

# Camp Korey | Gift Amount trend | Individual Donors only

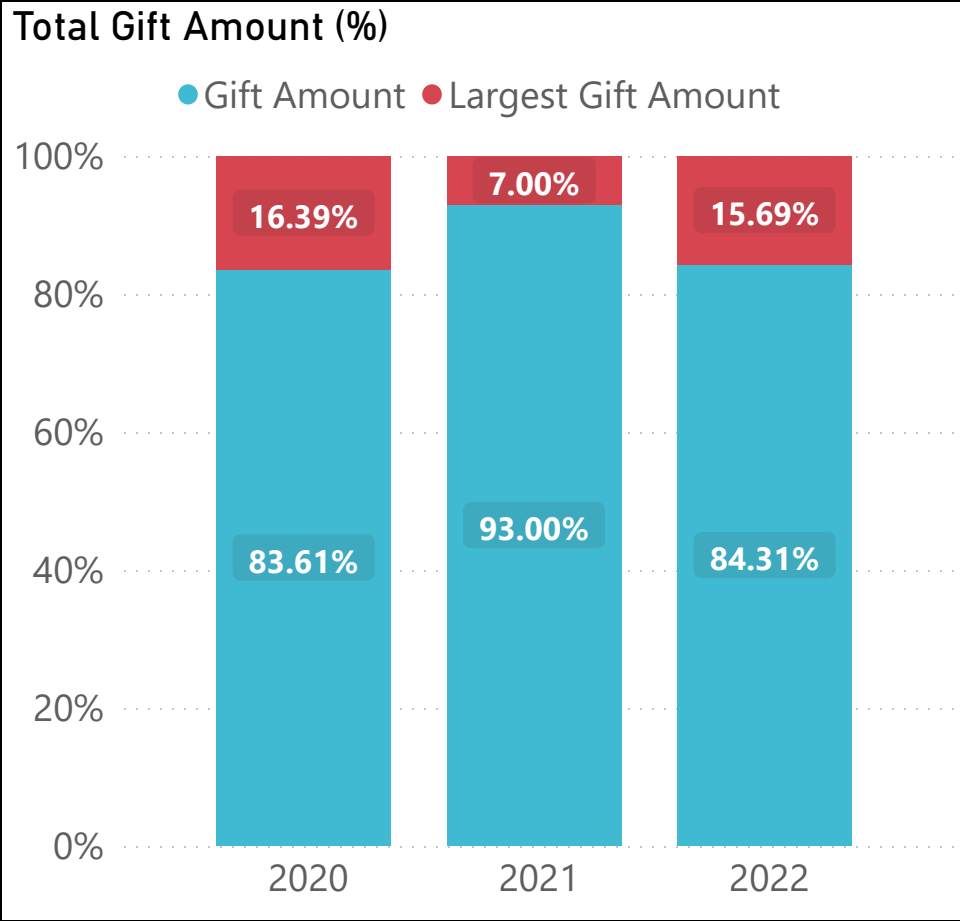
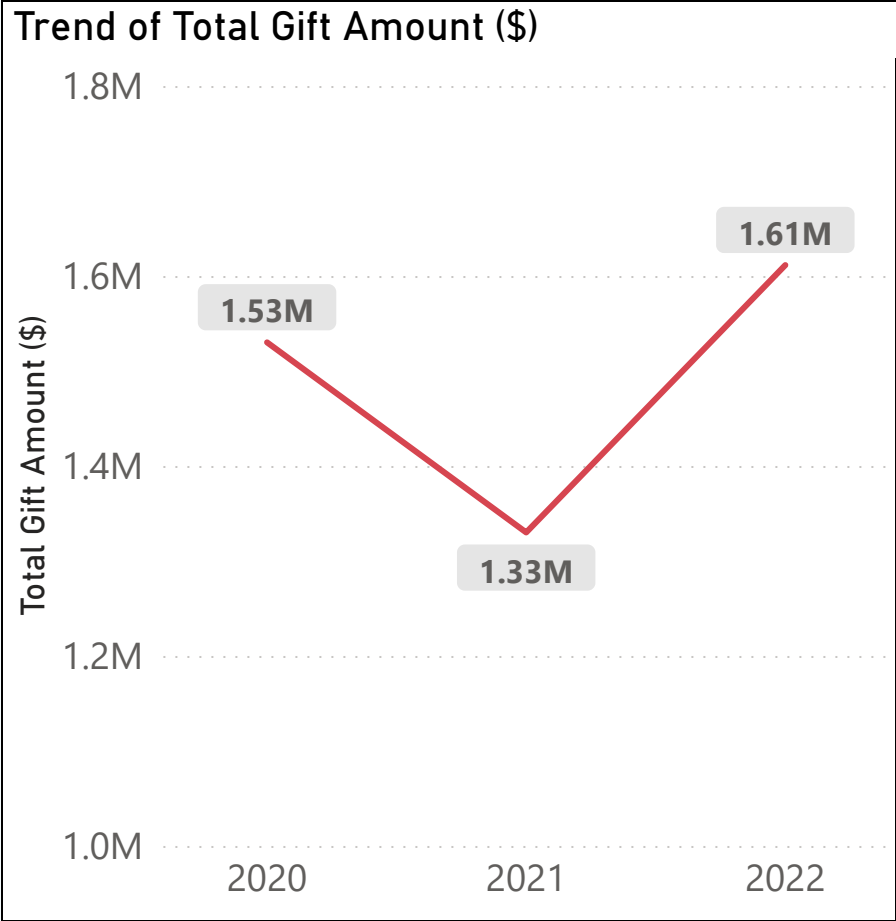
Metric inclusive for all years - 2020 | 2021 | 2022

