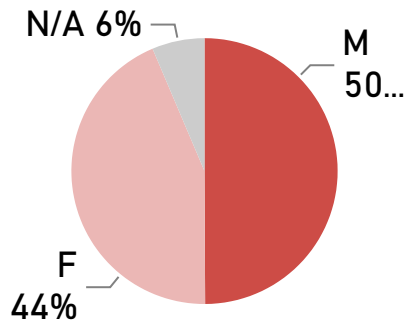
All Donors



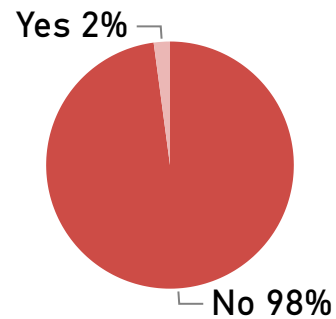
Enduring Hearts

HEALTHY KIDS • STRONGER HEARTS • LONGER LIVES

Gender



Close Relationship to EH



1,943

Donors

\$2.9M

Amount in 3 Years

5,544

Donations in 3 Years

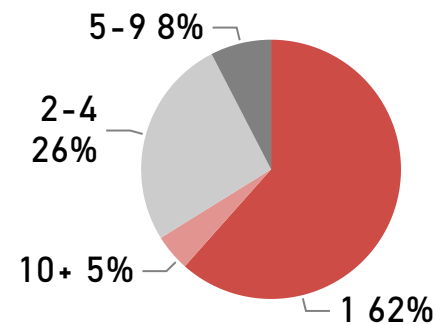
0.8

Years of Relationship w/ EH

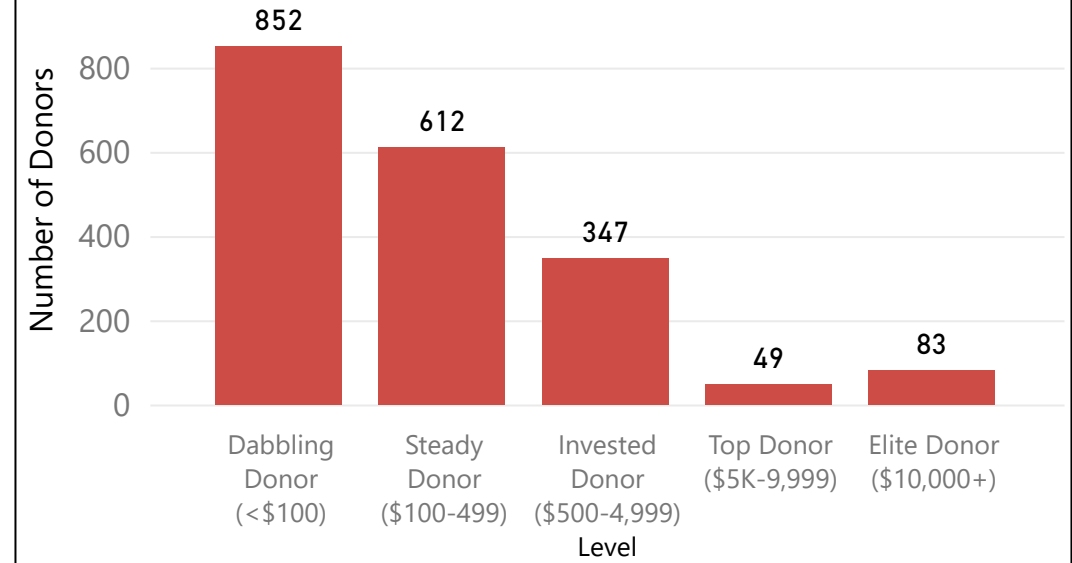
0.2%

Donated Annual Income

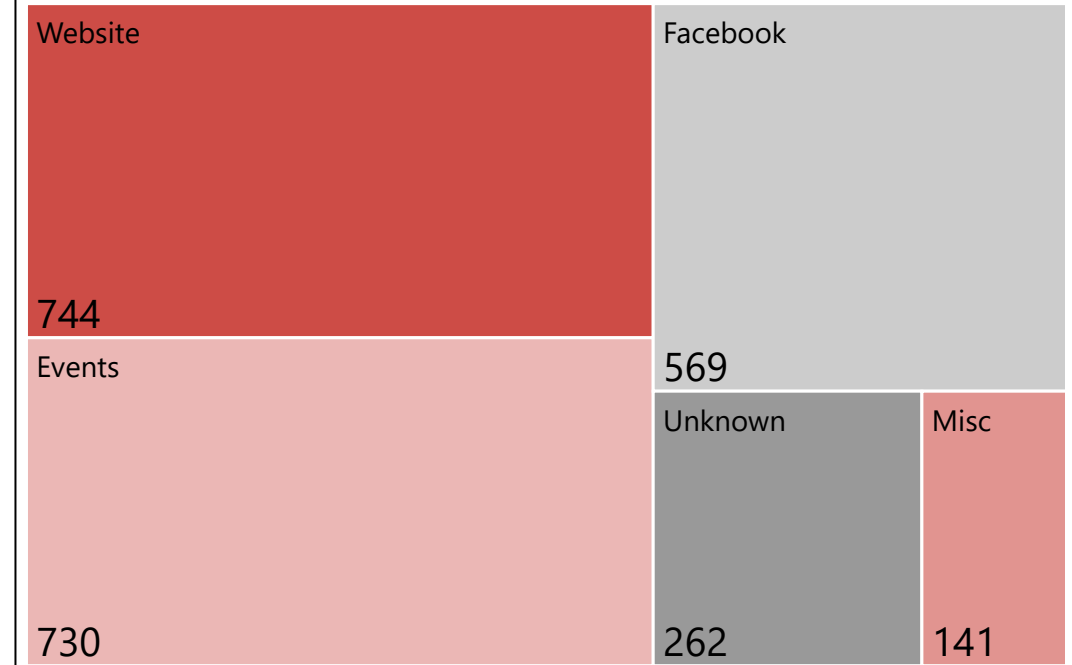
Number of Donations per Donor, Last 3 Years



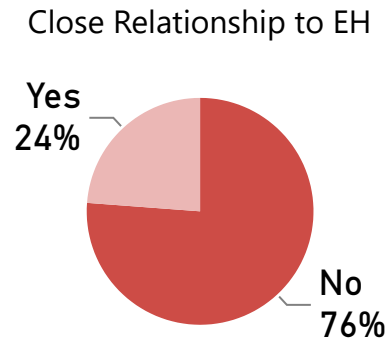
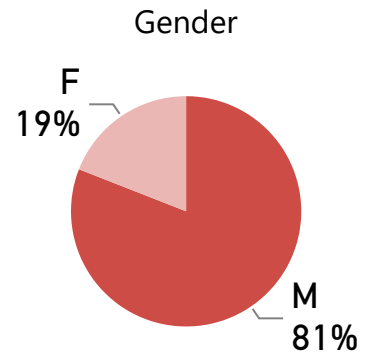
Donors by Average Annual Donation Level



Top Donation Channels



The Enduring Elites



The Enduring Elites are a small group of extremely dedicated donors that have proven their unique dedication over the past several years. The majority of this group are men who donate \$5K-10K+ annually and have donated at least 5-9 times over the past 3 years. Most of their donations come from events and directly to the EH bank account.

