



Donor File Analysis

Findings from BCRF's donor file, FY22 to FY26



Total Database

1. How big is the database?

Show:

Counts

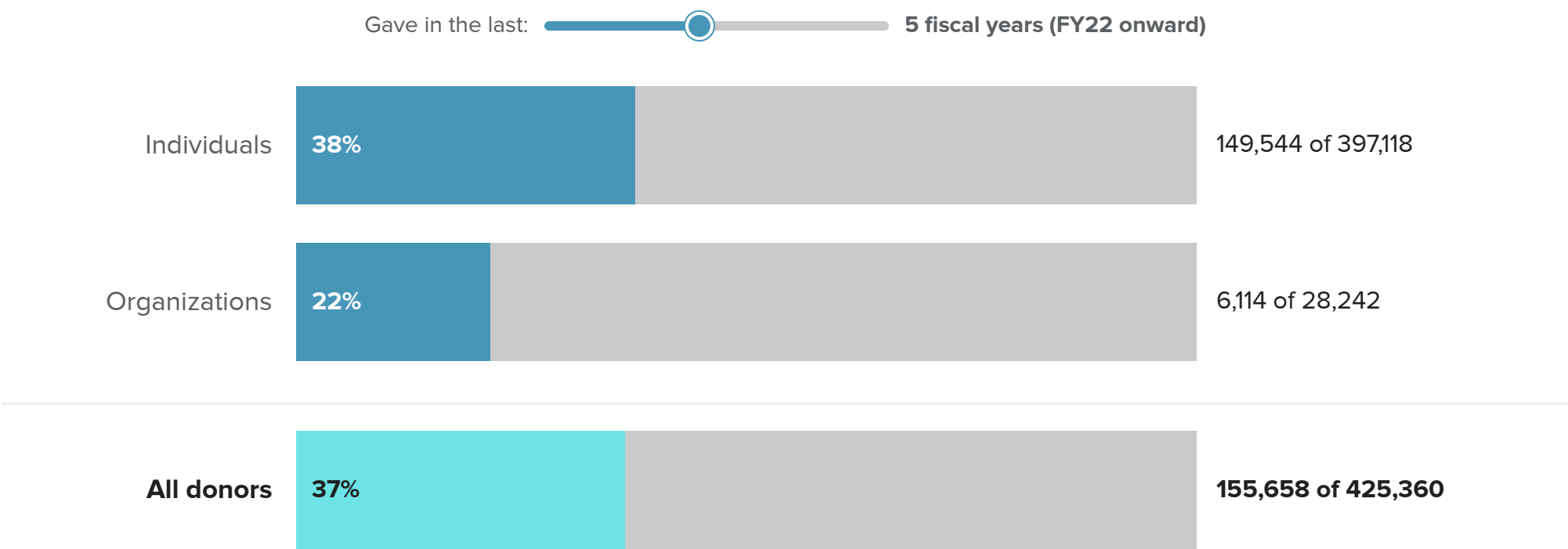
Percentages

	INDIVIDUALS	ORGANIZATIONS	ALL RECORDS
DONORS	397,118	28,242	425,360
NON-DONORS	107,308	7,591	114,899
ALL RECORDS	504,426	35,833	540,259

Excludes 40,846 deceased records and 1,470 inactive records.

- We counted an individual or an organization as a donor if it made a gift in any year. Only 9% of donors gave in FY26.
- 29% of the individual non-donors are in the database only as the honoree of someone else's tribute gift.

2. How many donors gave in the last five fiscal years?



- Only 26% of recent donors gave in FY26. The other 74% last gave in FY22 to FY25.
- 35% of donors have not made a gift in the last ten fiscal years. For organizations, the share is 53%.

3. How many recent donors can we reach?

System:

Raiser's Edge

MailChimp

 Show:

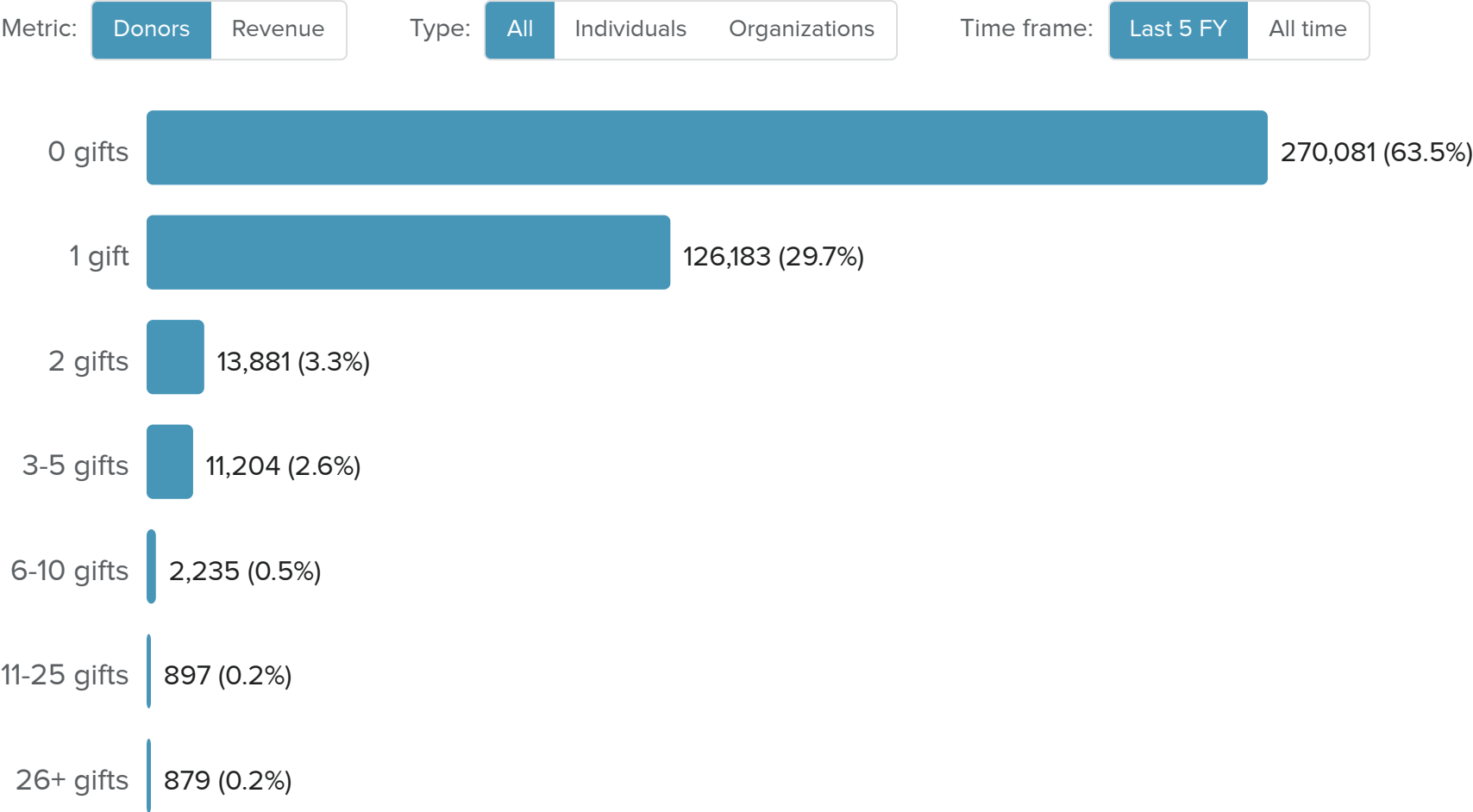
Counts

Percentages

	MAILABLE	NOT MAILABLE	TOTAL
EMAILABLE	139,099	297	139,396
NOT EMAILABLE	14,048	2,214	16,262
TOTAL	153,147	2,511	155,658

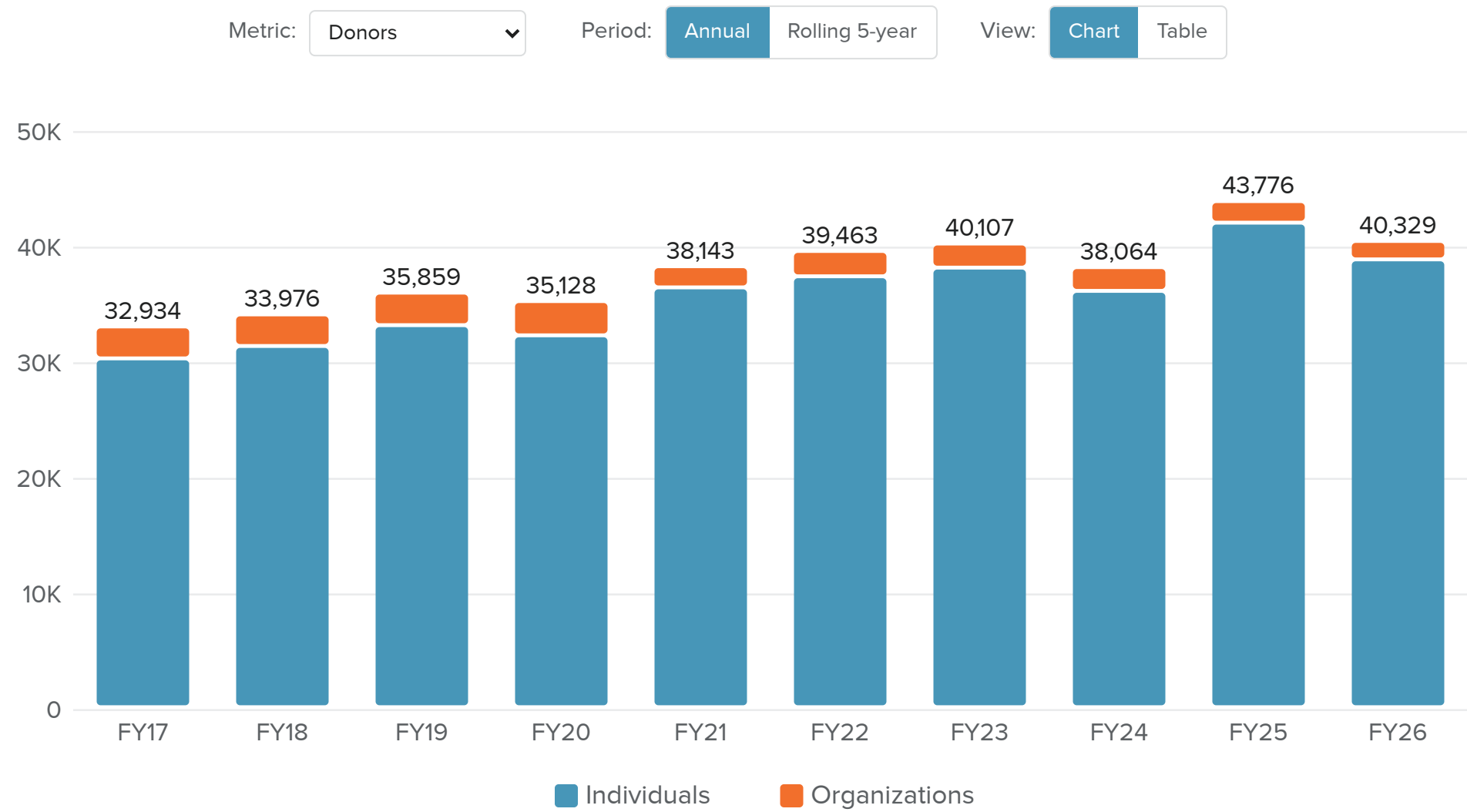
- 139K recent donors are emailable according to RE but only 57K are receiving emails in Mailchimp's primary audience.
- 47,766 of recent donors are emailable according to RE but are not in Mailchimp's primary email audience at all.
- We only looked at the primary audience. It's possible that some of these donors are in another Mailchimp audience.

4. How many gifts have recent donors given?



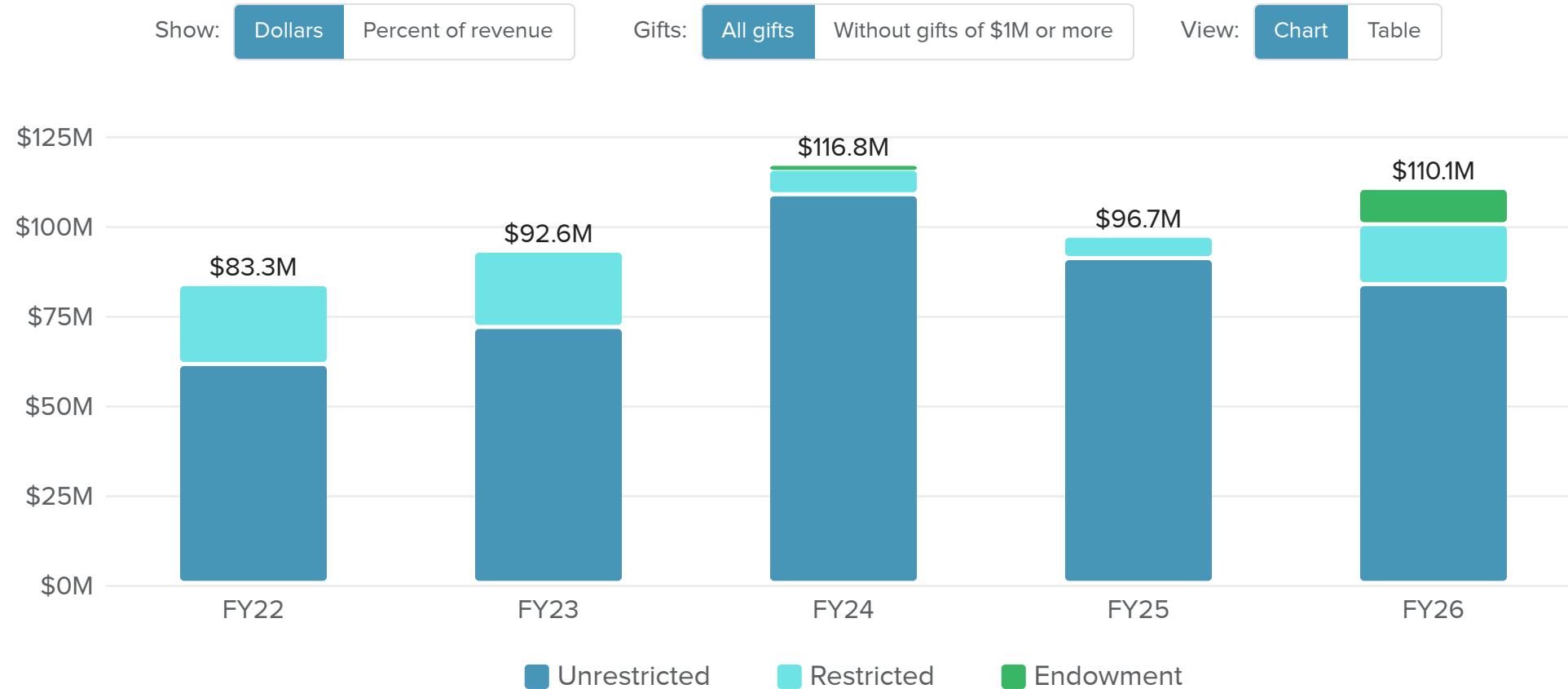
- Of the donors who made a gift in the last five fiscal years, 81% made only one gift. Those donors gave 16% of revenue.
- The 3% of donors who made six or more gifts gave 65% of revenue.
- We left out money that organizations passed along, such as Matching Gifts. Across all years, our revenue total is about 1% less than BCRF received.

5. Is the file growing, shrinking, or holding?



- Since FY17, the number of individual donors has increased 28%, from 30,171 to 38,736.
- The number of organization donors has declined 42% to 1,593. Organization revenue has increased 46%.

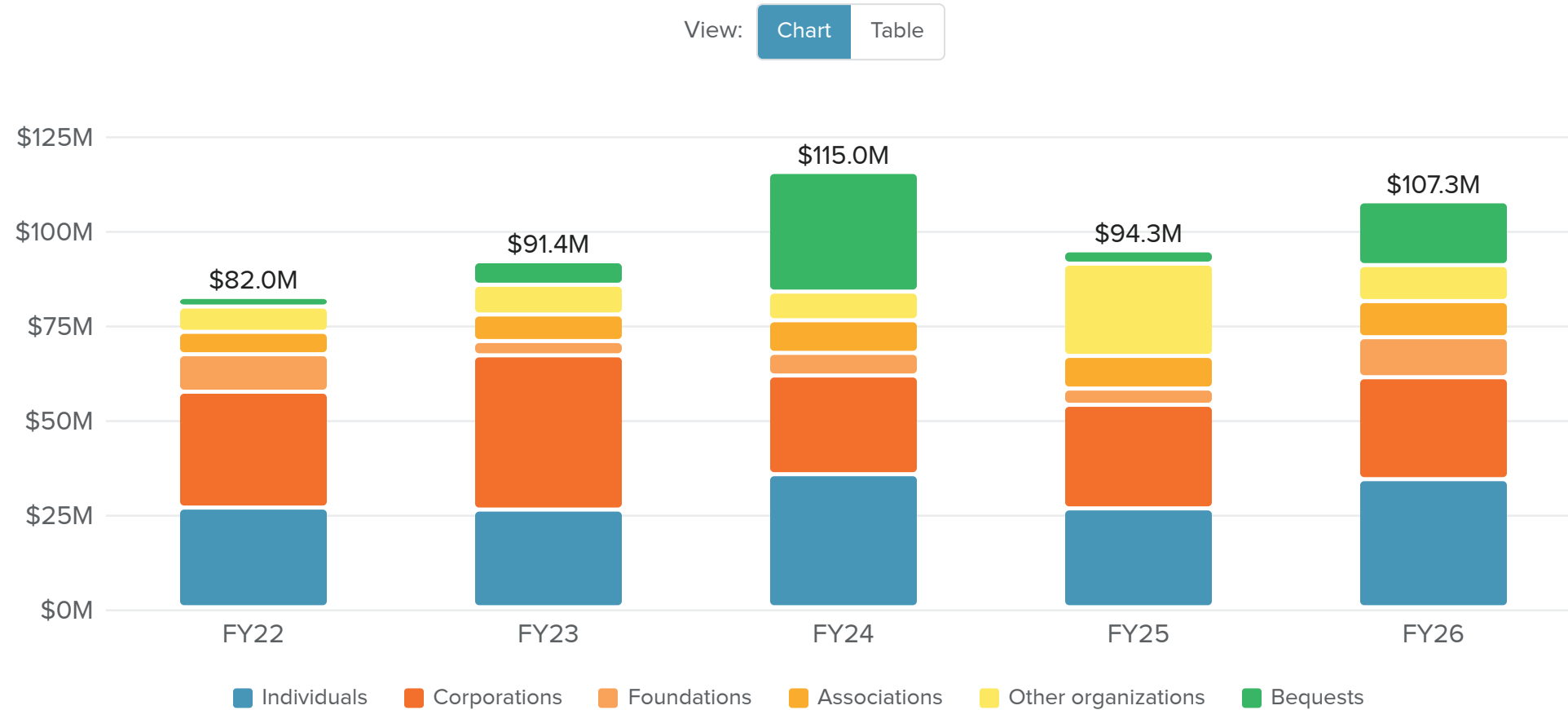
6. How does revenue divide between unrestricted, restricted, and endowment?