Total Gift Amount \$

4.47M

Largest Gift Amount \$

300K



Camp Korey | Gift Growth Trends | Individual Donors only

Total Gifts Secured

4753

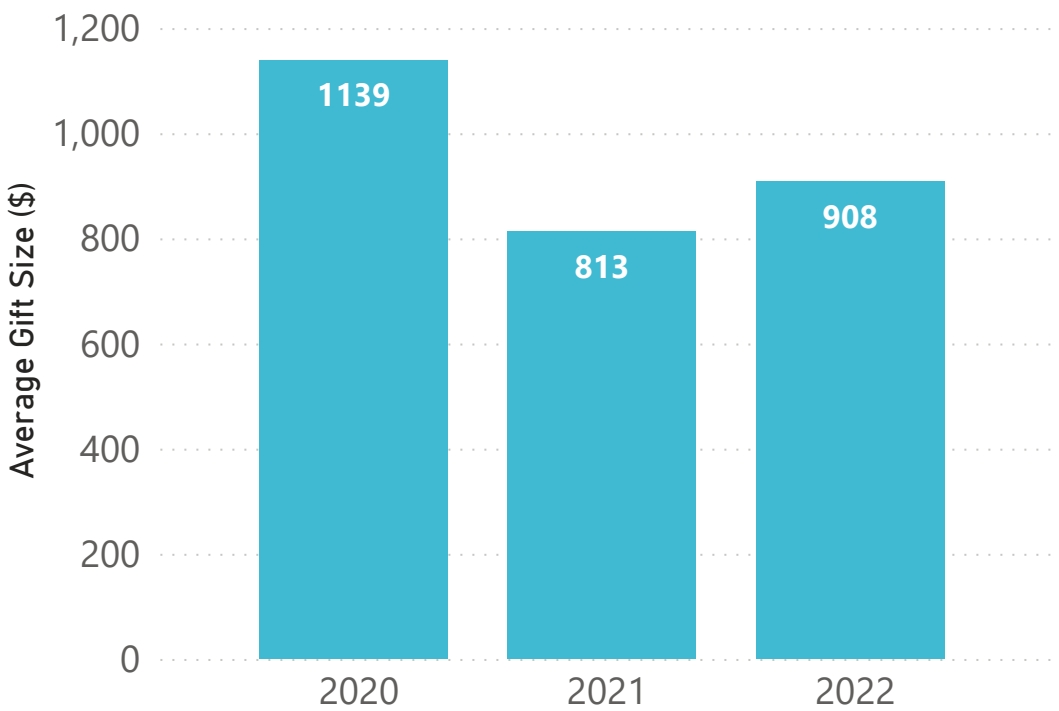
Q1 Average % Gift Count

10.6%

