

2024 Fundraising Achievements

Sum of Donations

10 448 246 zł✓

2023: 9 893 427 zł (+5.61%)

Active Donors

3292✓

Goal: 3259 (+1.01%)

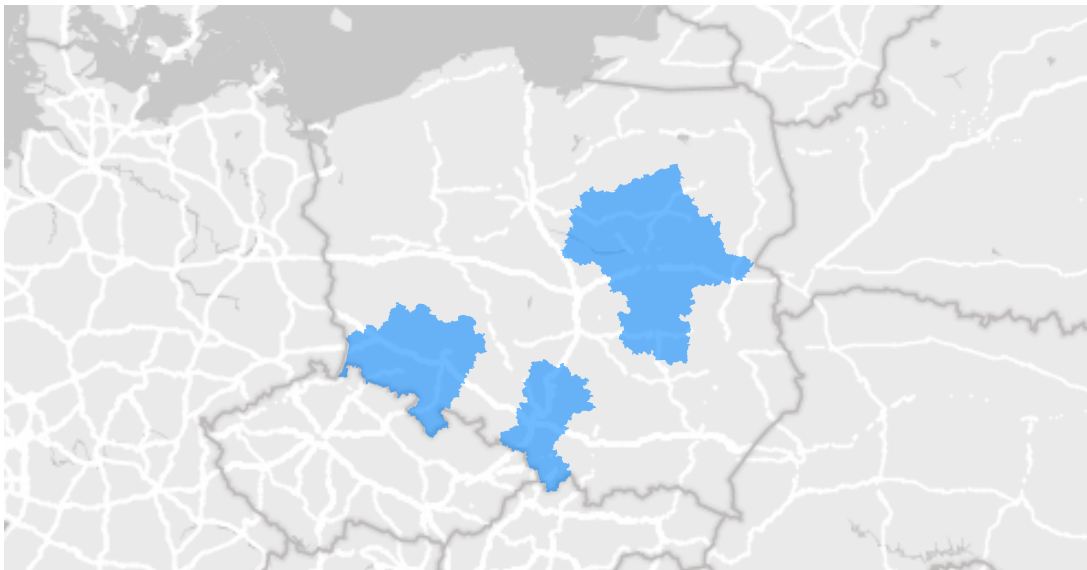
Best Performing Acquisition Channel

Social Media

Retention Rate (%)

68,58

Leading Donor Regions



Average Donor Lifespan
(Years)

1 year, 9 months

Average Donor Tenure
(Years)