- Over the last five years, 83% of revenue was unrestricted, 15% was restricted, and 2% went to endowment.
- Unrestricted revenue was highest in FY24, when one organization gave \$25 million. Without gifts of \$1 million or more, it grew 15% from FY22 to FY26.

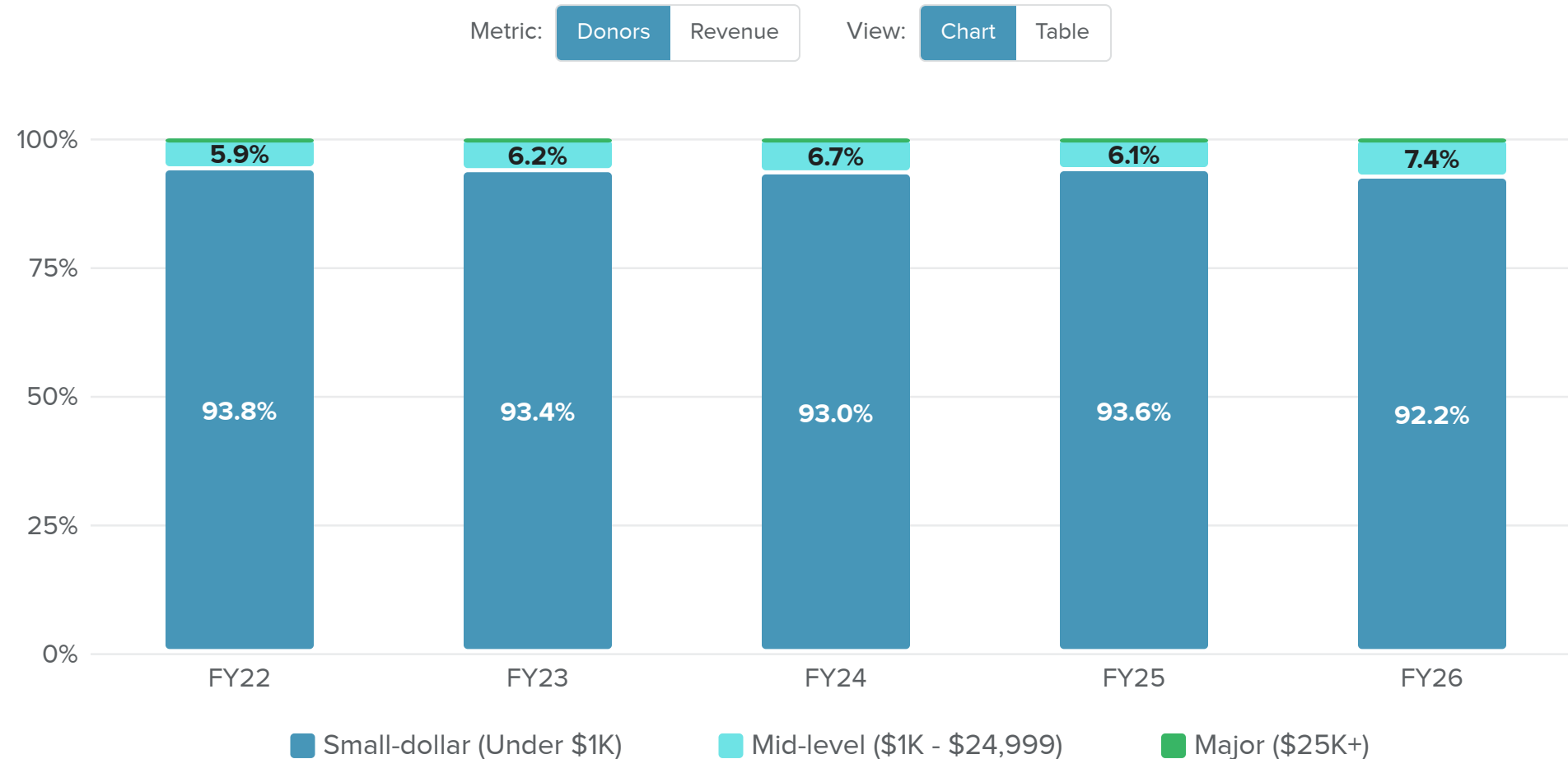
Recent Donors (Gave in Last 5 Years)

1. How does revenue divide between individuals, organizations, and bequests?



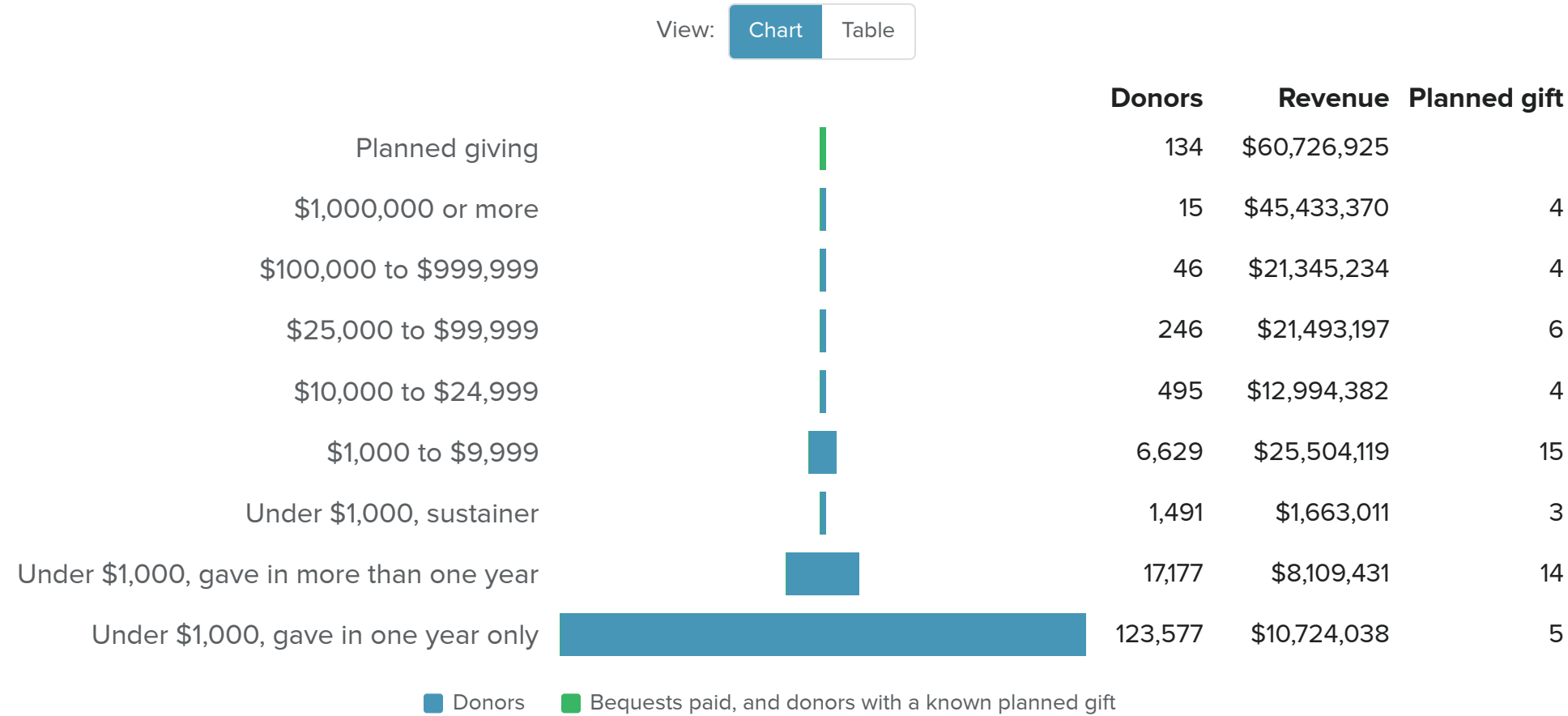
- Over the last five years, organizations gave 58% of revenue, Individuals gave 30%, and bequests were 12%.
- The FY24 column includes one bequest of \$25 million. The FY26 column includes one bequest of \$10.1 million.

2. How do donors and revenue divide by giving level each year?



- Since FY22, the number of Mid-level donors has increased 30%, from 2,205 to 2,861. The number of Major donors has increased 54%, from 108 to 166.
- Each fiscal year, Small-dollar donors gave \$4.3 million to \$4.6 million. Major donors gave between \$13.6 million and \$23.1 million.

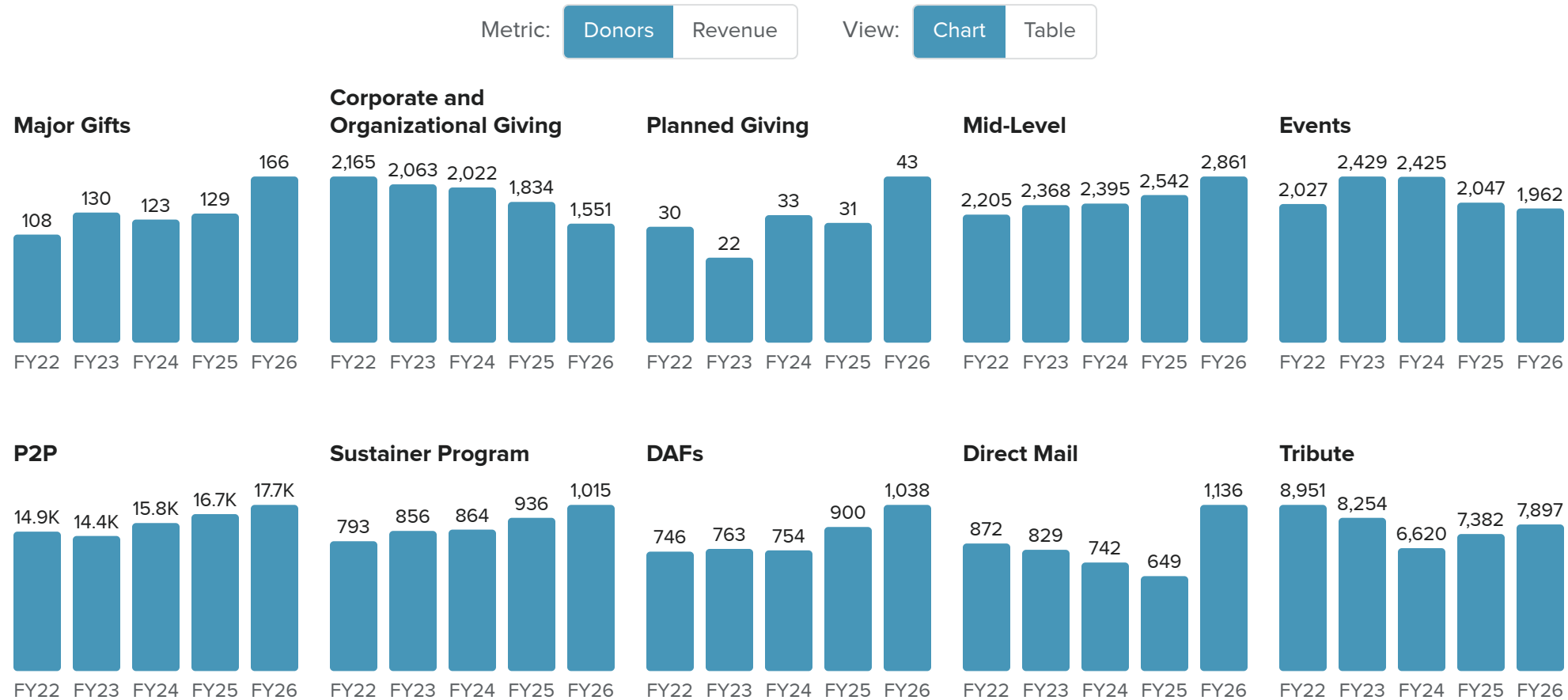
3. What does the donor pyramid look like for recent donors?



Every bar is at least 3 pixels wide, so the narrowest bars are wider than their donor counts.

- The Planned giving tier and the \$1,000,000 or more tier have the fewest donors. The donors in those two tiers gave 51% of the revenue on the pyramid.
- 82% of the donors on the pyramid are in the "Under \$1,000, gave in one year only" tier. The donors in that tier gave 5% of the revenue.

4. How do donors and revenue divide by program each year?



Each chart has its own vertical scale.

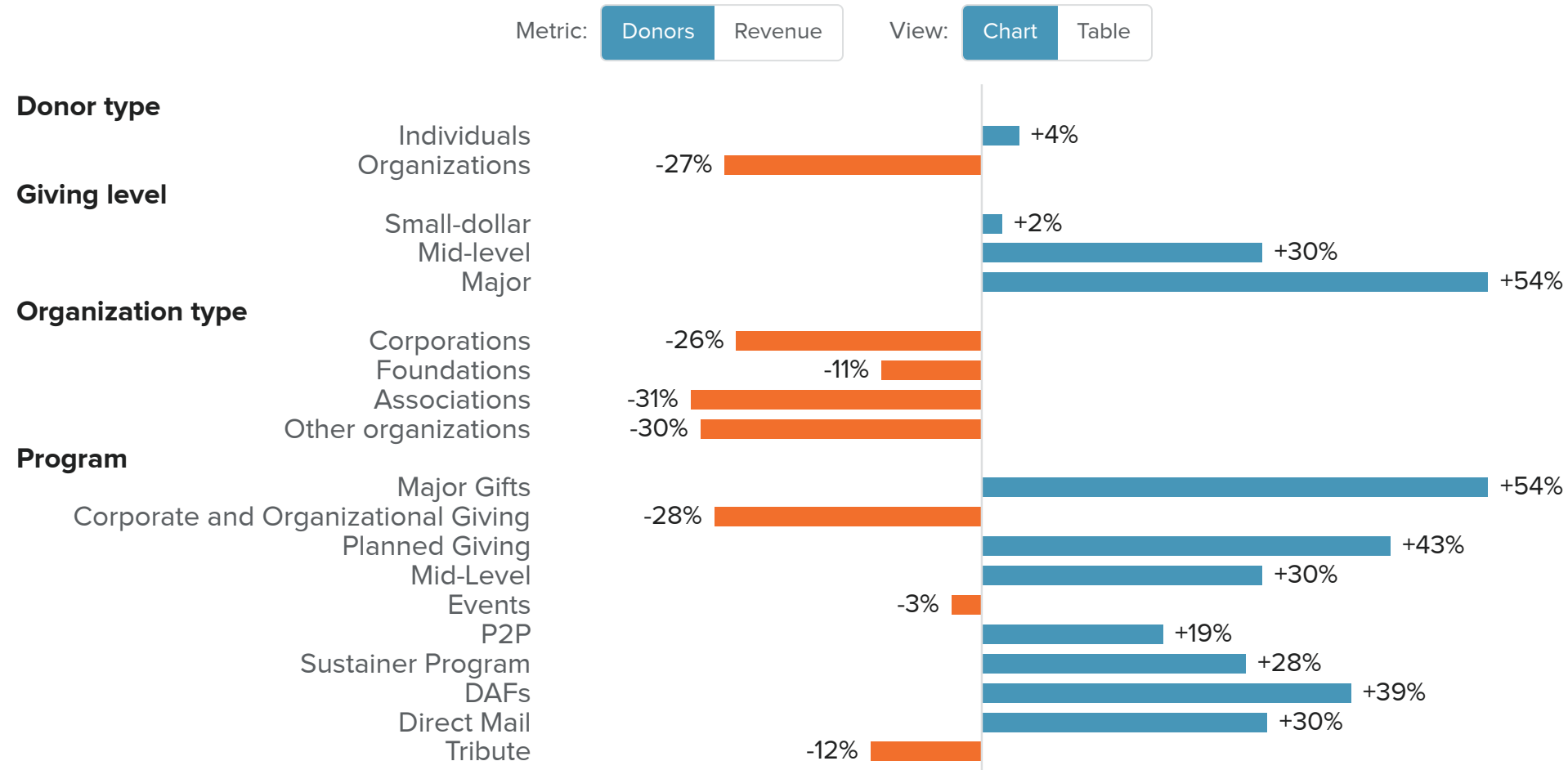
- Corporate and Organizational Giving was 42% to 69% of revenue each fiscal year, the most of any program.
- P2P had the most donors in every fiscal year but only 6% to 7% of revenue.

5. Where do donors move between programs?

First-ever gift was to...	# of Donors	Later made a gift to...						Never Gave Again
		Event	P2P	Corporate Partnerships	Major	Mid-level	Small-dollar	
Event	1,778	31%	1%	0.6%	0.1%	0.3%	2%	66%
P2P	46,463	0.1%	12%	0.2%	0%	0.1%	1%	87%
Corporate Partnerships	17,159	0.1%	3%	9%	0%	0%	0.8%	90%
Major	29	0%	0%	0%	24%	10%	0%	66%
Mid-level	1,707	0.6%	2%	0.1%	0.5%	28%	9%	65%
Small-dollar	39,285	0.1%	0.8%	0.1%	0%	0.5%	12%	87%

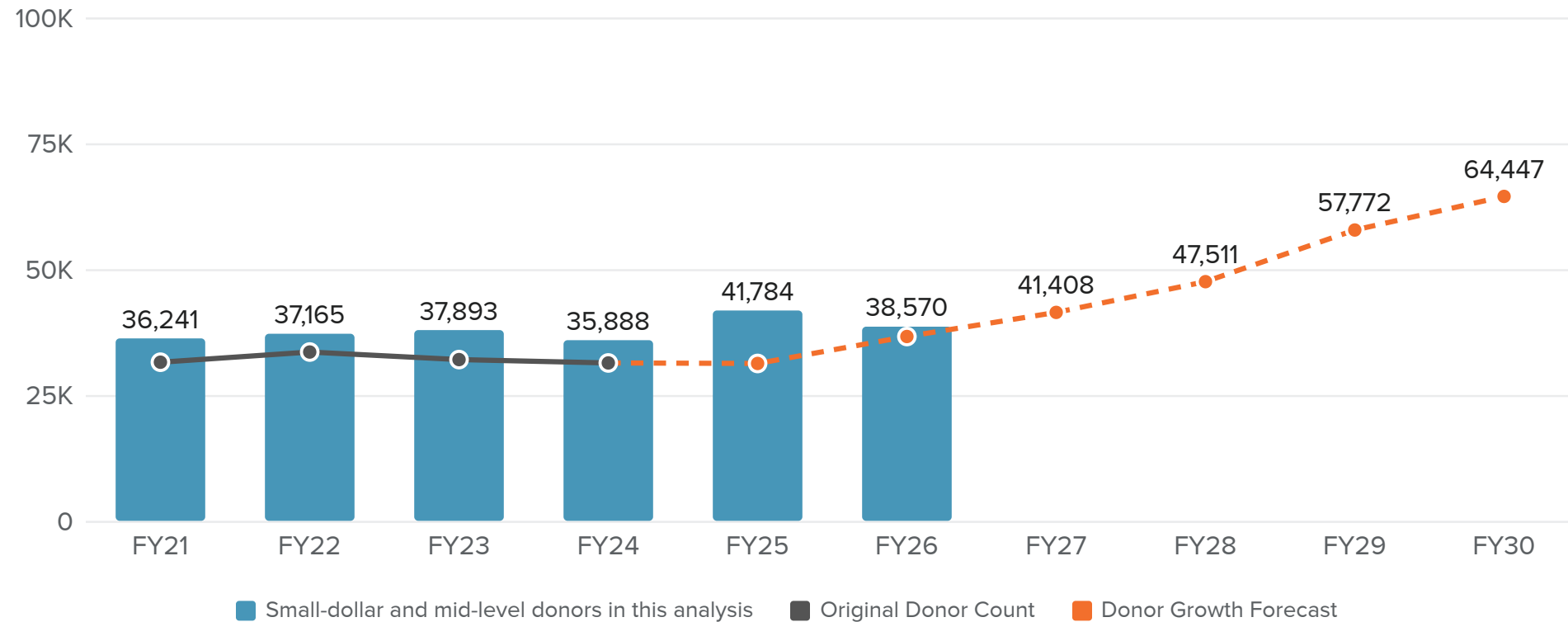
- We counted the Individuals whose first-ever gift was in FY22 to FY25, and every gift that they made through FY26.
- Donors whose first-ever gift was in FY26 are left out, because they have had little time to give again.
- A donor who later made gifts to two programs counts in the column for each program.

