**Starfish Foundation, Inc.**

**Fundraising Analysis, September 2020**

**General Note:**

In the process of dividing our fundraising income into “bucket” areas, for ease of analysis and goal-setting, we have reallocated how some types of gifts would be classified. For example, we had some donors who gave in smaller amounts, but regularly or multiple times per year so that their total amount of giving would push them into the “major donor” category. Such donors were previously counted under individual giving because they did not give a large enough amount in one gift to qualify as major donors, but they would no be counted as major donors for the total amount given over the year.

Jen as done a lot of work to reclassify both this year’s gifts (FY21) as well as many of last year’s gifts (FY20) in order to improve accuracy of any year-to-year comparisons. With the work that Danny has been doing with Salesforce, this new system should make quarterly fundraising evaluations easier to produce, and will help a great deal with evaluating specific campaigns, segmentation of donor targets different fundraising campaigns (to reduce donor fatigue), and long-term goal setting.

**Overview of last fiscal year (FY2020) – Totals:**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Bucket** | **Income FY20** | **Income Percentage** | **In-Kind Donations FY20** | **InKind Percentage** | **Volunteer Hours FY20** | **VolHours Percentage** |
| **1: Individual Giving** | $88,207.57 | 38.10% | $32,086.90 | 99.10% | 1015 | 92.40% |
| **2: Major Donors** | $132,716.00 | 57.20% | $0.00 | 0.00% | 31 | 2.80% |
| **3: Grants** | $1,500.00 | 0.60% | $0.00 | 0.00% | 1 | 0.10% |
| **4: Corporations** | $2,269.19 | 1.00% | $0.00 | 0.00% | 7 | 0.60% |
| **5: Earned Revenue** | $7,321.79 | 3.20% | $298.23 | 0.90% | 43 | 3.90% |

**Overview of last fiscal year (FY2020) – Averages:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Bucket** | **Income FY20** | **In-Kind Donations FY20** | **Volunteer Hours FY20** |
| **1: Individual Giving** | $5,512.97 | $2,005.43 | 63.4 |
| **2: Major Donors** | $44,238.67 | $0.00 | 10.3 |
| **3: Grants** | $1,500.00 | $0.00 | 1 |
| **4: Corporations** | $1,134.60 | $0.00 | 3.5 |
| **5: Earned Revenue** | $665.62 | $27.11 | 3.9 |

**Evaluation of FY20:**

With the reclassification of donations, we can see that 57.2% of our donations in the past fiscal year came from major donors, and individual donations followed with 38.1% of total income. Individual giving also accounted for 99.1% of in-kind donations and 92.4% of all volunteer hours. This confirms and illustrates more clearly 2 important points about Starfish’s fundraising streams:

1. **The strength & flexibility of unrestricted funding:** The vast majority of fundraising revenue is unrestricted, meaning that while donors have certain expectations of how donations will be used and for what programs, there are very few contractual obligations for how we spend money. This stands in contrast to many non-profits, who are bound by contractual obligations to grant-making foundations or government entities who fund them.
2. **Opportunities to diversify income streams, to promote organizational sustainability:** This analysis also helps show the opportunities for growth in fundraising activities if we are afraid that our individual giving and major donor bases will shrink due to a variety of factors, including the COVID-related economic downturn. We have opportunities to focus on diversifying ou income streams through Grants, Corporate Giving, or Earned Revenue streams, depending on what the organization’s leadership chooses to focus on.

**FY20 Campaigns**

An analysis of individual campaigns can also evaluate the efficiency of certain campaigns in terms of hours volunteered or amount of expenses. In the graphs below comparing the income from Giving Tuesday, Benefit Dinner, and Ecuador volunteers for FY20, we can see that Giving Tuesday has the highest return for the amount spent on implementing the campaign. The dinner is both the most time and resource intensive of the campaigns, although it does remain return the highest total number of dollars of any campaign.

|  |  |  |
| --- | --- | --- |
| **Campaign Name** | **Return per $** | **Return per hr** |
| Appeal - Giving Tuesday | $335.10 | $237.36 |
| Benefit Dinner Totals | $32.18 | $167.72 |
| Ecua vols/visitors | $219.50 | $914.58 |