21

Donors

\$390K

Amount in 3 Years

243

Donations in 3 Years

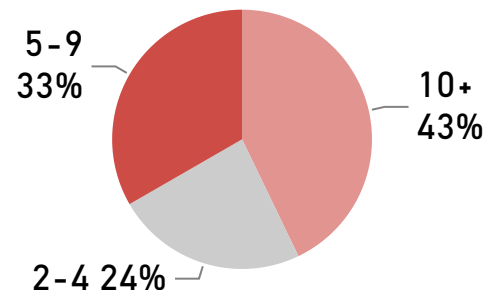
2.5

Years of Relationship w/ EH

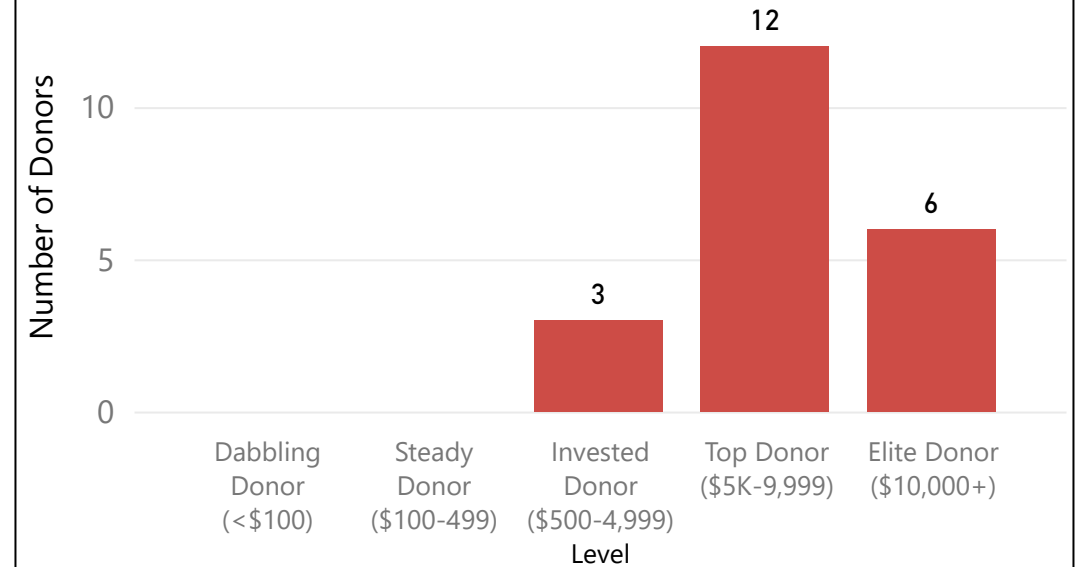
15%

Donated Annual Income

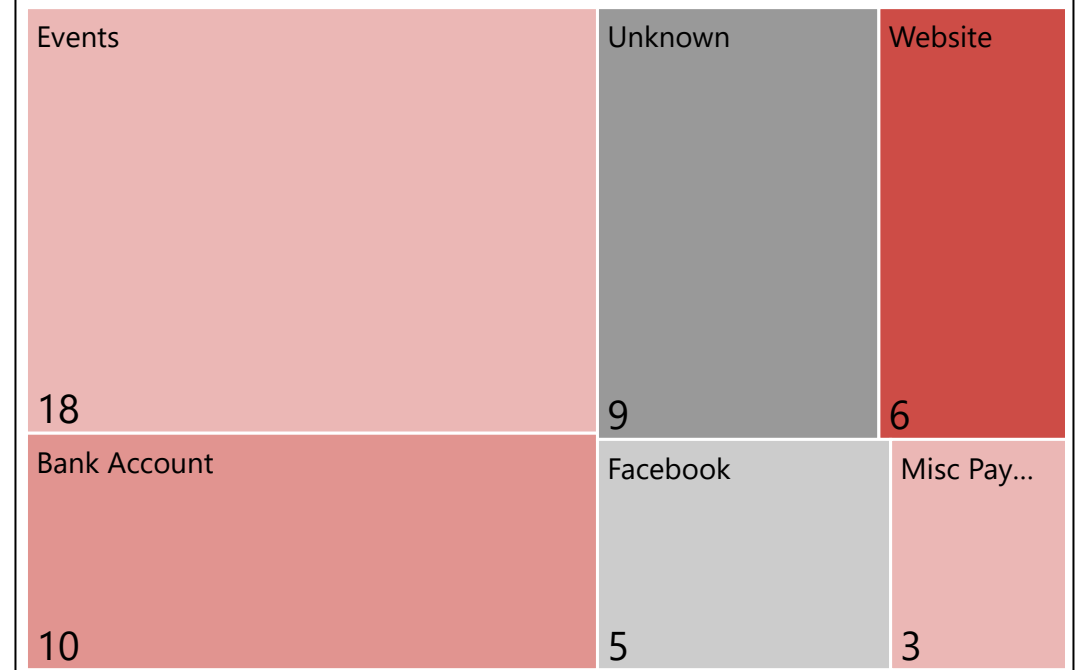
Number of Donations per Donor,
Last 3 Years