6. Where did we grow or decline from FY22 to FY26?



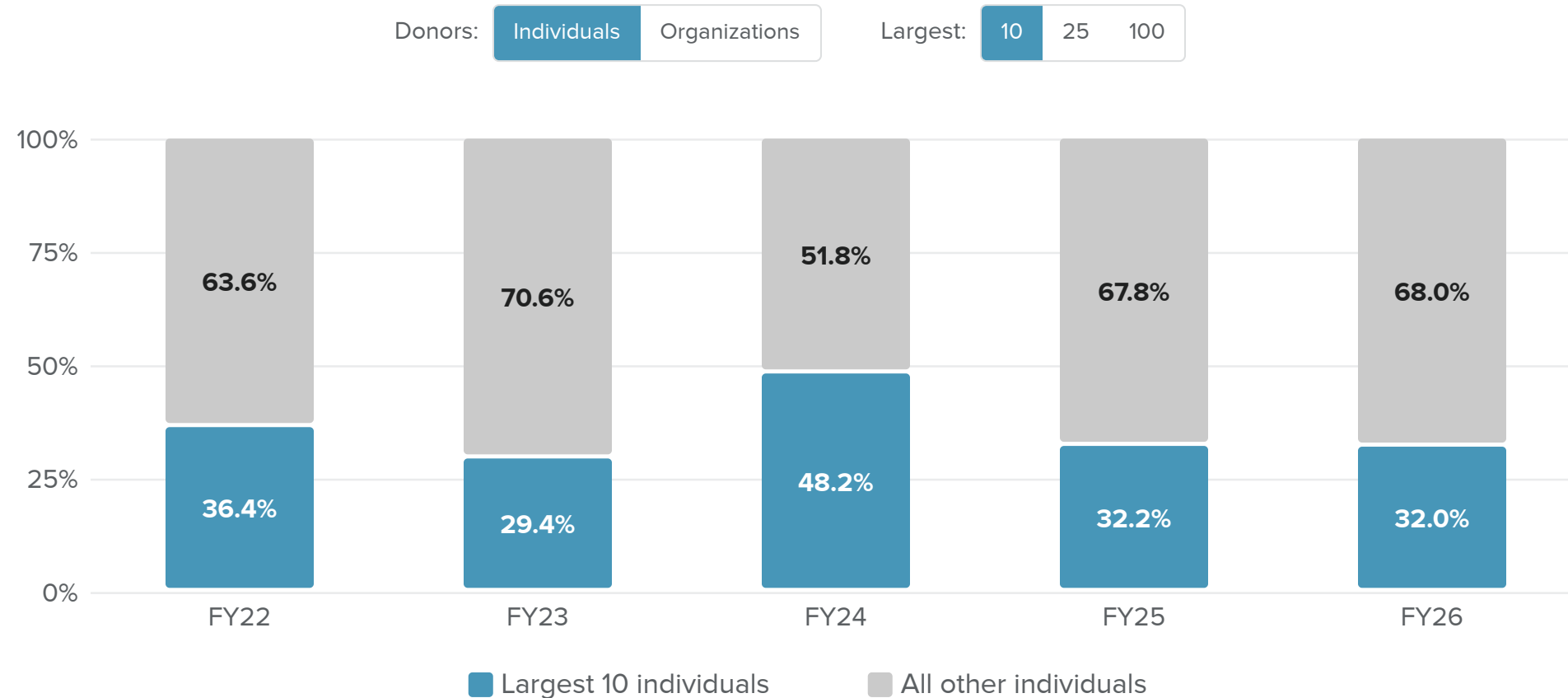
- Read the Revenue view with care, because one gift of \$1 million or more can set a whole bar. One Planned Giving gift of \$10 million was 60% of that program's FY26 revenue.
- Organization revenue grew 34%, but most of that growth came from Planned Giving gifts. Without them, it grew 6%, and the number of Organizations that gave fell 27%.

7. How are small-dollar and mid-level donor counts tracking against our growth goal?



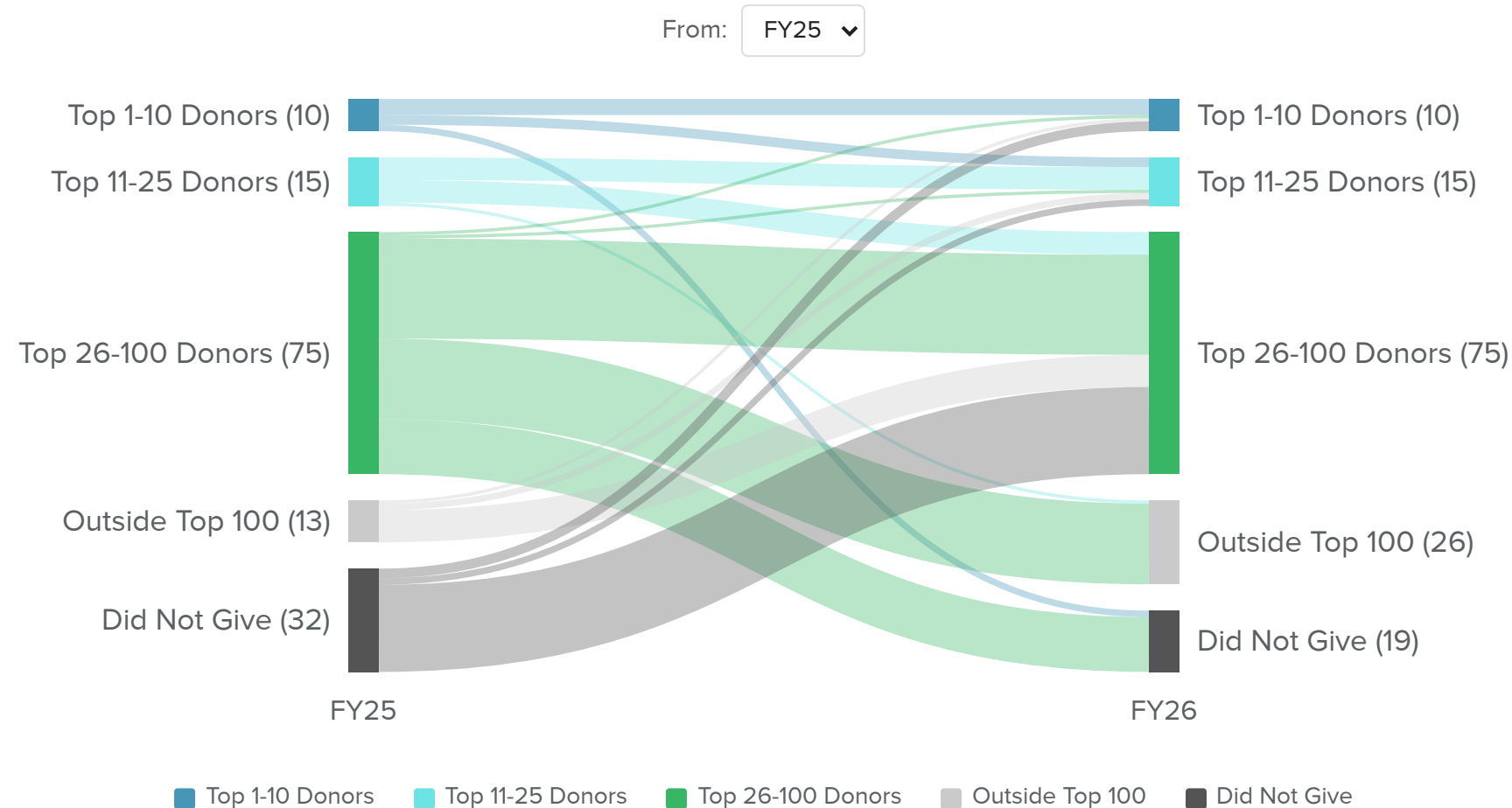
- We counted 11% to 18% more donors than the "Original Donor Count" in each year from FY21 to FY24. In FY26, we counted only 5% more donors than the "Donor Growth Forecast".
- Our count declined 8% from FY25 to FY26. BCRF forecast an increase of 17% for that year.
- To reach the FY30 forecast, the donor count would need to grow about 15% each year from FY26.

8. How much revenue comes from the largest donors?



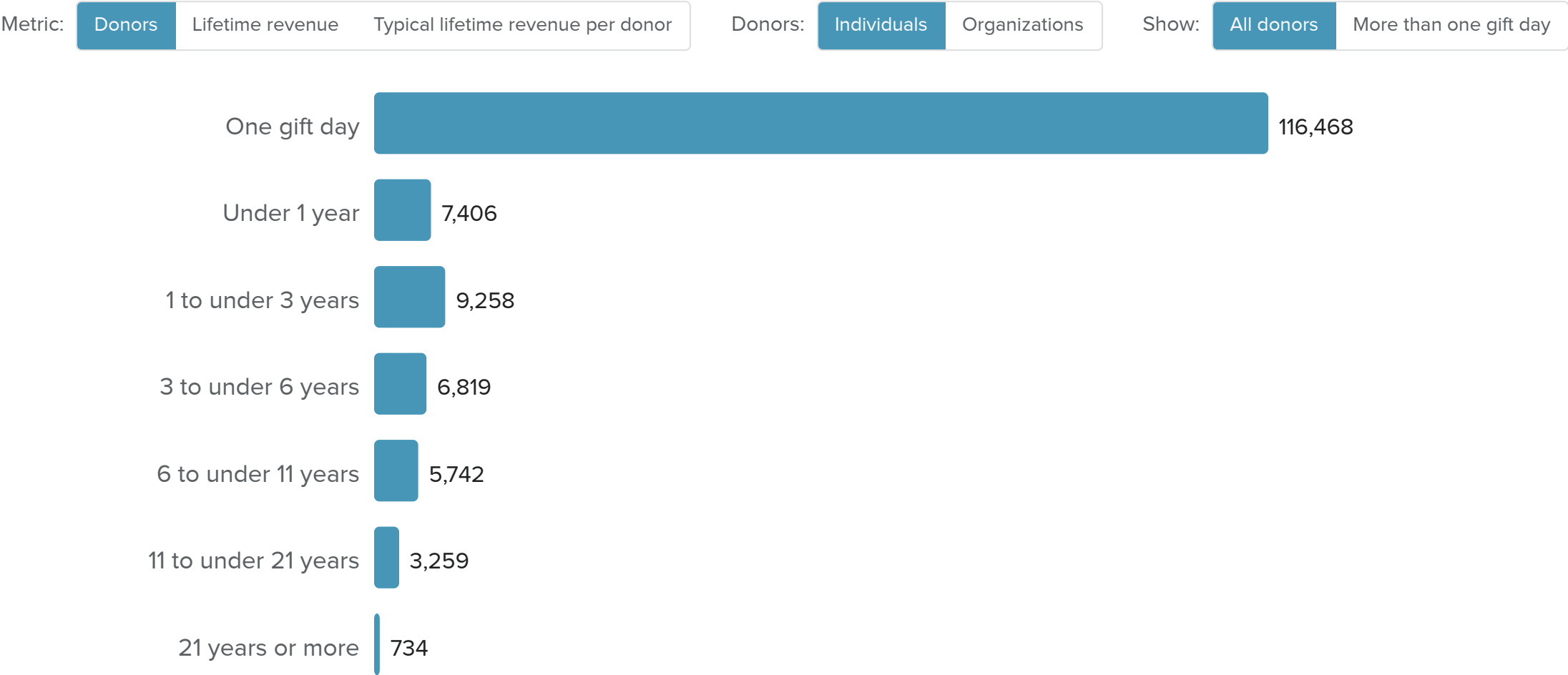
- In FY24, one Individual gave \$10.2 million, which was 29% of individual revenue that year. In the other four years, the largest Individual gave 6% to 10%.
- Revenue from organizations depends on fewer donors. The ten largest organizations gave 58% to 71% of organization revenue each fiscal year.

9. How much do the top 100 Individual donors change from year to year?



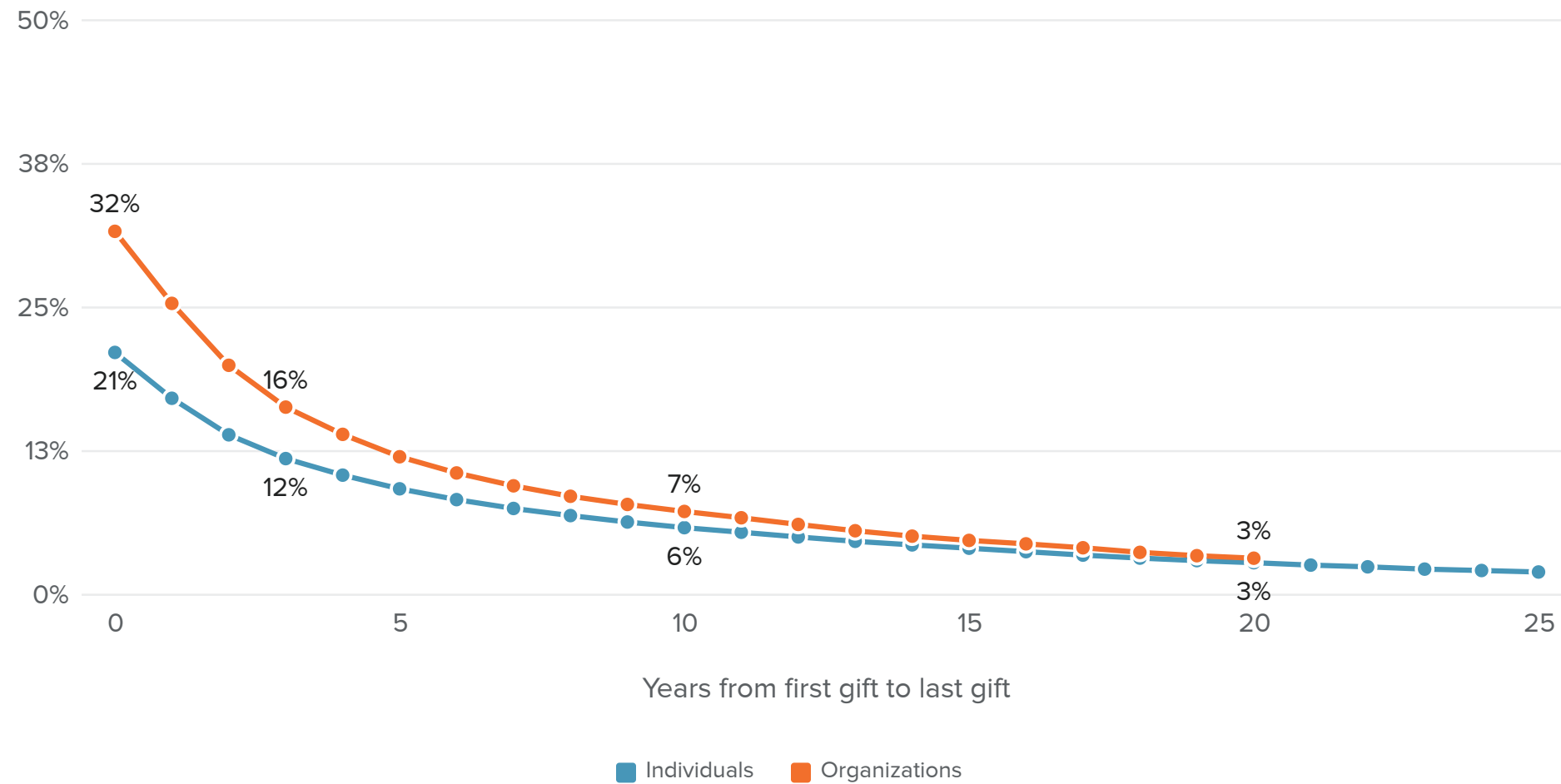
- Of the hundred largest Individual donors in FY25, 55 were among the hundred largest again in FY26. Only 37 of the hundred largest in FY22 were.
- Over the last five years, 24 Individuals were among the ten largest in at least one year, and only one in all five years.