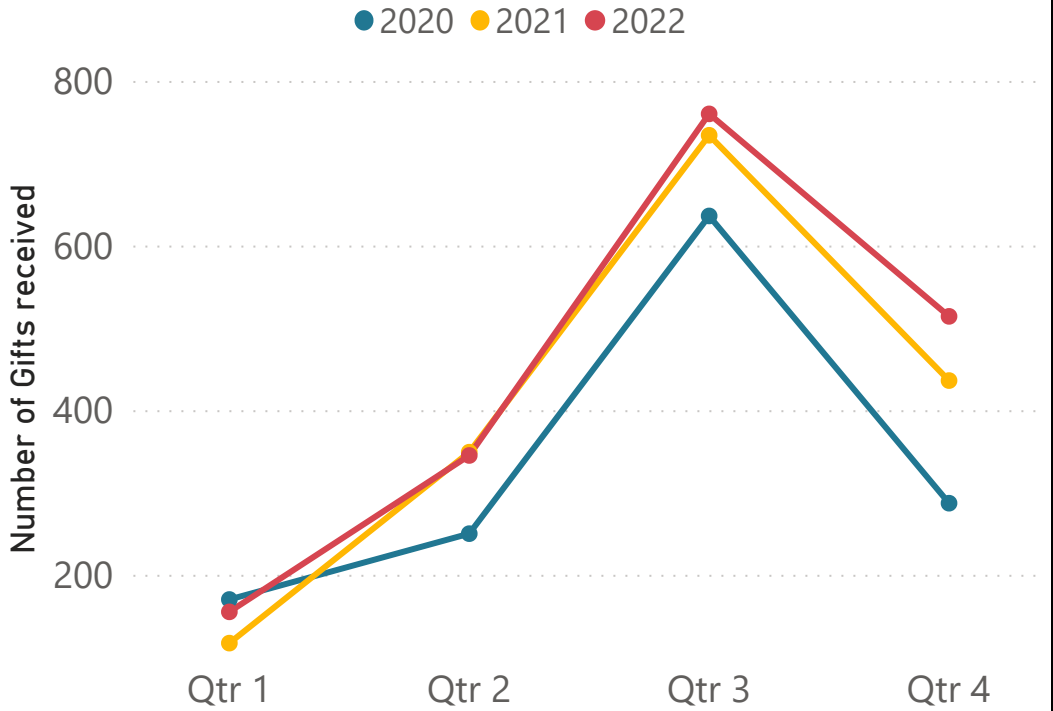
Q3 Average % Gift Count

44.8%

Average Gift Size (\$) each year



Quarterly trend of Gift Count



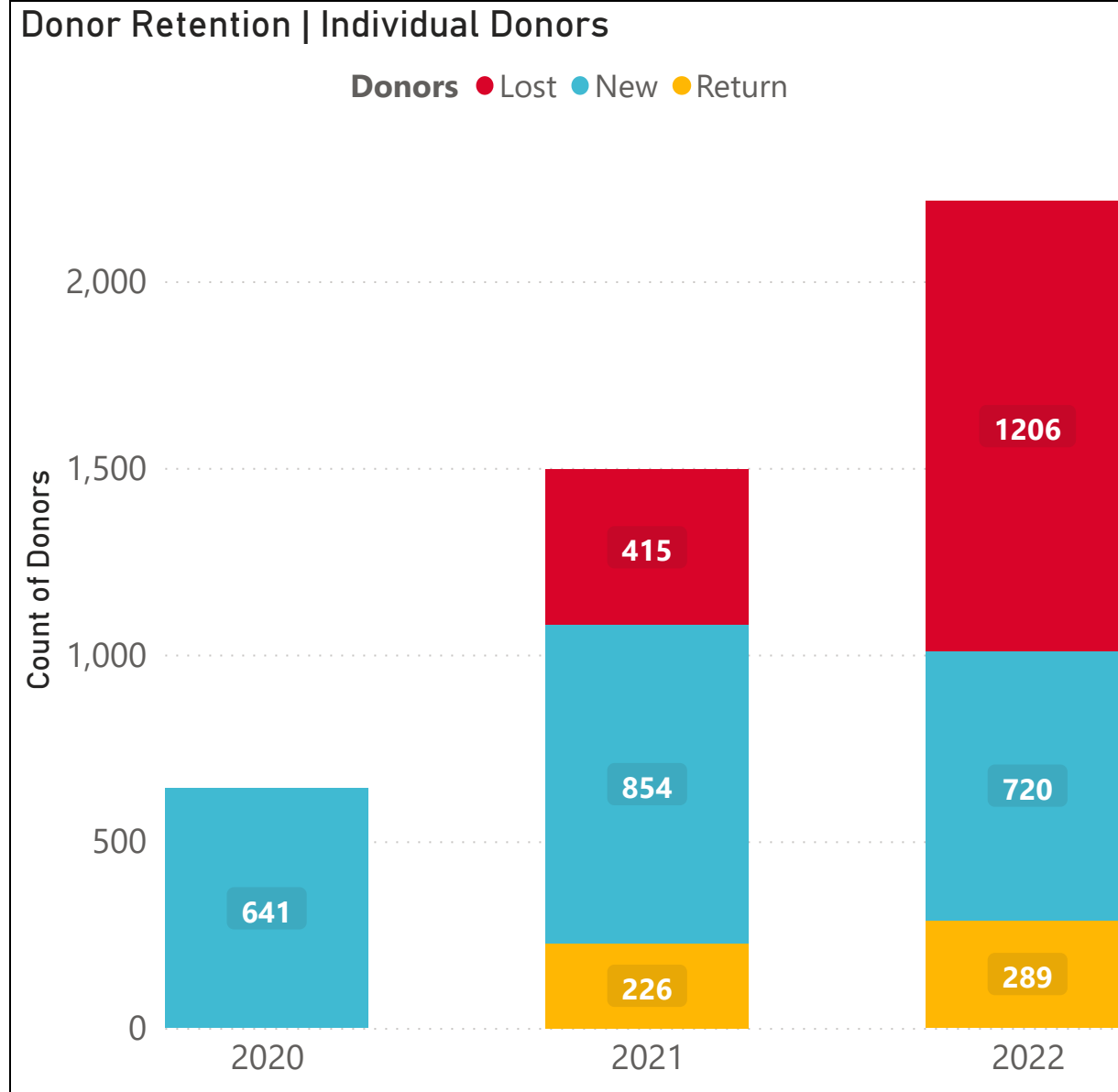
# Camp Korey | Donor Retention KPI | Individual Donors only