2 years, 10 months

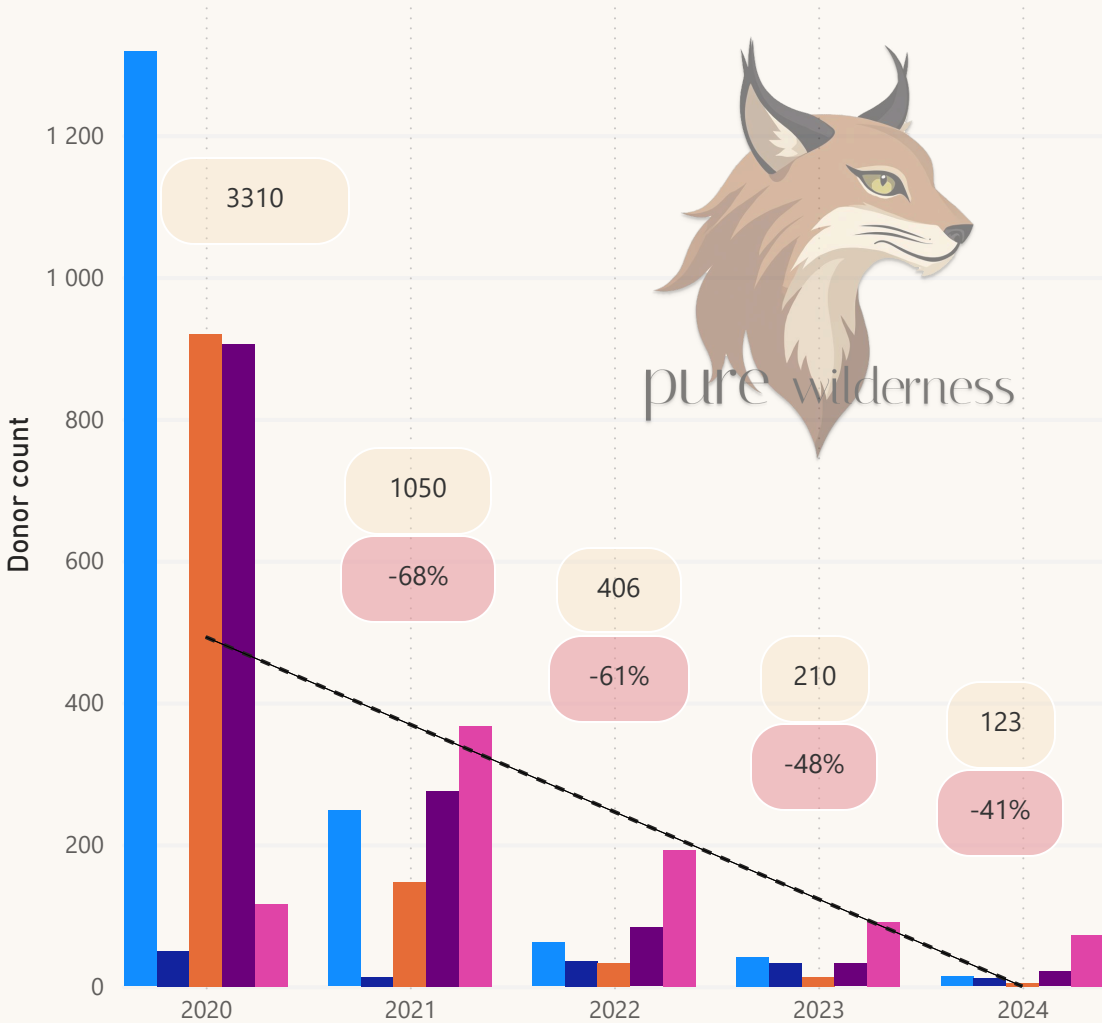
View Historical Acquisition Data

View 2024 Performance

New Donors: Historical Acquisition Efforts

New Donor Comparison by Year and Channel

Direct MailIn-Person EventOnline EventPartnershipSocial Media



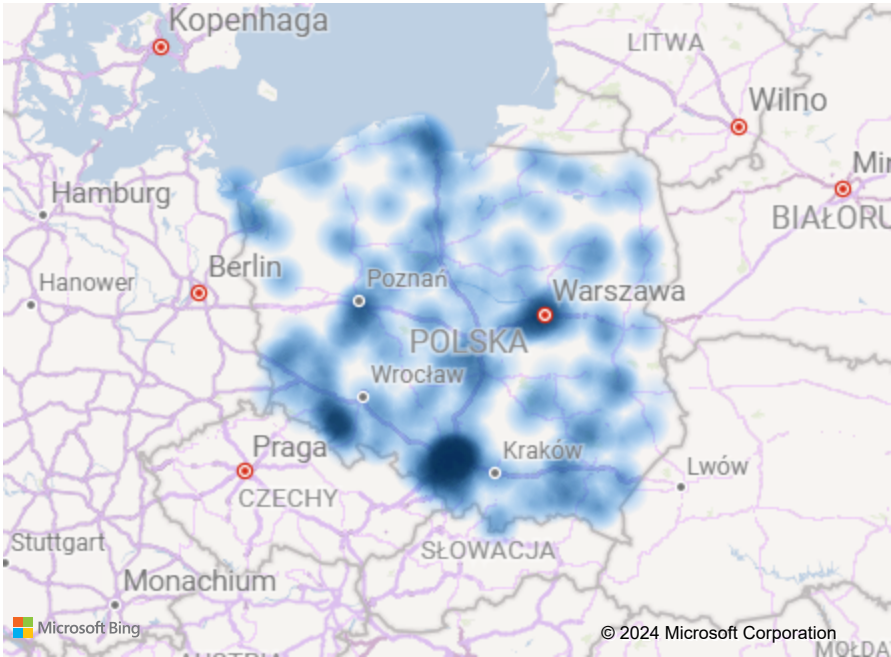
Top Performing Regions

śląskie
mazowieckie
dolnośląskie

Underperforming Regions

lubuskie
opolskie
świętokrzyskie

Donor Distribution Heatmap



clear year filter

2020

2021

2022

2023

2024

Year-to-Year Values Comparison

Year	2020	2021	2022	2023	2024
Channel	Count	Count	% Change	Count	% Change
Direct Mail	1318	248	-81%	62	-75%
In-Person Event	50	13	-74%	36	177%
Online Event	920	147	-84%	33	-78%
Partnership	906	275	-70%	83	-70%
Social Media	116	367	216%	192	-48%