10. What does a donor give us across a whole relationship, and how long does that relationship last?



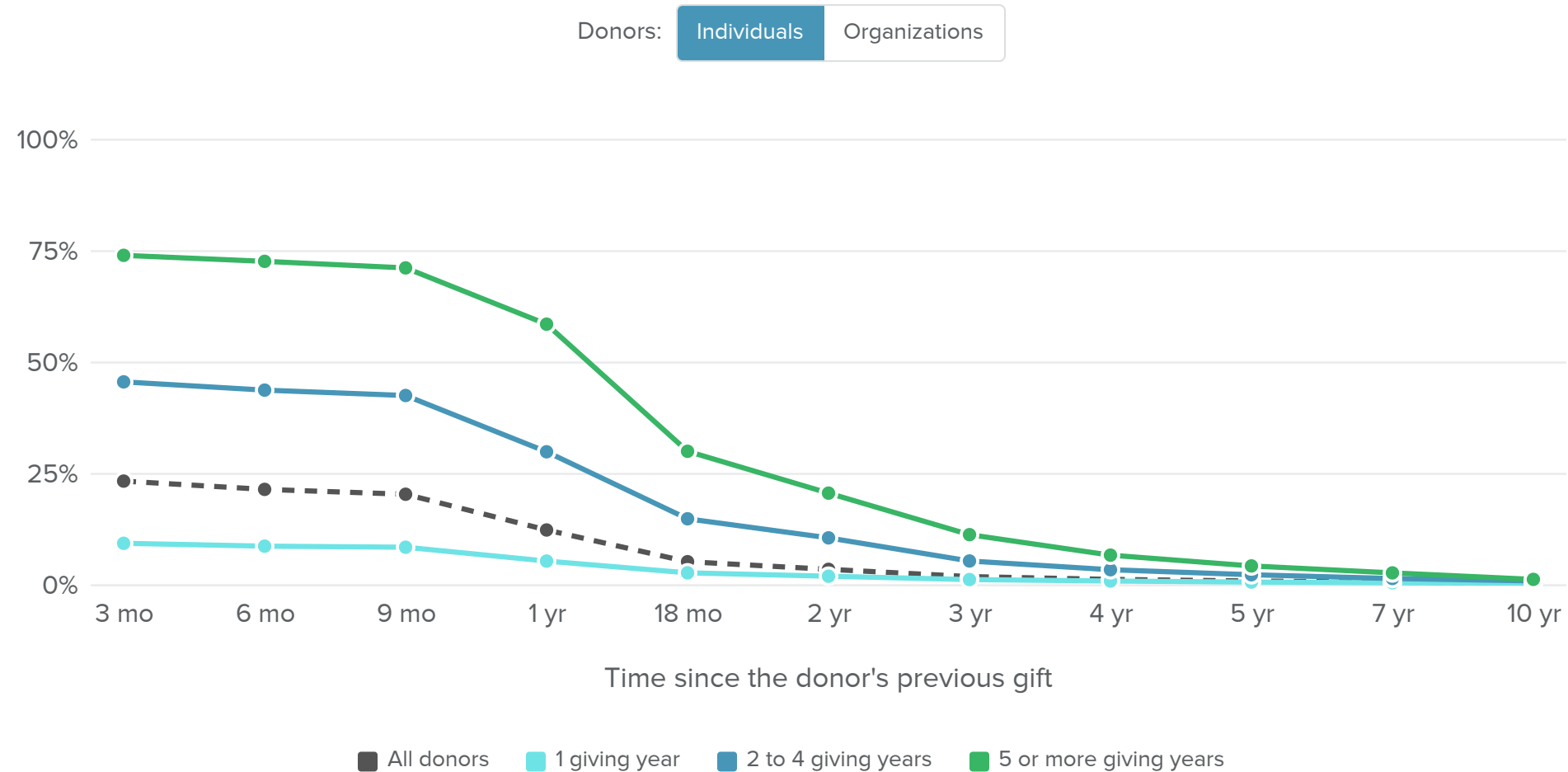
- Of the Individuals who are recent donors, 78% gave on only one day. For the rest, the typical relationship lasted 3 years.
- Individuals with a relationship of 11 years or more were only 3% of those donors. They gave 70% of the lifetime revenue.

11. How long do relationships last across every donor who ever gave?



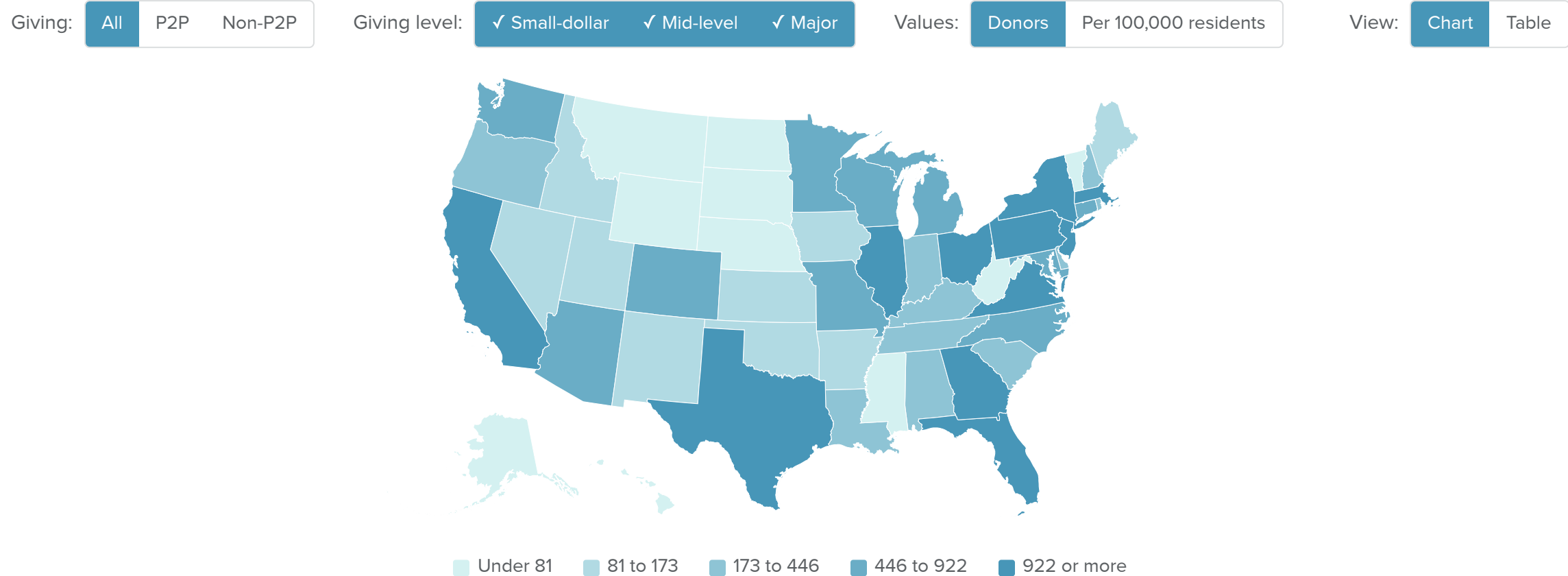
- Most relationships ended with the first gift. Of the Individuals who gave on a second day, 56% kept giving for at least three years, and 27% for at least ten years.

12. How likely is a donor to give again after their last gift?



- How often a donor has given matters much more than how long ago the donor last gave.
- Of the Individuals who had gone one year without a gift, 58% of those with 5 or more giving years gave again within 12 months. Only 5% of those with 1 giving year did.
- After three years without a gift, 32% of Individuals with 5 or more giving years still gave again within the next ten years.

13. Where do individual donors live?

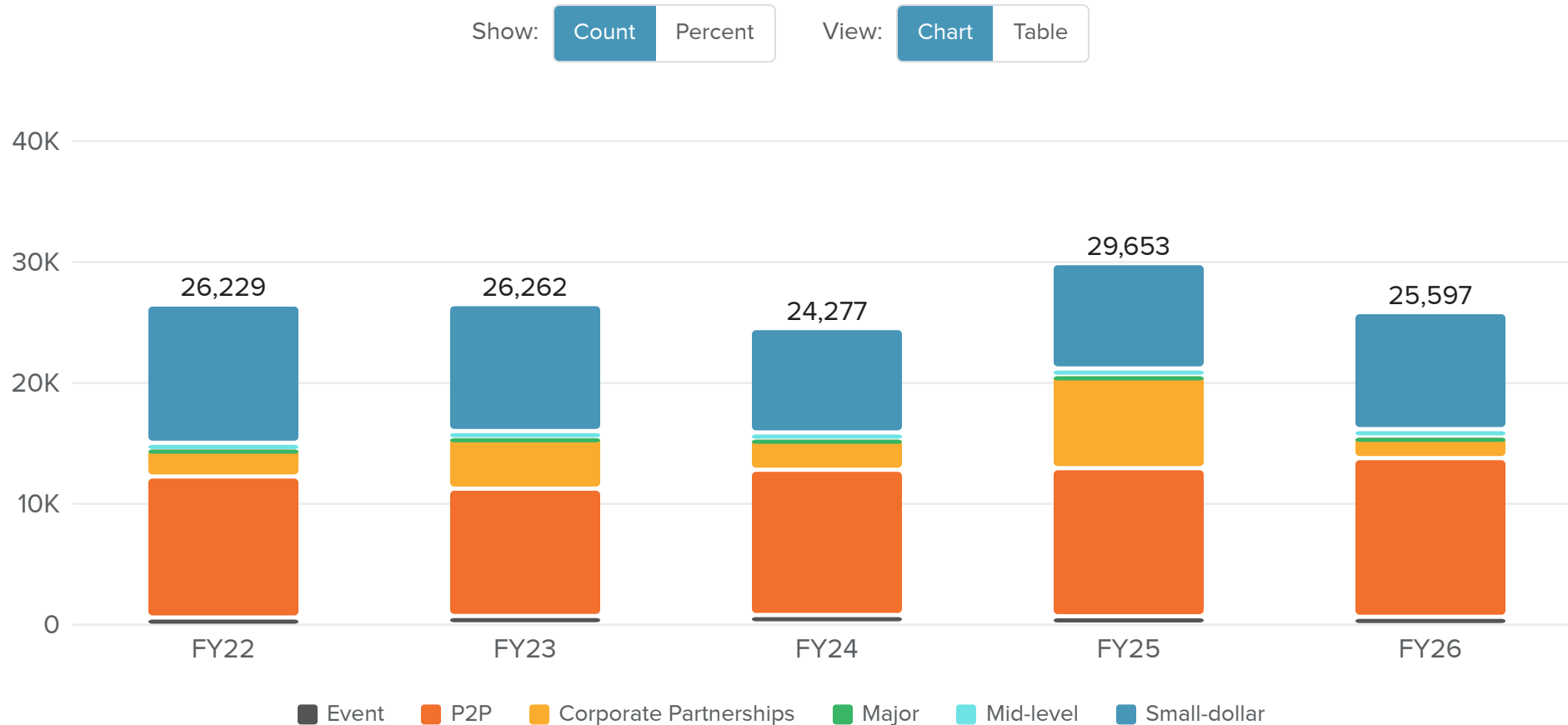


Most donors: New York (5,933), California (3,863), New Jersey (3,433), Florida (2,533), Illinois (2,165). Not on the map: 401 donors with no state on file, 624 outside the US, and 10 in US territories.

- The five states with the most donors hold 48% of the donors on the map.
- Nationally, 11 of every 100,000 residents gave in FY26. The rate is highest in New Jersey (36), the District of Columbia (32), New York (30) and Massachusetts (29).

Donor Acquisition

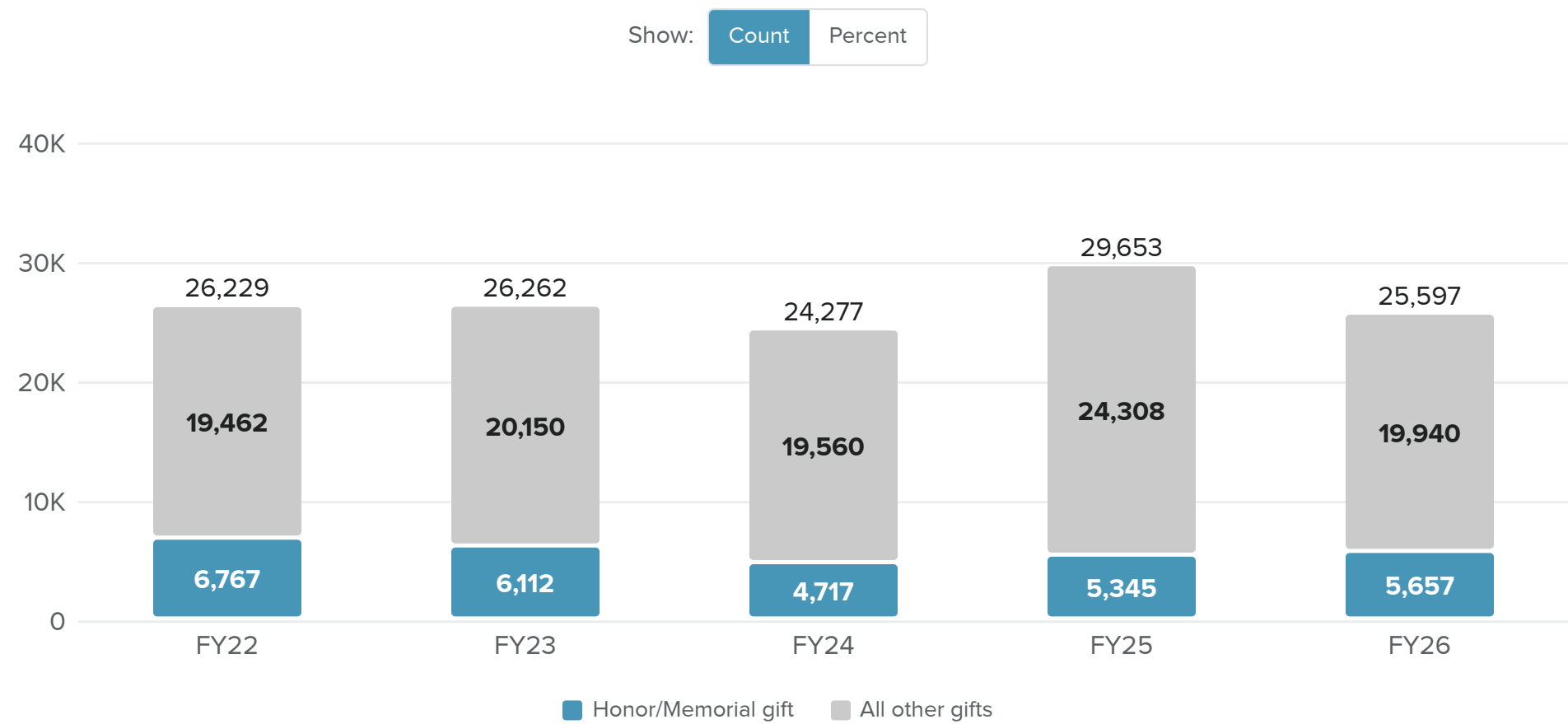
1. How many new donors were acquired each year by program?



Includes Individual donors only. Organizations are left out. Each first gift counts in the first program that fits, in this order: Event, P2P, Corporate Partnerships, Major (\$25,000 or more), Mid-level (\$1,000 to \$24,999), Small-dollar (under \$1,000). A Corporate Partnerships gift is a gift that an Individual gave through a corporate partner's donation page or fundraising team.

- Each fiscal year, 40% to 51% of new donors started with a P2P gift, more than with any other program.
- The number of new donors who started with a Small-dollar gift fell 25% from FY22 to FY24. Since FY24, it has rebounded slightly - up 12% through FY26.
- Corporate Partnerships new donors peaked at 7,768 in FY25. About 6,300 of them gave through a Tanger donation page.

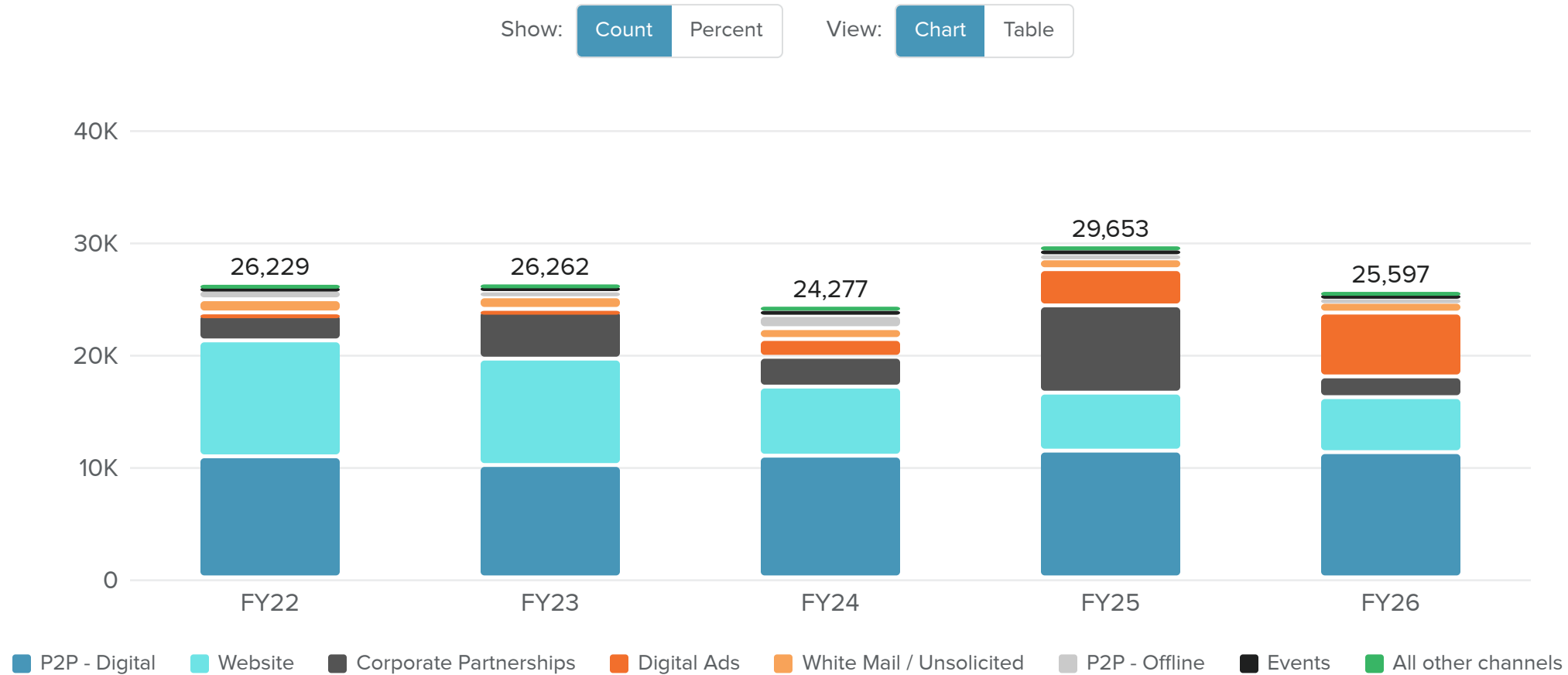
2. How many new donors were acquired each year by Honor/Memorial giving?



Includes Individual donors only. Organizations are left out. An Honor/Memorial gift is a gift that the donor gave in honor or in memory of someone.

- The number of new donors who started with an Honor/Memorial gift fell 30% from FY22 to FY24. Since FY24, it has rebounded somewhat - up 20% through FY26.