2021 Retention Rate

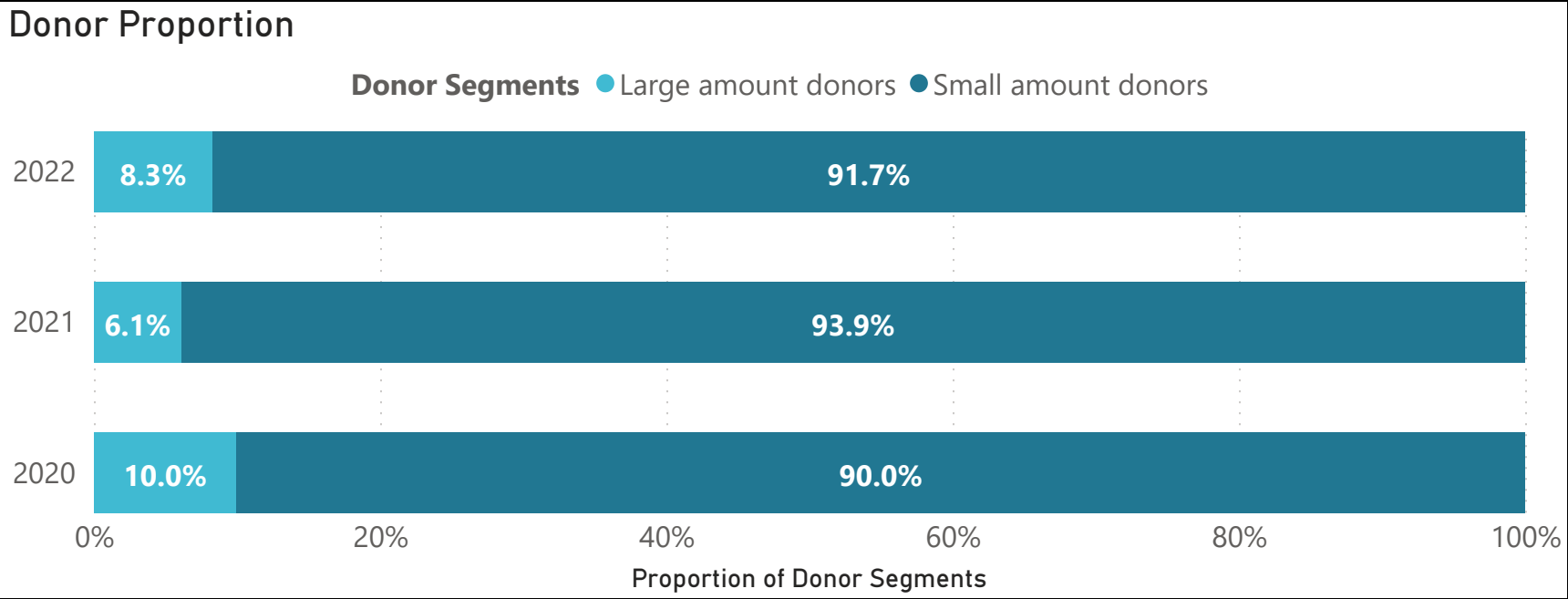
35%

2022 Retention Rate

26.7%



Camp Korey | Donor Segmentation | Individual Donors only



Large amount donors > 2500 \$  
Small amount donors < 2500 \$  
(Total amount per Year)