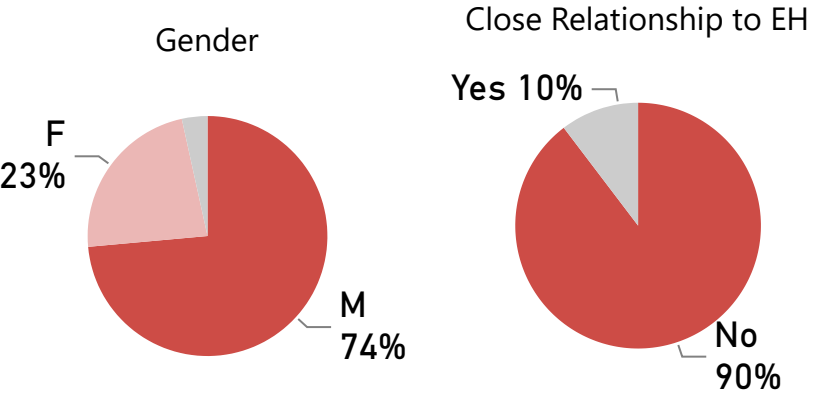
Donors by Average Annual Donation Level



Top Donation Channels



The Dedicated Donors



The Dedicated Donors donate moderate amounts through events and unknown sources, but not enough to distinguish them as "elite." They have the same tenure with EH as the Enduring Elites, but they donate slightly less often and in smaller amounts.