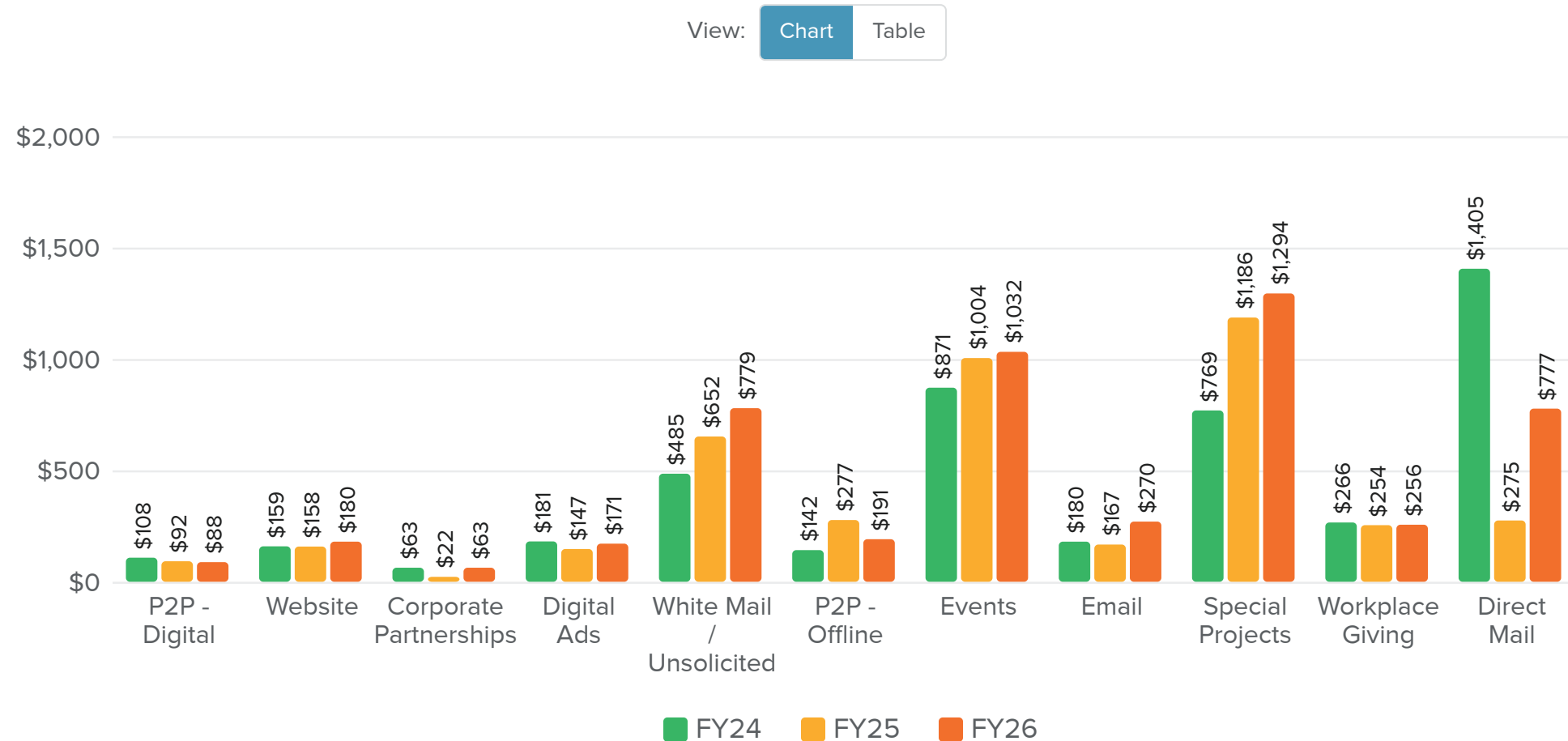
3. How many new donors were acquired each year by channel?



Includes Individual donors only. Organizations are left out. All other channels holds each channel with under 1% of new donors. A Corporate Partnerships gift is a gift that an Individual gave through a corporate partner's donation page or fundraising team.

- The number of new donors from Digital Ads grew from 92 in FY22 to 5,682 in FY26. In FY26, Digital Ads brought in 22% of new donors.
- Since FY22, the number of new donors from the Website has declined 53%, from 10,324 to 4,899.
- In FY25, about 6,300 of the 7,768 new Corporate Partnerships donors gave through a Tanger donation page.

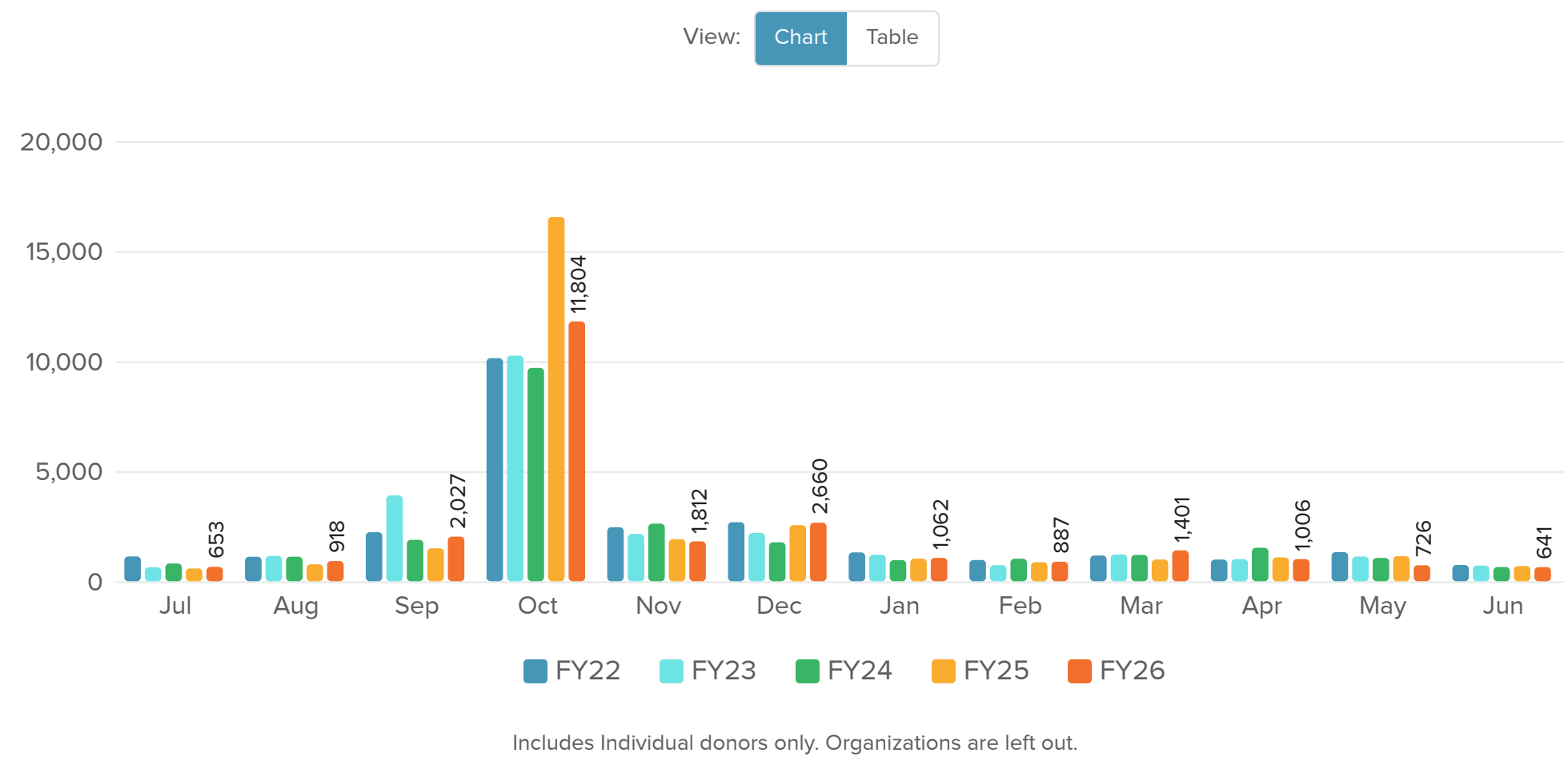
4. What is the average first gift size by channel?



Includes Individual donors only. Organizations are left out. Average first gift leaves out first gifts of \$25,000 or more. The chart leaves out four channels that each had five new donors or fewer in five years: Ongoing Recurring Revenue, Planned Giving, Direct Solicitation, and Digital.

- In FY26, 94% of new donors came from the five channels with an average first gift under \$200.
- In FY24 to FY26, Direct Mail had only 8 to 17 new donors a year, so a few large gifts move its average.

5. How many new donors were acquired each month?



- The large spike in new donors in October of FY25 is largely from a Tanger donation page.

6. What percent of new donors make a second gift within 24 months?

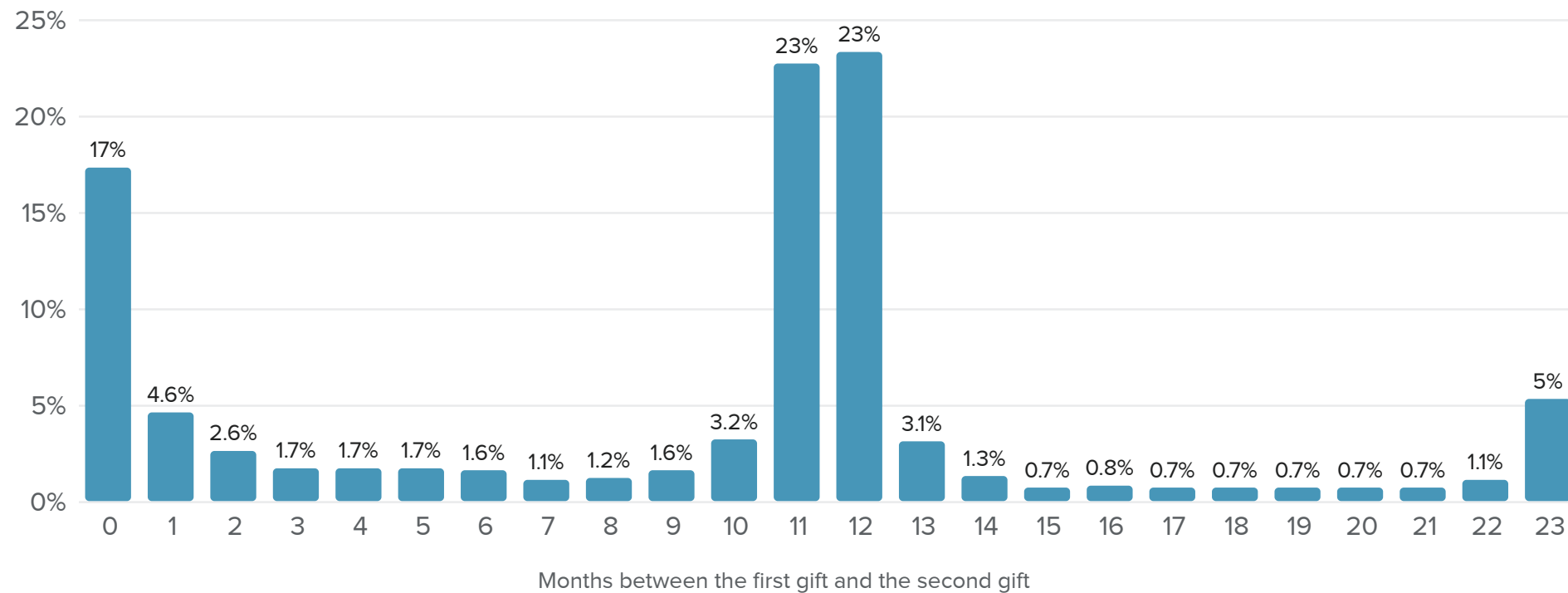
Show: By first gift channel By first gift size

CHANNEL OF FIRST GIFT	# OF DONORS	WITHIN 3 MONTHS	WITHIN 6 MONTHS	WITHIN 12 MONTHS	WITHIN 24 MONTHS
All new donors	76,389	3%	4%	8%	12%
P2P - Digital	31,604	3%	3%	7%	11%
Website	25,627	2%	3%	6%	10%
Corporate Partnerships	9,379	6%	6%	11%	15%
White Mail / Unsolicited	3,257	1%	2%	8%	14%
P2P - Offline	2,567	2%	2%	8%	18%
Digital Ads	1,755	3%	4%	9%	15%
Events	1,336	10%	12%	22%	33%
All other channels	864	10%	13%	21%	32%

Includes Individual donors only. Organizations are left out. Based on new donors from FY22 to FY24 whose first gift was not a sustaining gift.

- About 12% of all new donors from FY22 to FY24 gave a second gift within 24 months of the first.
- Of the channels in the table, Events donors gave again most often, at 33% within 24 months. Donors who started with a gift of \$1,000 to \$24,999 gave again at 29%, against 10% of donors who started under \$100.
- We counted a second gift only when it came on a later day and was not a sustaining gift or a pledge payment.

7. How soon do new donors give a second gift?



Includes Individual donors only. Organizations are left out. Based on new donors in FY22 to FY24 who gave a second gift within 24 months.

- 17% of second gifts came within the first month, and 39% came 12 months or more after the first gift.
- The chart counts a second gift on a later day only. A second gift on the day of the first gift does not count.

Donor Retention

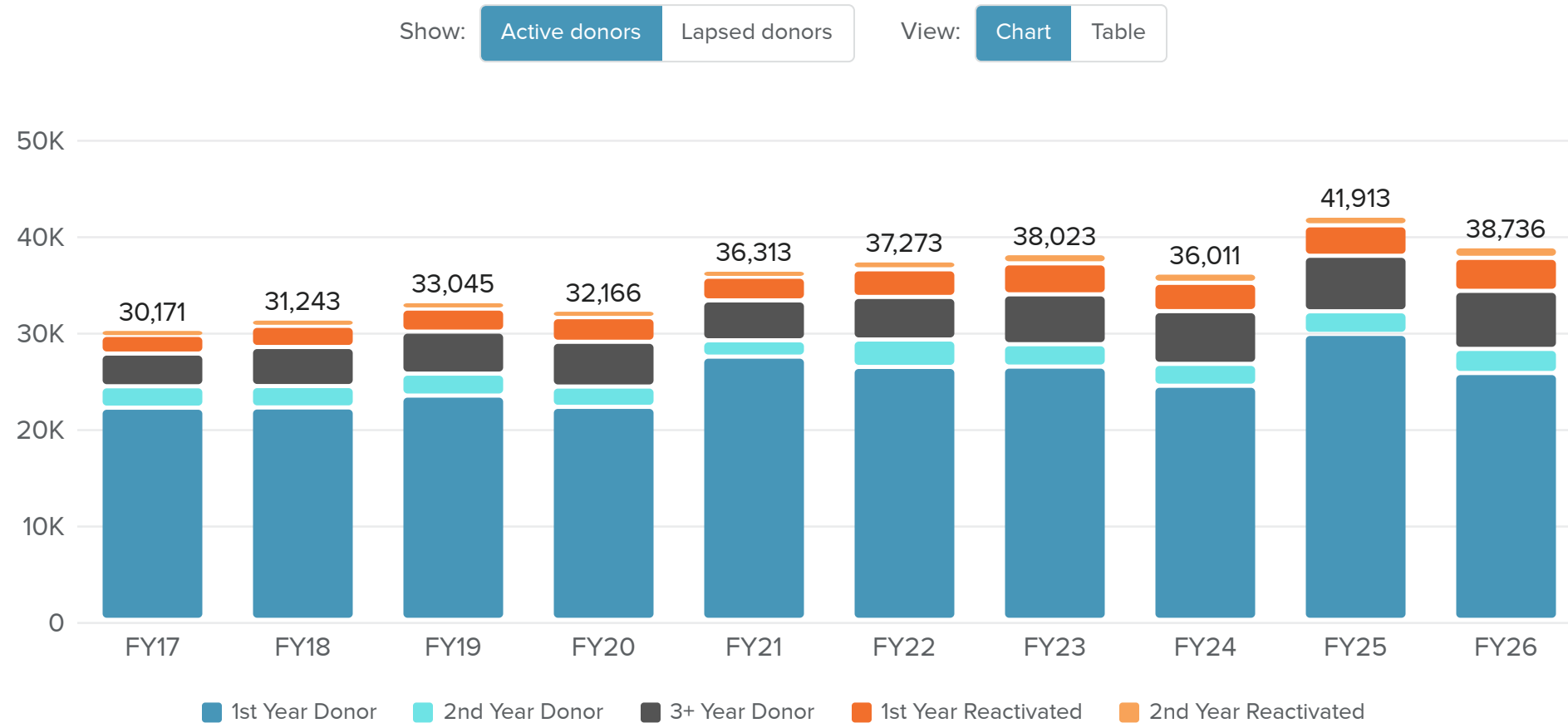
1. How do we define each donor status?

Donor status	WHEN THE DONOR GAVE				What it means
	3+ fiscal years ago	2 fiscal years ago	Last fiscal year	This fiscal year	
1st Year Donor					The donor gave for the first time this fiscal year.
2nd Year Donor					The donor gave this fiscal year and last fiscal year only.
3+ Year Donor					The donor gave this fiscal year and the two before it.
1st Year Reactivated					The donor gave this fiscal year after skipping one or more.
2nd Year Reactivated					The donor came back last fiscal year and gave again.
Lapsed (1st Year)					The donor gave last fiscal year but not this fiscal year.
Lapsed (2nd Year)					The donor last gave two fiscal years ago.
Lapsed (3+ Years)					The donor last gave three or more fiscal years ago.

 Gave  Did not give  Gave in at least one of these fiscal years  Gave or Did not give

A gift, a pledge, or a pledge payment counts as giving in its fiscal year. A fiscal year runs from July to June.