2024 Performance: Details

New Donors

2023	2024	Change	% Change
210	123	-87	-41%

Total Donors

2023	2024	Change	% Change
3259	3292	+33	1%

New Donor Contributions

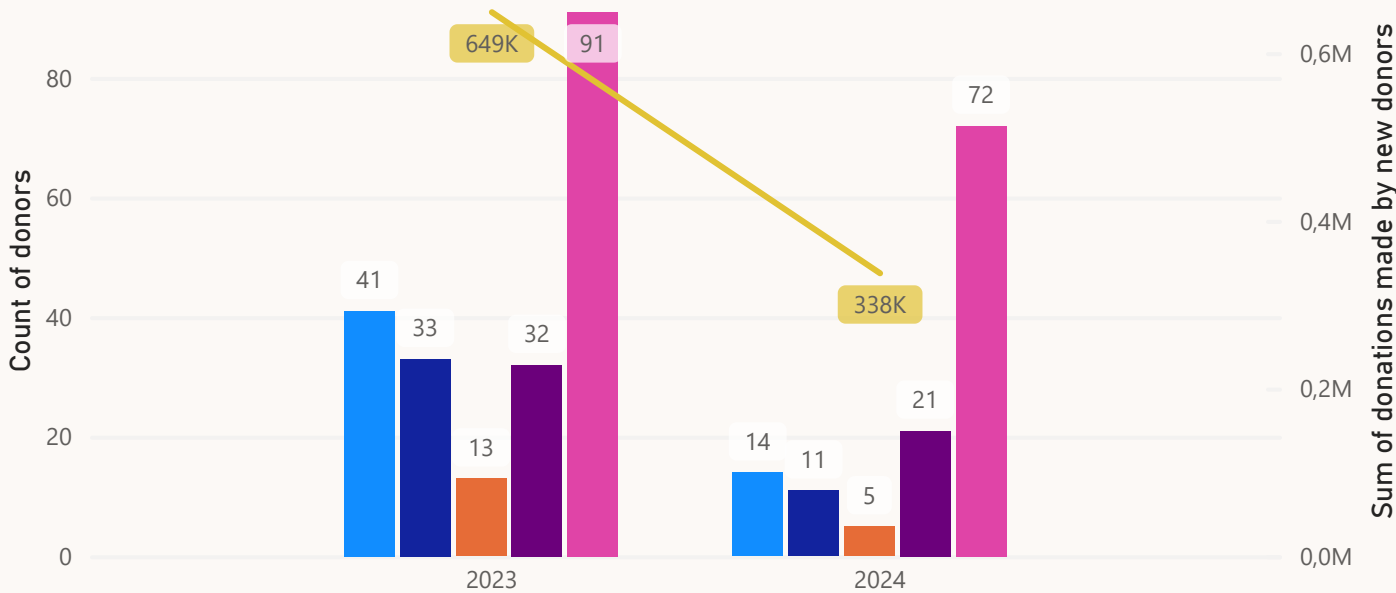
2023	2024	Change	% Change
648 844 zł	337 501 zł	-311 343 zł	-48%

Total Contributions

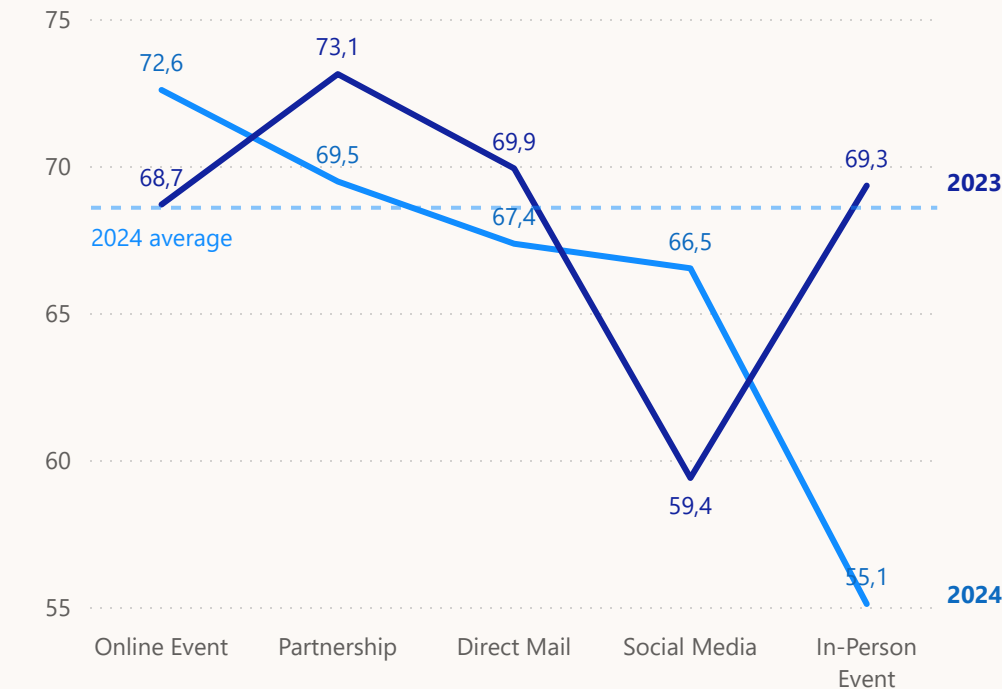
2023	2024	Change	% Change
9 893 427 zł	10 448 246 zł	+554 819 zł	5%

New Donors: 2023-2024

● Direct Mail ● In-Person Event ● Online Event ● Partnership ● Social Media — New donor contributions



Retention Rate by Acquisition Channel



Donor Retention Rate

2023	2024	% Change
69,00%	68,58%	-0,60%

Donor Lifetime Value

Organization	29 105 zł
Individual	1 051 zł
Average	9 174 zł

Average Active Donor Profile

Type	Age	Amount	Number of Donations
Organization		5 864,20 zł	6
Individual	52	210,07 zł	6