87

Donors

\$643K

Amount in 3 Years

840

Donations in 3 Years

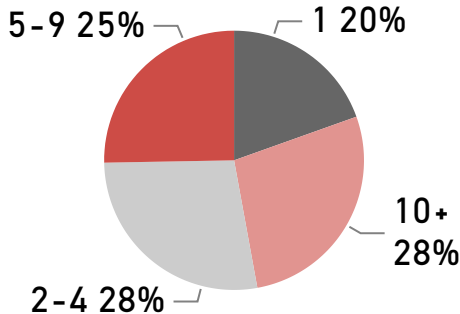
2.6

Years of Relationship w/ EH

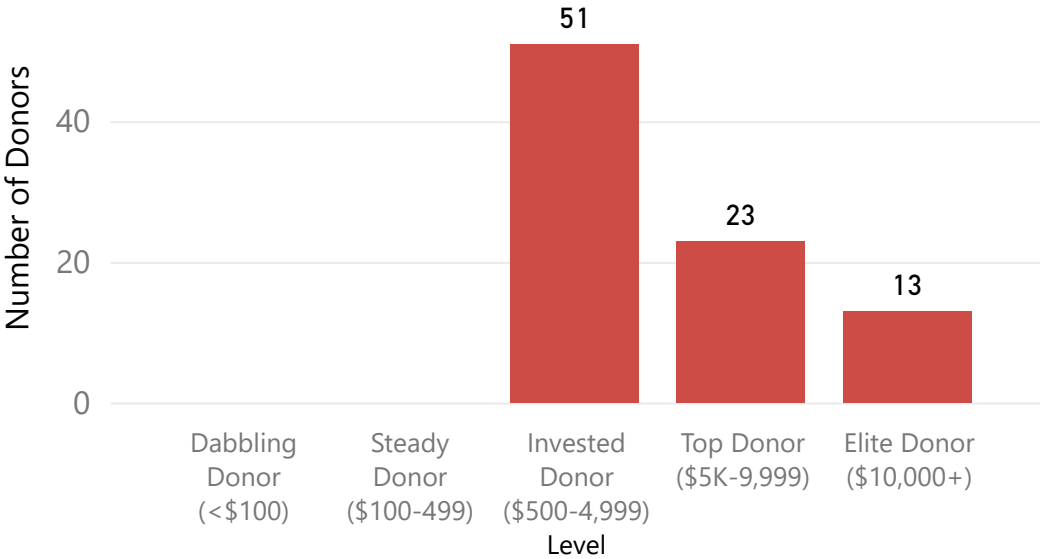
5%

Donated Annual Income

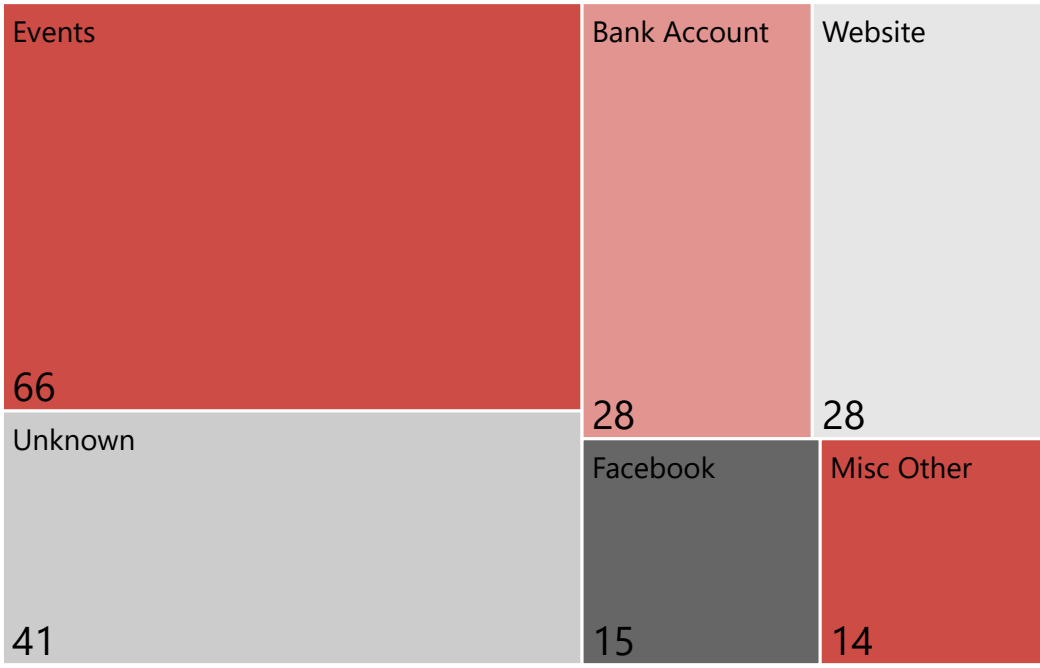
Number of Donations per Donor, Last 3 Years