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**Overview of this fiscal year (FY2021) & FY 20 Comparisons:**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Bucket** | **Income FY21** | **Income FY20** | **FY21 as % of FY20** | **In-Kind Donations FY21** | **In-Kind Donations FY20** | **Volunteer Hours FY21** | **Volunteer Hours FY20** |
| **1: Individual Giving** | $50,487.94 | $88,207.57 | 57.20% | $9,627.85 | $32,086.90 | 758 | 1015 |
| **2: Major Donors** | $58,000.00 | $132,716.00 | 43.70% | $0.00 | $0.00 | 58 | 31 |
| **3: Grants** | $7,750.00 | $1,500.00 | 516.70% | $0.00 | $0.00 | 6 | 1 |
| **4: Corporations** | $3,868.82 | $2,269.19 | 170.50% | $0.00 | $0.00 | 7 | 7 |
| **5: Earned Revenue** | $1,132.66 | $7,321.79 | 15.50% | $704.94 | $298.23 | 16 | 43 |
| **Totals** | **$121,239.42** | **$232,014.55** | **52.26%** | **$10,332.79** | **$32,385.13** | **845** | **1097** |

**Evaluation of FY21 to-date (9/30/20):**

The totals above reflect income through the end of September 2020, 6 months into the FY21 fiscal year. Halfway through the year, Starfish has achieved over 50% of its total income raised in the entire prior year (FY20), including 57.2% of its FY20 individual giving totals. Starfish has also achieved almost 44% of the major donor totals for FY20, although the total major donor gifts for FY21 are projected to be lower overall than FY20.

Additionally, grants and corporate giving has been considerably more successful this year. To-date, grants income for FY21 has been 5 times the amount of FY20, with potential additional grants still possible. Corporate donations have increased by over 70% from the FY20 totals, in large part to a concerted push by the Development Team to identify employer gift matching opportunities within our individual giving base.

Lastly, our earned revenue totals to-date are only about 15% of our totals for FY20. This drop in large part reflects the loss of income raised by Ecuador volunteers prior to their time in Guayaquil, as well as the lower speaking fees for in-person, both of which are the direct result of COVID-related consequences. However, masks sales are expected to bring in some additional revenues this year and earned revenue has been identified as a prime are for brainstorming and growth to shore up long-term income streams, to help with future sustainability.

**FY21 Campaigns**

A similar analysis for return per hour volunteered and return per dollar spent was run for two campaigns that have already closed for FY21, the June Appeal and the Benefit Dinner. The June Appeal had some start up costs that, while overall lower than the expenses for the dinner, did impact the return per dollar spent on the campaign. By contrast, the dinner being virtual this year did lower the overall expenses for the dinner, and positively impact the return per dollar spent compared to FY20. However, since the dinner (even a virtual dinner) was still time intensive, and so yielded an overall lower return per volunteer hour. The dinner still produced the total gross income

|  |  |  |  |
| --- | --- | --- | --- |
| **Campaign** | **Return per $** | **Return per hr** | **Total Income** |
| Appeal - June | $26.31 | $204.67 | $5526.00 |
| Benefit Dinner | $37.56 | $97.49 | $73997.27 |

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A more detailed breakdown of the benefit dinner totals from FY21 and FY20 can show how individual income streams for the dinner shifted between the last two fiscal years. In both years, gifts from major donors (i.e. “sponsorships” for the dinner from individuals, as opposed to companies) were the major source of income for the dinner, and the overall total of major gifts was higher in FY20. A breakdown without the major gifts included shows a few more details:

* Item sales were higher in FY20 than FY21, which is when item sales were done in person at the dinner, instead of virtually.
* The amount brought in from the auction and ticket sales in both years was relatively consistent.
* The number of individual donations was noticeably higher in FY21 than FY20.

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**Monthly Trends**

Lastly, it is worth noting that according to the graphs below, August through November have historically been the most productive months in terms of fundraising income. This bodes well for the financial health of the organization through the rest of the fiscal year, since we are less than halfway through the year and over 50% of the way to most of the fundraising levels achieved in the last fiscal year.

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