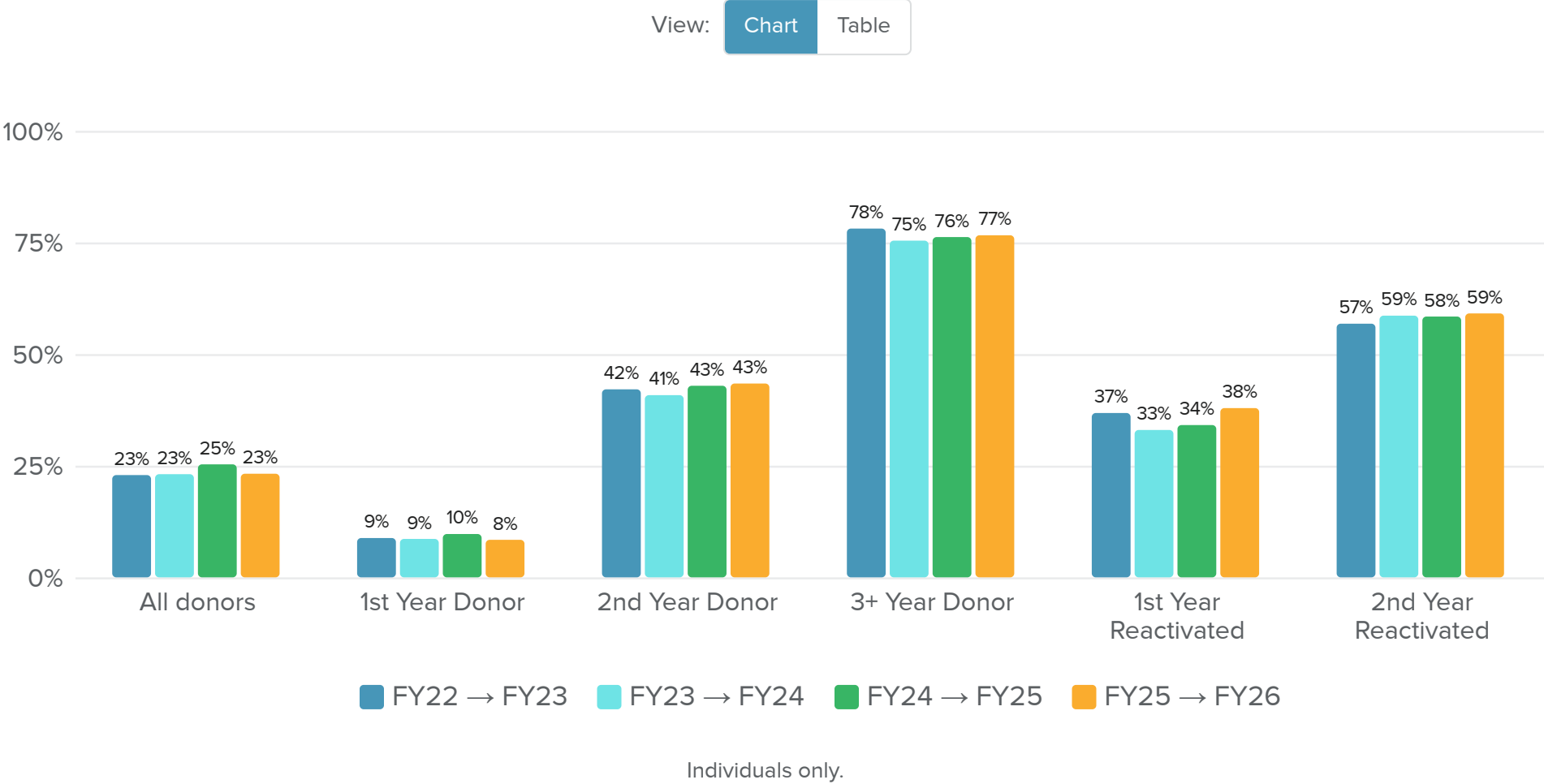
2. What is our donor count each year by donor status?



Individuals only. Lapsed (3+ Years) includes every donor since FY1993 who has not given in three or more years, so it grows each year.

- Each fiscal year, 1st Year Donors were 66% to 75% of active donors.
- Since FY17, the number of 3+ Year Donors has increased 77%, from 3,393 to 6,021.

3. What is the donor retention rate by donor status?



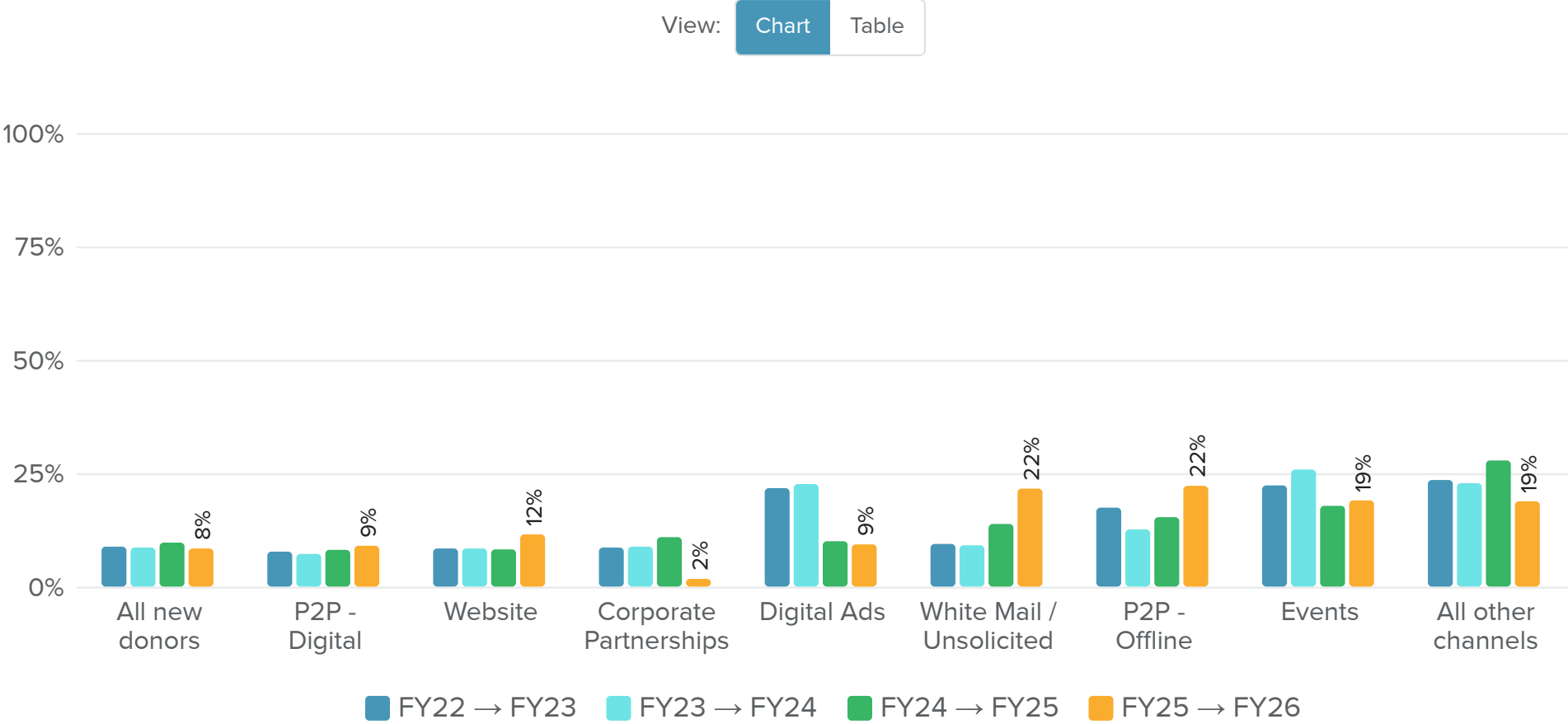
4. How much does a donor give each year by donor status?

Fiscal year: FY22 FY23 FY24 FY25 FY26

Donor status	# of Donors	Gave again in FY26	Revenue	Gifts per donor	Average gift	Revenue per donor
All donors	41,784	23%	\$12.5M	1.31	\$228	\$300
1st Year Donor	29,634	8%	\$4.2M	1.06	\$132	\$140
2nd Year Donor	2,338	43%	\$0.9M	1.62	\$238	\$386
3+ Year Donor	5,675	77%	\$5.2M	2.58	\$357	\$922
1st Year Reactivated	3,139	38%	\$1.6M	1.13	\$461	\$520
2nd Year Reactivated	998	59%	\$0.6M	1.36	\$440	\$597

Individuals only. Excludes donors who gave a gift of \$25K+.

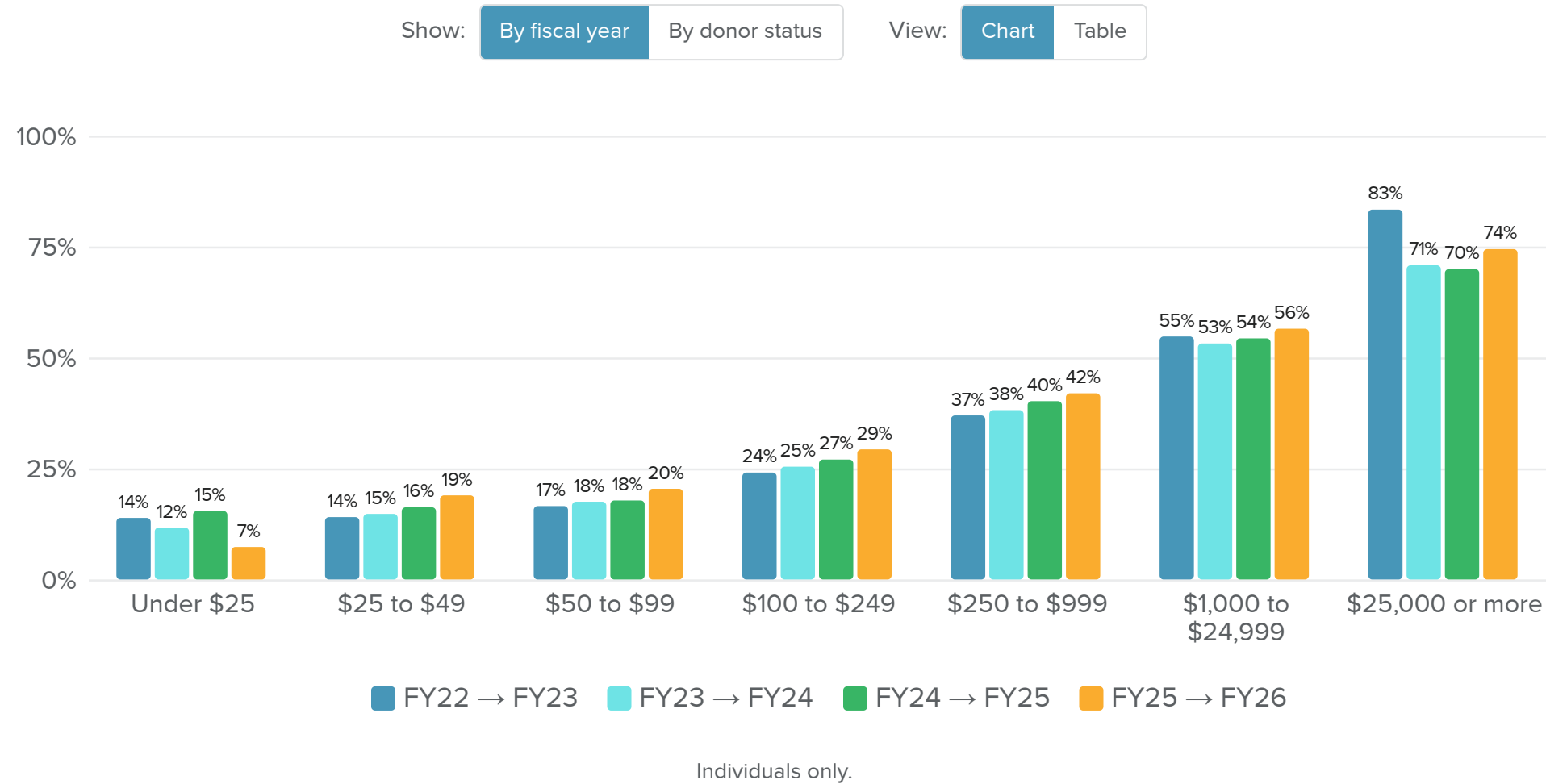
5. What is the new donor retention rate by channel?



Individuals only. Each new donor counts in the channel of their first-ever gift. Retained means the donor gave again the next fiscal year. All other channels holds each channel with under 1% of new donors.

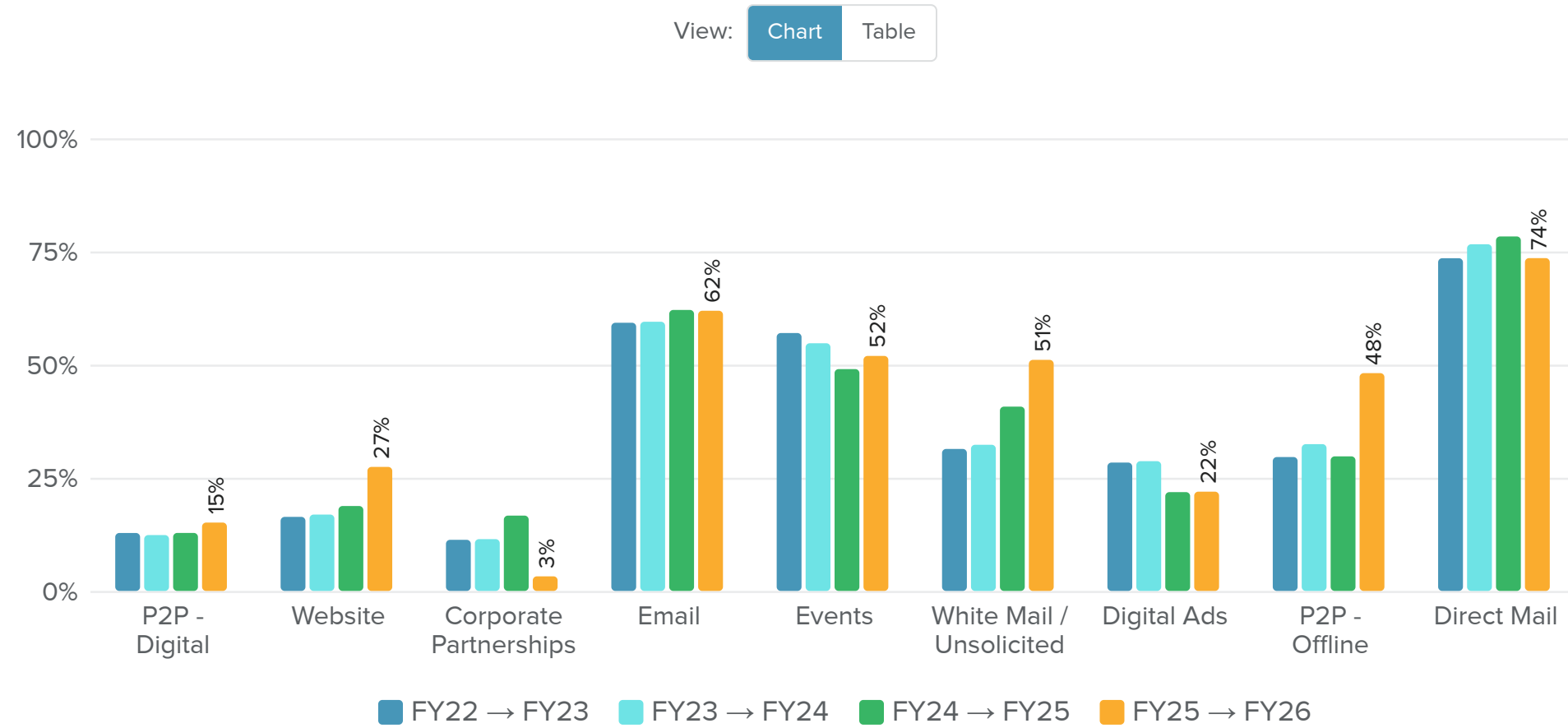
- Over FY22 to FY26, only 8% to 10% of new donors gave again the next year.
- Only 2% of the FY25 new donors from Corporate Partnerships gave again in FY26. About 6,300 of them gave through a Tanger donation page.

6. What is the donor retention rate by giving level?



- Over FY22 to FY26, 7% to 15% of donors whose largest gift of the year was under \$25 gave again the next year. Donors whose largest gift was \$1,000 to \$24,999 gave again at 53% to 56%.
- In FY25, about 6,200 of the donors under \$25 gave through a Tanger donation page. Nearly all of those people did not give in FY26. Excluding those donors, the "Under \$25" group had a 15% retention rate for FY25 → FY26.
- In the "By donor status" view, 3+ Year Donors gave again at 71% to 88% at every giving level. 1st Year Donors gave again at 5% to 34%.

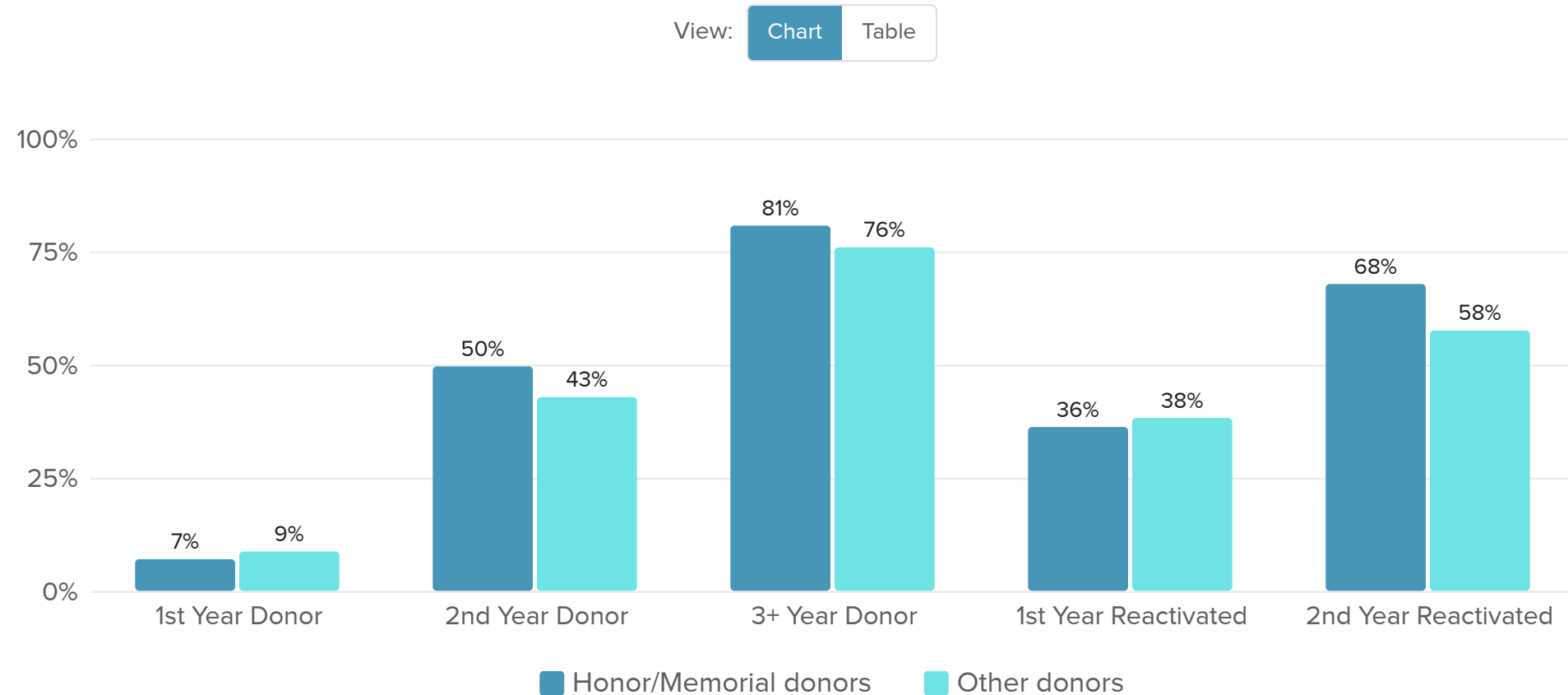
7. What is the donor retention rate by giving channel?