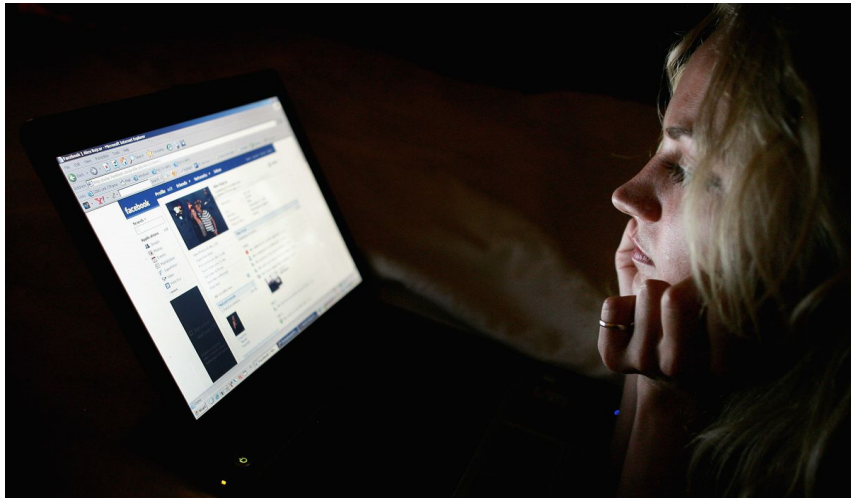
Donors by Average Annual Donation Level



Top Donation Channels



The Social Dabblers



1,821

Donors

\$659K

Amount in 3 Years

3,896

Donations in 3 Years

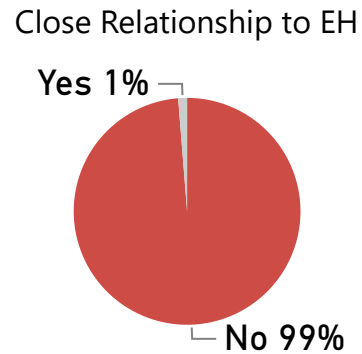
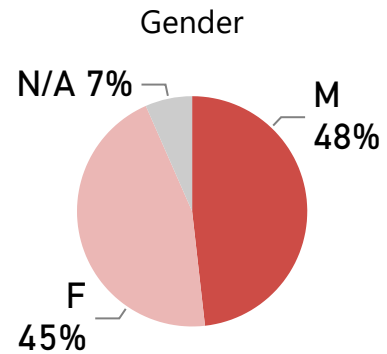
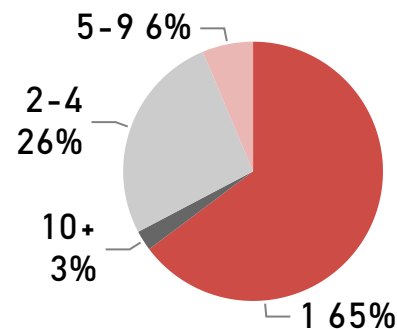
0.7

Years of Relationship w/ EH

0.13%

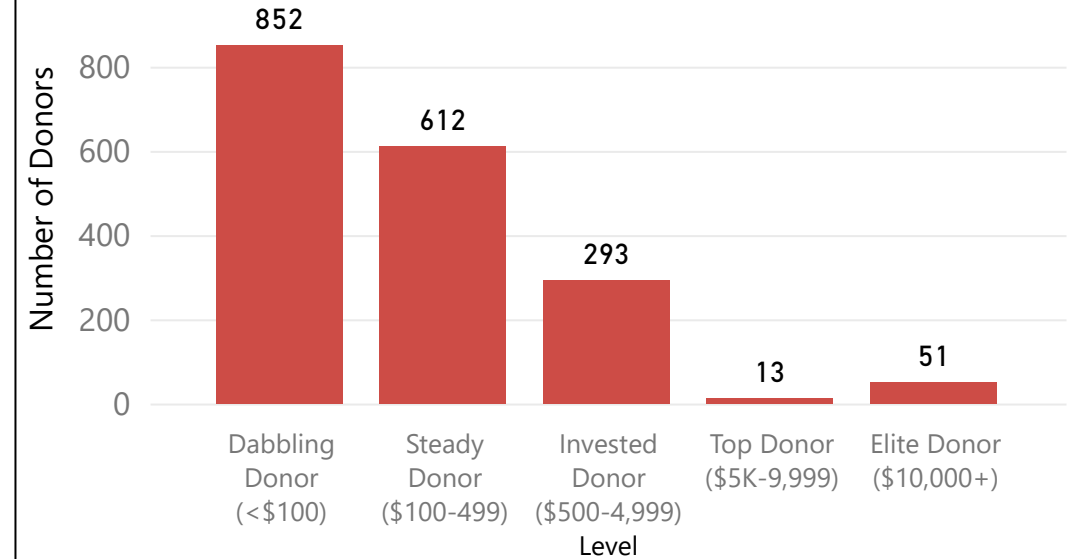
Donated Annual Income

Number of Donations by Donor,
Last 3 Years



The majority of the Social Dabblers have only donated a small amount once. They tend to donate primarily through the website, Facebook, and events. This donor group is fairly equally split by gender and tends to have no connection to EH. The Social Dabblers have a short relationship with EH and tend to be the newest donors.

Donors by Average Annual Donation Level



Top Donation Channels

