**Starfish Foundation, Inc.**

**Fundraising Analysis, May 2021**

This report is a year-end update of the FY2021 quarterly fundraising analysis, including additional analysis of individual campaigns over the whole arc of FY2021. The data analysis and report has been produced by the data analytics team of Starfish Foundation, Inc.’s Advancement Committee.

**FY2021 & FY2020 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** | $91,974.80 | $88,207.57 | 104.30% | $11,685.96 | $32,086.90 | 758 | 1015 |
| **2: Major Donors** | $84,475.00 | $132,716.00 | 63.70% | $0.00 | $0.00 | 58 | 31 |
| **3: Grants** | $8,750.00 | $1,500.00 | 583.30% | $0.00 | $0.00 | 6 | 1 |
| **4: Corporations** | $22,850.04 | $2,269.19 | 1007.00% | $0.00 | $0.00 | 7 | 7 |
| **5: Earned Revenue** | $1,500.82 | $7,321.79 | 20.50% | $989.19 | $298.23 | 16 | 43 |
| **TOTAL** | **$209,550.66** | **$232,014.55** | **$17.79** | **$12,675.15** | **$32,385.13** | **$845.00** | **$1,097.00** |

**Evaluation of FY21 (through 03/31/21):**

Even with a 40% drop in income from major donors (totaling $48,000 less in donations), the overall income was only around $22,000 USD less than FY2020. In many ways, that is quite remarkable given that FY21 saw us navigating through a rarely-seen global economic downturn, stemming from the COVID-19 global pandemic, with donations to non-profits around the world hitting the lowest levels in the past decade. Coupled with cuts to staff and decreased programmatic expenses related to a pandemic-related scaling back of program activities, Starfish was actually able to allocate a substantial portion of its income towards building back our financial reserves. According to the most recent Treasurer’s report, Starfish’s reserve can now cover 8 months of operations, at current operating levels.

**FY21 Monthly Giving Trends**

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Looking at the monthly giving trends of the last five fiscal years (FY17-FY21) we can see that FY21 is very unique in terms of donations received. Pre-COVID (FY17-FY19), Starfish typically saw two spikes in giving, a small spike in the spring, and a larger spike in the late summer/early fall. The fall spike, the smaller spike was most likely connected to fundraising pushes at the start of the school year in Guayaquil. In FY20 (the lime green line in the first of the two graphs above), the largest giving spike was still in the early fall, but much less pronounced than in past years, with giving distributed much more evenly throughout the year. With FY21, the largest spike came in early spring.

It is important to note that these figures are greatly influenced by the influx of major donor funds. To get a better idea of the ebb and flow of revenue outside of individual giving, it would be best to generate monthly data without major donor gifts included.

**FY2021 Detailed Giving Analysis**

**FY21 Fundraising Analysis by Giving Bucket**

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FY 2021 marked the first year that Starfish was operating with its new annual fundraising strategy format in place, with campaigns sorted into five different giving areas or “buckets.” Individual giving and major donors were still the two highest revenue giving areas. However, with a decrease in total major donor funds from FY20 to FY21, Individual Giving did end up the largest giving area. If we take a look at the change in revenue from FY20 to FY21, divided out by giving bucket, corporate giving showed the most growth over the prior year, with some increases in individual giving and grants as well. Given the expected decrease in revenue in the major donors bucket, an offsetting-positive was the fact that three of the five giving “buckets” showed growth during the year, even in the midst of the pandemic.

**FY21 Campaigns Analysis**

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Looking at net revenue, Starfish’s top 5 individual giving campaigns were:

1. ‘An Evening for the Stars’ sponsorships
2. Major donors not affiliated with the dinner
3. Sponsor a Scholar
4. Corporate gift matching
5. the December Appeal

The majority of the remainder of the campaigns were individual giving campaigns, with the exception of Grants (which was the 7th highest revenue earner).

While major donors continued to be the highest area of revenue, an analysis of growth for individual campaigns from FY20 to FY21 does show advancement in Starfish’s efforts to diversify its funding base. The top campaigns in terms of growth in FY21 were:

1. Corporate matching donations
2. Grants
3. Individual donations (apart from major donors) for ‘An Evening for the Stars’
4. the individual event for Connecticut/New England donors
5. the June Appeal

After these “top 5” campaigns, there was a drop off in growth for the remaining campaigns. For example, the 6th place campaign in terms of growth (tickets for ‘An Evening for the Stars’) was less than half of the growth of the 5th place campaign (the June Appeal).

**FY21 Campaigns – Return on Investment**

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An Return on Investment (ROI) analysis was done for volunteer hours invested, as seen in the graphs above. We recognize that volunteer hours tracking is still being fine tuned for FY22, but given that Starfish has so few paid staff, the ROI for ‘return per hour volunteered’ seems a better metric to evaluate the fundraising yields for the investment Starfish makes into each fundraising campaign.

The top five time-intensive campaigns for FY2021 were:

1. promoting ticket sales for ‘An Evening for the Stars’
2. the auction for ‘An Evening for the Stars’
3. securing sponsorships for ‘An Evening for the Stars’
4. promoting Sponsor a Scholar
5. launching the June Appeal

The ROI for ‘return per hour volunteered’ was calculated by dividing the net revenue for each campaign by the number of volunteer hours reported for that campaign. Based on this metric, the top 5 performing campaigns for FY2021 were:

1. securing donations from ‘Other Major Donors’
2. the December Appeal
3. Individual donations from ‘An Evening for the Stars’ (separate from sponsorships, auction sales, ticket sales, etc. for the event)
4. Giving Tuesday
5. the individual event for Connecticut/New England donors

Overall, a few general positives was the continued efficiency of campaigns like the December appeal and Giving Tuesday. We would also consider the CT/NE event a notable success, not only because the Starfish’s did seem to achieve its goal of growing the donor base in a new region outside of Maryland, but also in terms of efficient ROI and growth over similar campaigns in FY20.

**[NOTE – we have not run an ROI analysis for ‘return per dollar spent’ – in part because with everything virtual this year, the costs were so low. But we can run one if the AC wants it).**

**We also have not done an analysis where we aggregate all the numbers (revenue, volunteer hours, etc) for the dinner into one category, but we could if there was a specific campaign, or a few specific campaigns, that you wanted to make a comparison with.**