Individuals only. A donor who gave through two channels in a year counts in both. Retained means the donor gave again the next year through any channel. Sustainers are left out. Channels with fewer than 200 donors in any year are left out.

- P2P - Digital is one of the largest channels in terms of donors - about 12K to 14K each year - yet has one of the lowest retention rates.
- Only 3% of FY25 Corporate Partnerships donors gave again in FY26. In FY25, about 6,300 Individuals gave through a Tanger donation page. Nearly all of those people did not give in FY26. Excluding those donors, the channel had a 14% retention rate for FY25 → FY26.

8. What is the donor retention rate by Honor/Memorial giving?

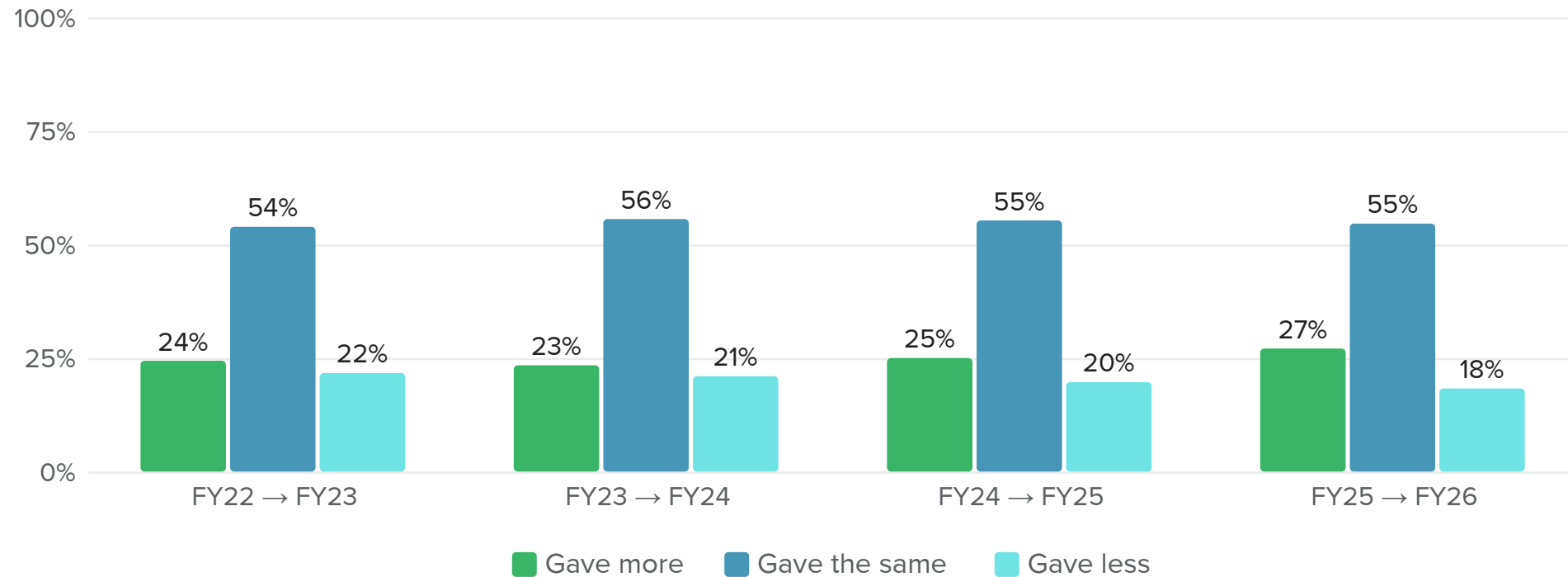


Individuals only. Shows the donors who gave in FY25 and the percent who gave again in FY26. An Honor/Memorial donor gave at least one Honor/Memorial gift in FY25.

- We looked only at the donors who gave in FY25 and whether they gave again in FY26.
- Honor/Memorial donors had a lower retention rate in their first year, both as 1st Year Donors and as 1st Year Reactivated donors. But the Honor/Memorial donors who stayed on the file past that first year had a higher retention rate than other donors.

Upgrades and Downgrades

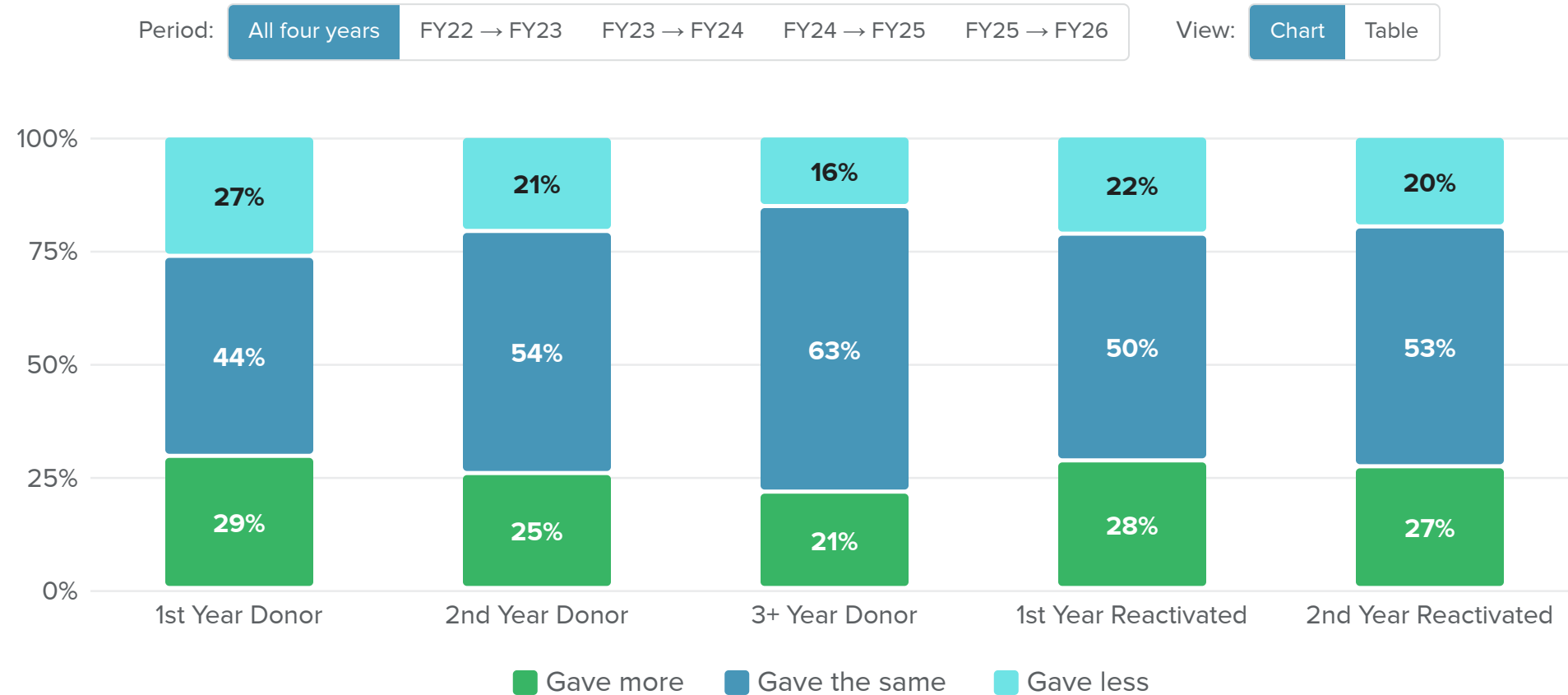
1. What percent of donors upgrade, downgrade, or maintain?



Individuals only, and only those who gave in both years. We compared each donor's largest gift or pledge of the first year with the largest of the next year.

- Over FY22 to FY26, more than half of the donors who gave again gave the same largest gift as the year before.
- The percent who gave more increased from 24% to 27%, and the percent who gave less declined from 22% to 18%.

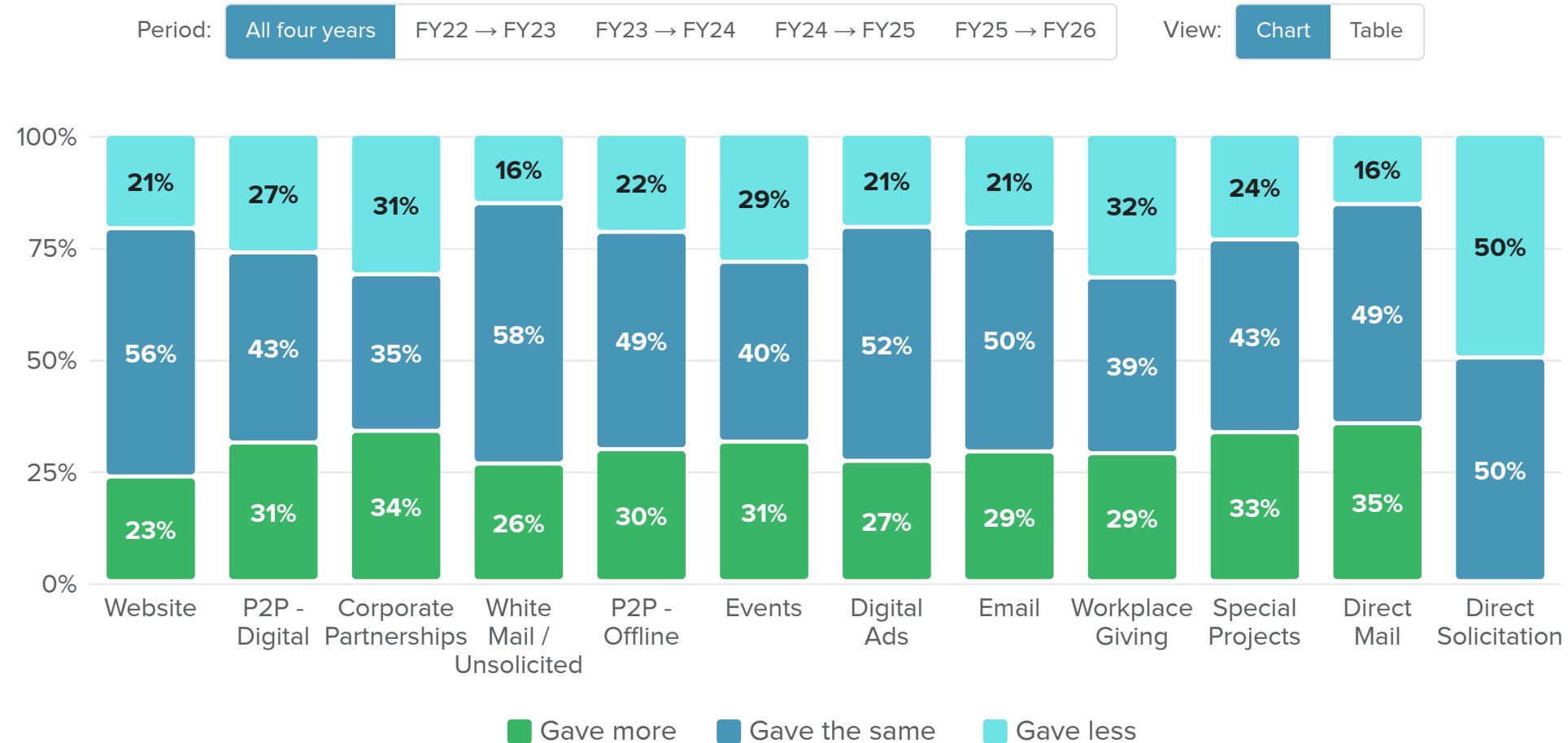
2. What percent of donors upgrade, downgrade, or maintain (by donor status)?



Individuals who gave in a year and gave again the next year.

- Over FY22 to FY26, 29% of the 1st Year Donors who gave again gave more the next year, against 21% of 3+ Year Donors.
- Of the 3+ Year Donors who gave again, 63% gave the same largest gift the next year.
- The "All four years" view counts FY22 to FY26 together, so a donor who gave again in two of the years counts twice.

3. What percent of donors upgrade, downgrade, or maintain (by channel)?

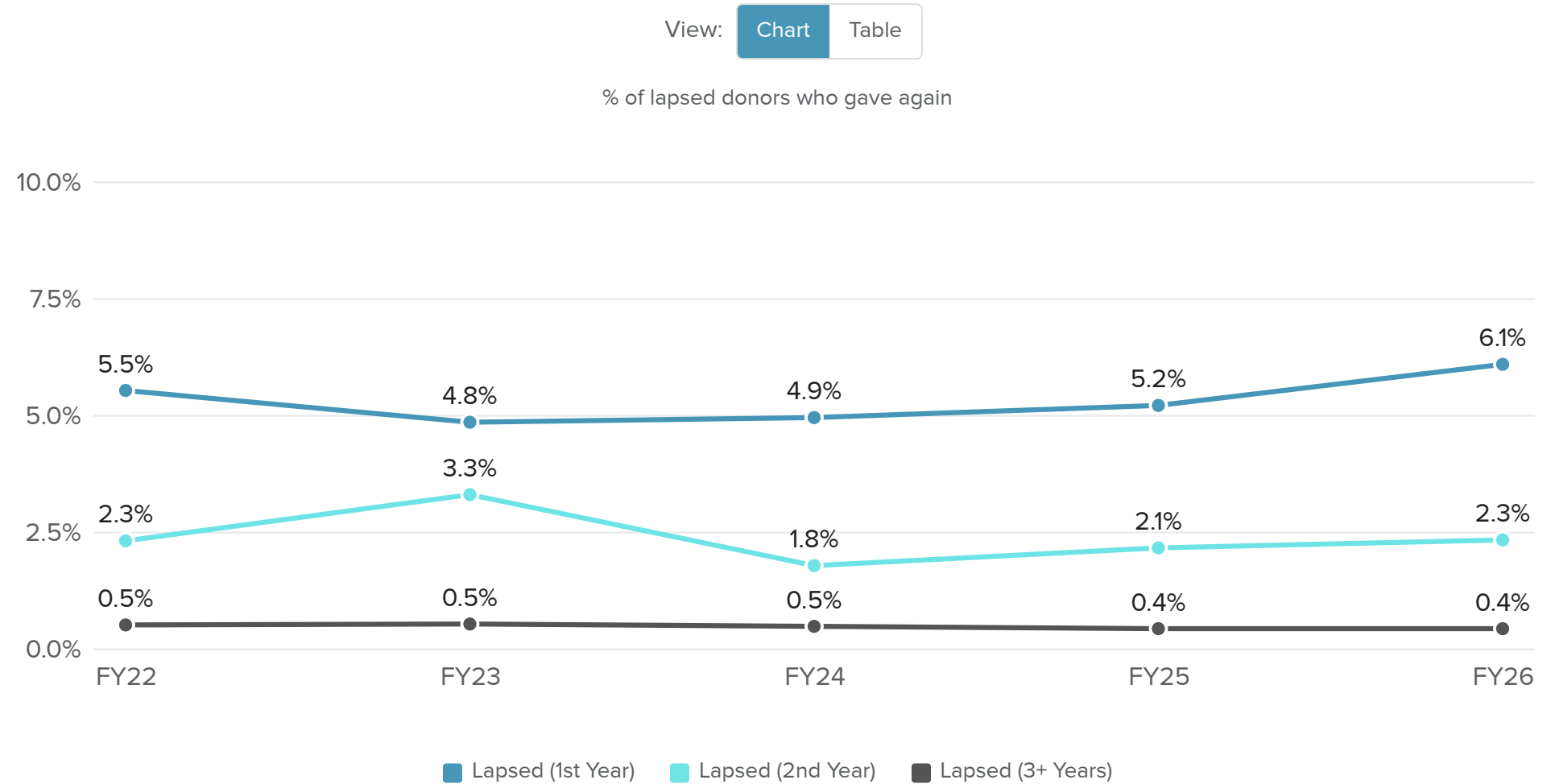


Individuals who gave in a year and gave again the next year. Includes donors whose first-ever gift was in FY22 or later.

- We counted only the donors whose first-ever gift was in FY22 or later and who gave again the next year. Across all four years, 31% to 34% of the donors who started through P2P - Digital or Corporate Partnerships gave more.
- Only 23% of the donors who started through the Website and gave again gave more, and 56% gave the same.

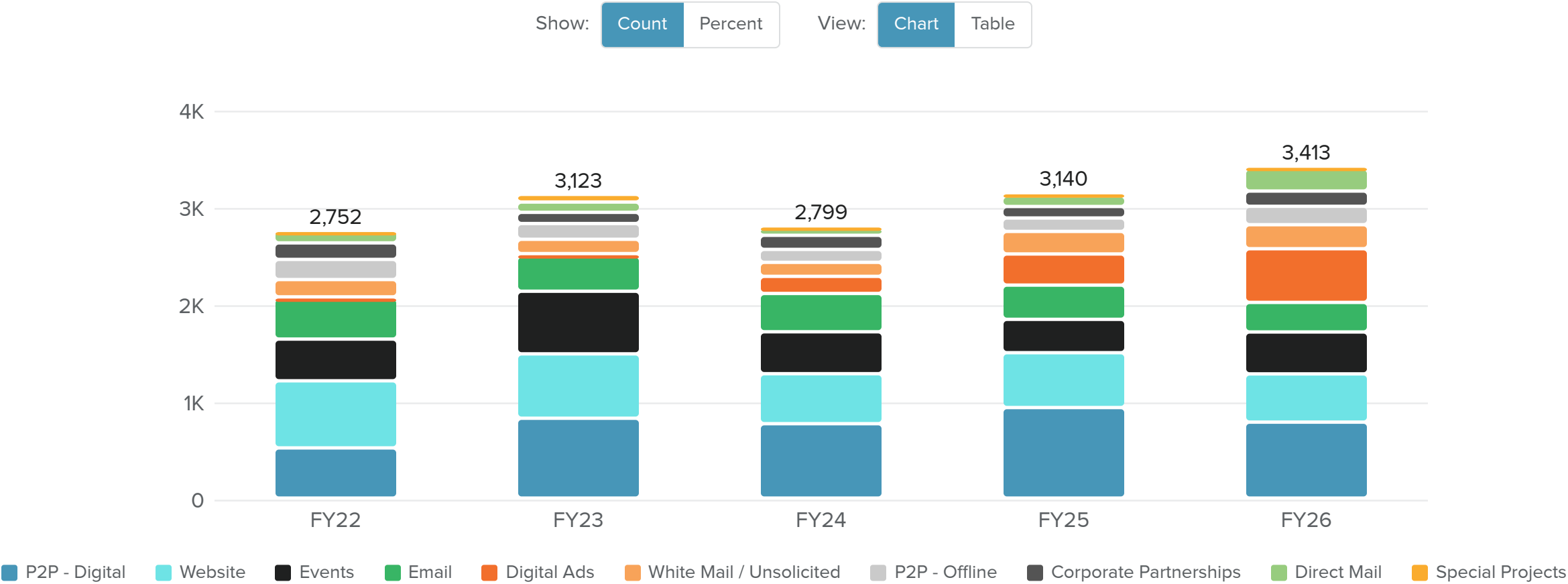
Reactivation

1. How many lapsed donors give again each year?



Individuals only. Lapsed status is each donor's status at the start of the fiscal year.

