**Starfish Foundation, Inc.**

**Fundraising Analysis, January 2021**

**General Note:**

This report is a 3rd quarter updated of the mid-year fundraising analysis from September 2020. This report only includes an update of the FY2021 year-to-date analysis. It does not include an additional analysis of individual campaigns or an update of the monthly trends for the whole year, as was included in the September report, but this can be done for the year-end fundraising update after the end of the 4th quarter for FY2021.

**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** | $81,669.55 | $88,207.57 | 92.60% | $9,911.50 | $32,086.90 | 758 | 1015 |
| **2: Major Donors** | $76,475.00 | $132,716.00 | 57.60% | $0.00 | $0.00 | 58 | 31 |
| **3: Grants** | $7,750.00 | $1,500.00 | 516.70% | $0.00 | $0.00 | 6 | 1 |
| **4: Corporations** | $4,003.57 | $2,269.19 | 176.40% | $0.00 | $0.00 | 7 | 7 |
| **5: Earned Revenue** | $1,369.76 | $7,321.79 | 18.70% | $788.94 | $298.23 | 16 | 43 |
| **Totals** | **$171,267.88** | **$232,014.55** | **73.82%** | **$10,700.44** | **$32,385.13** | **845** | **1097** |

**Evaluation of FY21 to-date (01/23/21):**

The totals above reflect income through the end of December 2020, at the end of the 3rd quarter of FY21 fiscal year. Heading into the 4th quarter, Starfish has achieved almost 74% of its total income raised in the entire prior year (FY20), including 92.6% of its FY20 individual giving totals. Starfish has also achieved 57.6% of the major donor totals for FY20, although the total major donor gifts for FY21 are projected to be lower overall than FY20.

Lastly, our earned revenue totals to-date are just under 20% 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.

It is important to keep in mind that apart from where we are with fundraising, the overall operating budget for the organization has also dropped considerably due to decisions made by the board in the 2nd and 3rd quarters, as a result of consequences of COVID-19, and a depleted cash reserve from prior years. As a result, the fundraising in FY21 is in a position to cover a larger overall percentage of current operating and puts us in a much better position to begin to build back the cash reserve.