2. How many lapsed donors were reactivated each year by channel?

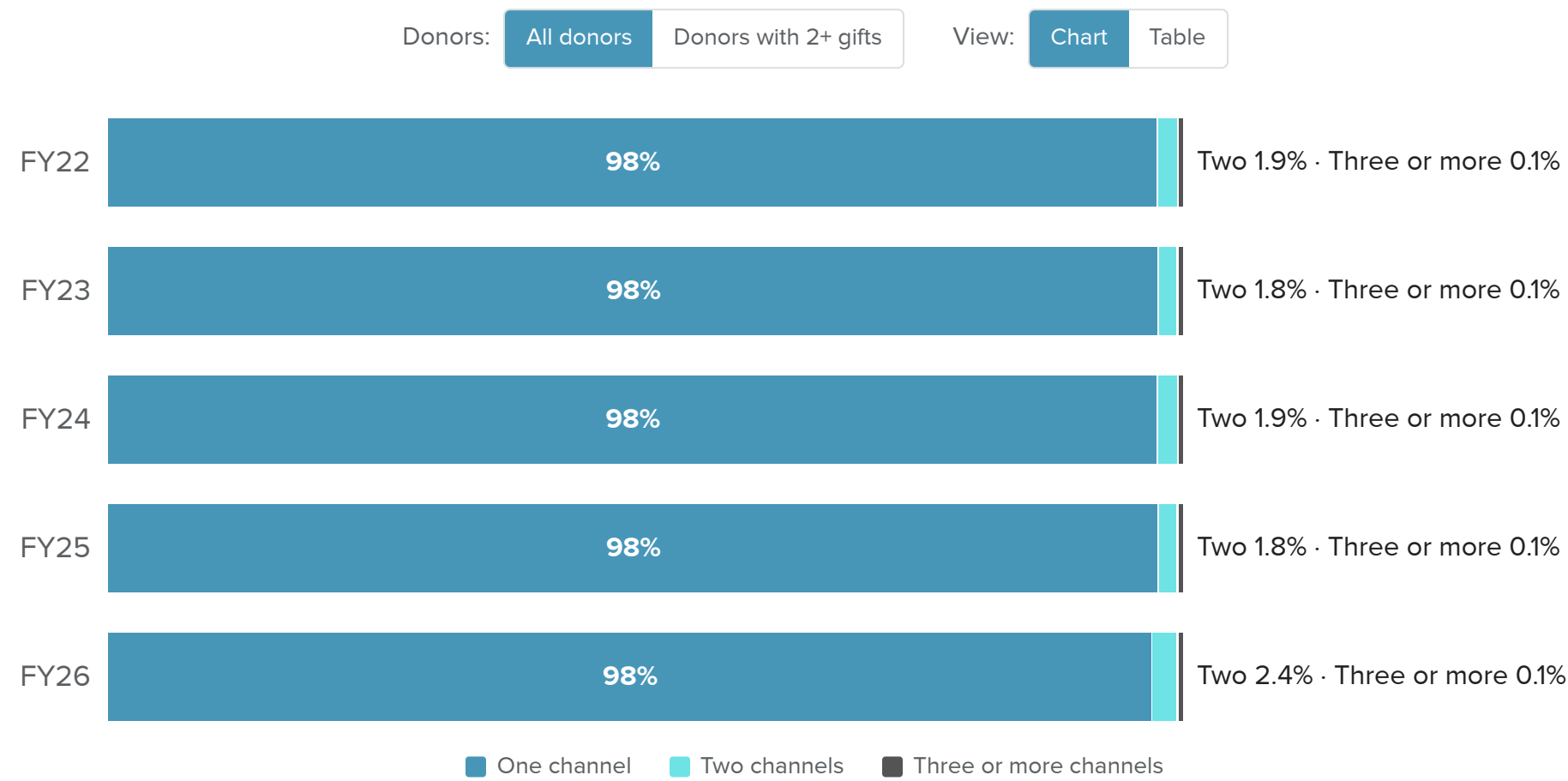


Individuals only. A reactivated donor gave in the fiscal year after one or more fiscal years without a gift. Each donor counts in the channel of their first gift of that year. Leaves out the Digital channel and each channel with under 1% of reactivated donors. White Mail / Unsolicited includes gifts from donor advised funds.

- The number of lapsed donors who were reactivated through Digital Ads grew from 13 in FY22 to 552 in FY26. In FY26, that was 16% of the reactivated donors on the chart.

Multichannel Donors

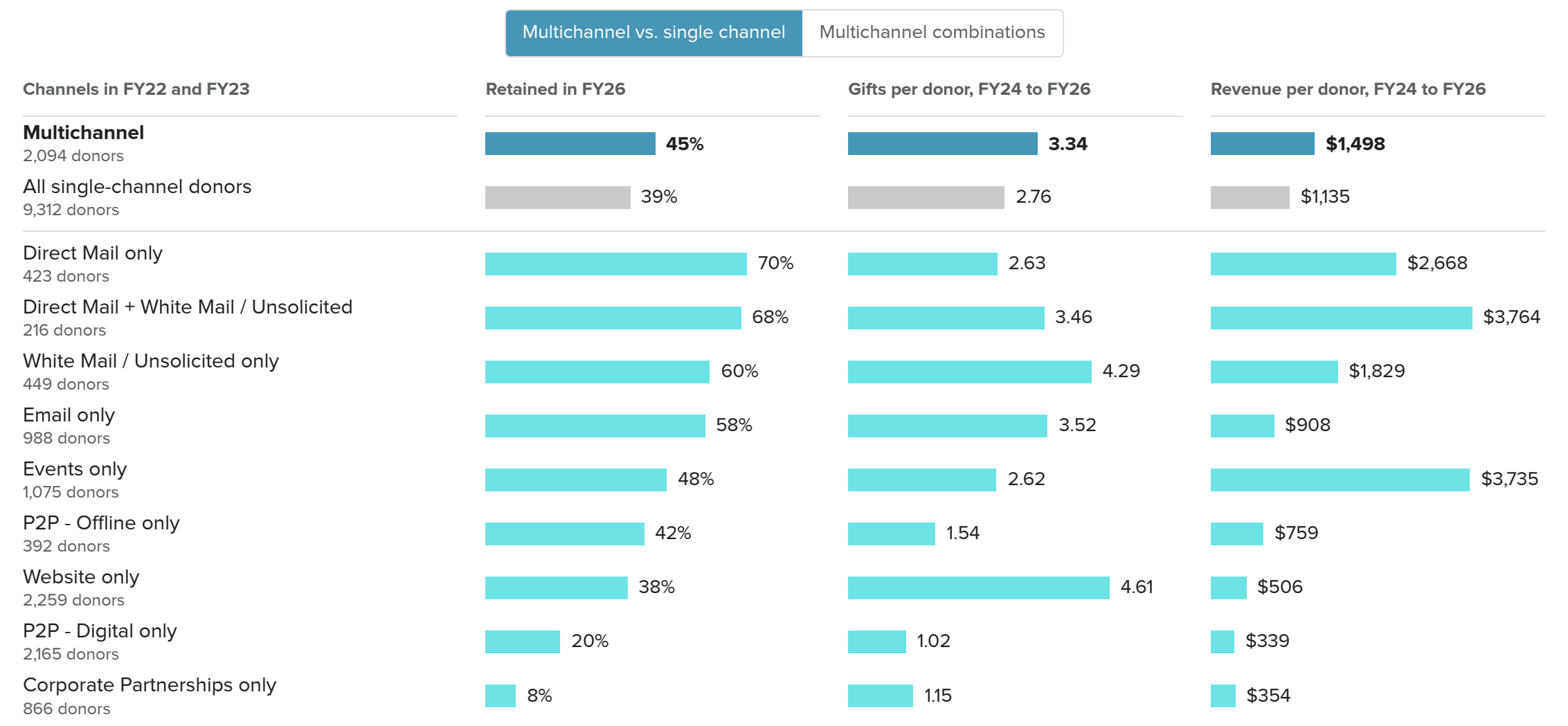
1. What percent of our donors give through one channel, two channels or three or more?



Individuals only. Each bar counts the channels that a donor gave through in that fiscal year. Donors with 2+ gifts gave two or more gifts in that fiscal year. Ongoing Recurring Revenue is not counted as a channel. Email, Website and Digital Ads each count as a channel.

- Across FY22 to FY26 together, the most common pairs of channels were both online. Email with Website had 1,386 donors, and Digital Ads with Website had 1,263 donors. The most common pair that includes mail was Direct Mail with White Mail / Unsolicited, at 690 donors.

2. Do multichannel donors give more and stay longer than single-channel donors?



Individuals who gave two or more gifts in FY22 and FY23. Multichannel donors gave through two or more channels in those years. Three combinations count as single-channel: Digital with Email (shown in Email only), Digital with Website (shown in Website only), and Direct Mail with White Mail / Unsolicited. Revenue per donor leaves out donors who gave a gift of \$25,000 or more.

- Without P2P and Corporate Partnerships donors, 51% of multichannel and 50% of single-channel donors were retained in FY26.

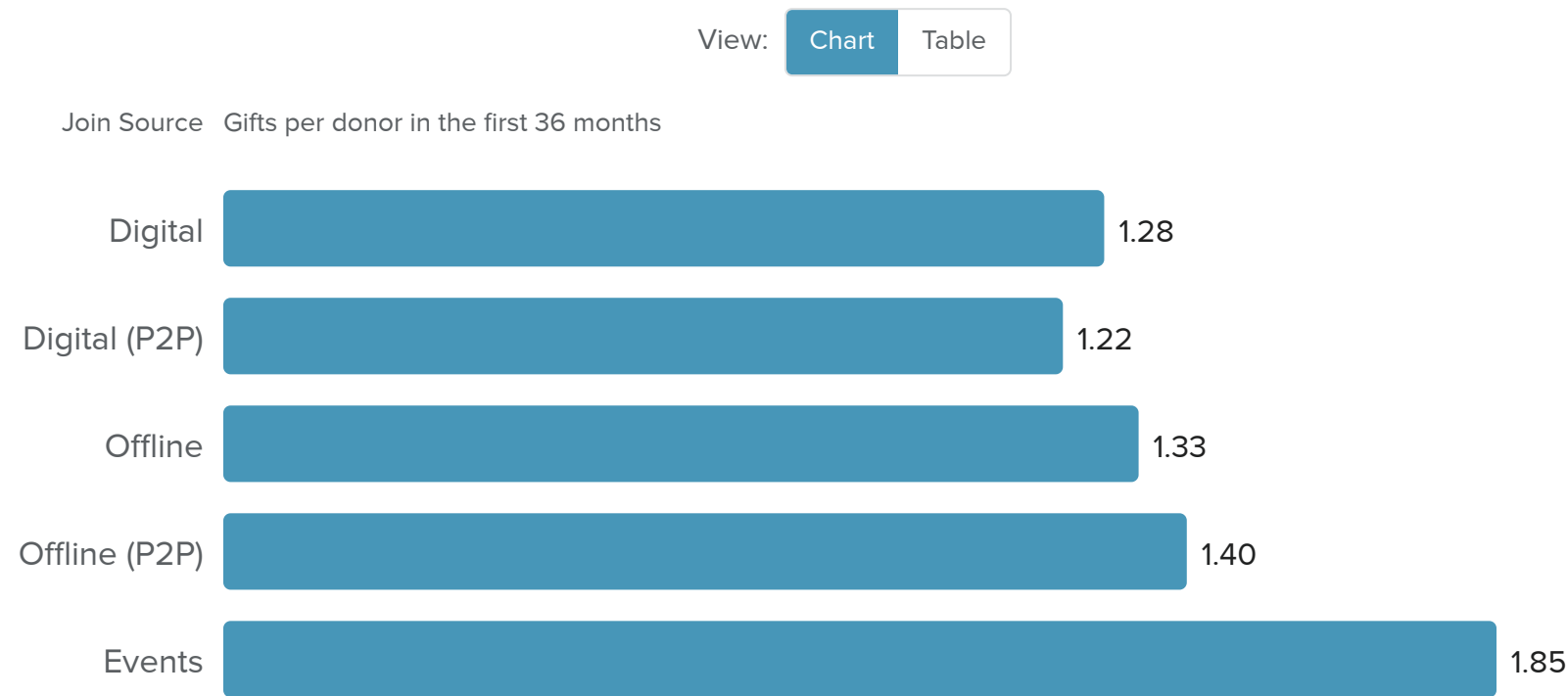
3. Do donors give their second gift through the same channel as their first gift?

Channel of first gift	Channel of second gift													
	P2P Digital	Website	Corp. Partners	P2P Offline	Events	White Mail	Digital Ads	Email	Work-place	Special Proj.	Direct Mail	Digital	Direct Solic.	Match-ing
P2P - Digital	85%	4%	1%	3%	0%	0%	3%	4%	0%	0%	0%	0%		
Website	5%	52%	1%	0%	1%	2%	11%	17%	1%		4%	6%	0%	
Corporate Partnerships	14%	1%	80%		0%	0%	0%	4%	0%					
P2P - Offline	10%	3%	0%	84%	1%	2%		0%	0%		1%			
Events	3%	1%	2%		90%	1%	0%	3%			1%		0%	
White Mail / Unsolicited	1%	4%	0%	1%	1%	68%	0%	1%	1%	0%	21%	0%	0%	0%
Digital Ads	6%	28%			1%	3%	31%	24%			8%			
Email	6%	14%	2%	2%	2%	2%	5%	62%	1%		3%	2%		
Workplace Giving						3%	1%		95%					1%
Special Projects					1%			1%		97%				

New donors from FY22 to FY24 who gave a second gift on a later day. Each row adds to 100%.

- Most second gifts came through the channel of the first gift.
- Website donors moved the most among the large channels. 52% gave their second gift through the Website, 17% through Email, and 11% through Digital Ads.

4. How many gifts do digital and offline donors give in their first 36 months?



Individuals who gave for the first time in FY22 or FY23, so that every donor has had 36 months. Gifts and revenue are counted for 36 months from the first gift, and the first gift is included. Leaves out donors whose first gift was a sustaining gift, and does not count sustaining gifts or pledge payments. Avg. First Gift Size and Rev Per Donor leave out donors who gave a gift of \$25,000 or more.

- Offline donors gave 1.33 gifts in their first 36 months, against 1.28 for Digital donors. Their revenue per donor was more than three times as large, \$720 against \$225.

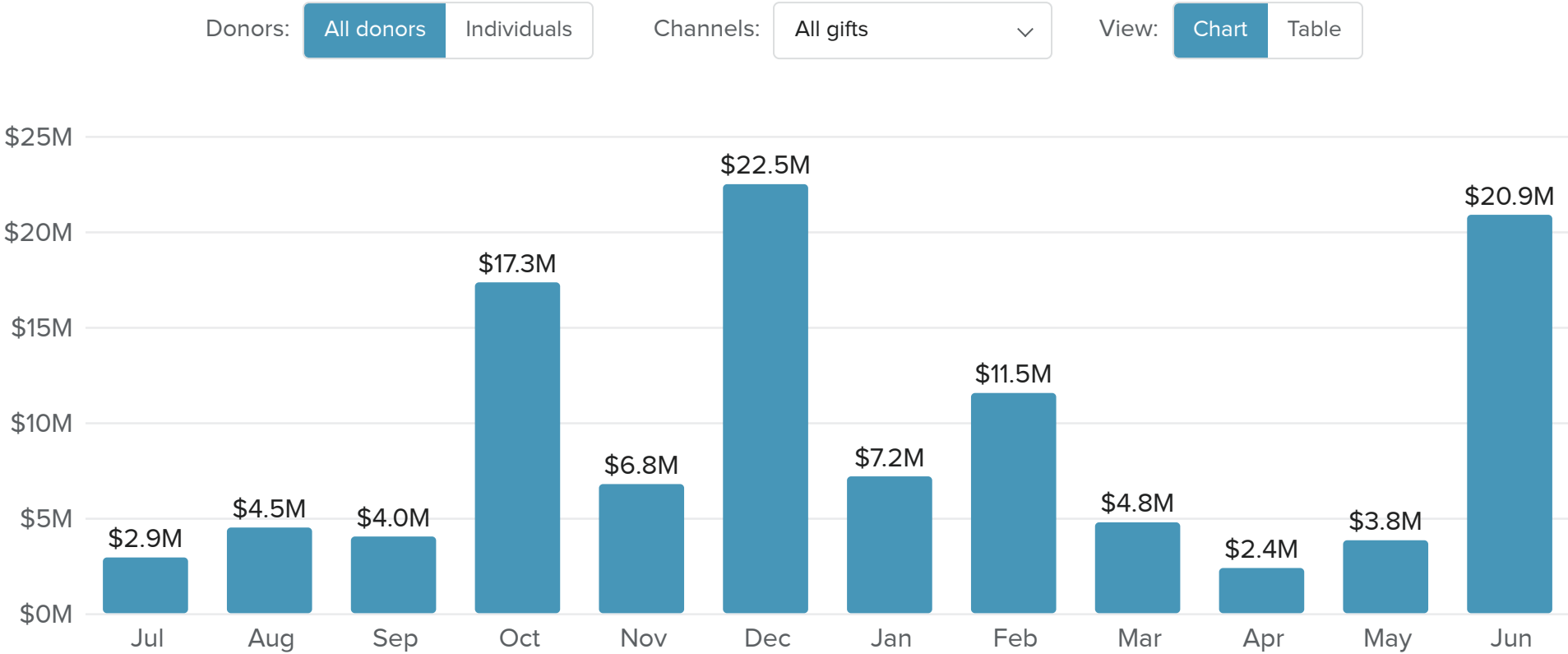
5. Do digital donors become offline donors, or the reverse?

Channel of first gift	Gave a later gift through				
	Digital	Digital (P2P)	Offline	Offline (P2P)	Events
Digital	89%	7%	10%	0.4%	0.6%
Digital (P2P)	14%	87%	1%	4%	0.5%
Offline	7%	1%	91%	2%	1%
Offline (P2P)	5%	13%	4%	87%	0.5%
Events	6%	4%	2%	0.6%	93%

New donors from FY22 to FY24 who gave again. A donor with later gifts through two kinds of channel counts in both, so a row can add to more than 100%.

- Few donors moved between digital and offline. Among the donors who gave again, 10% of "Digital" donors later gave an "Offline" gift, and 7% of "Offline" donors later gave a "Digital" gift.

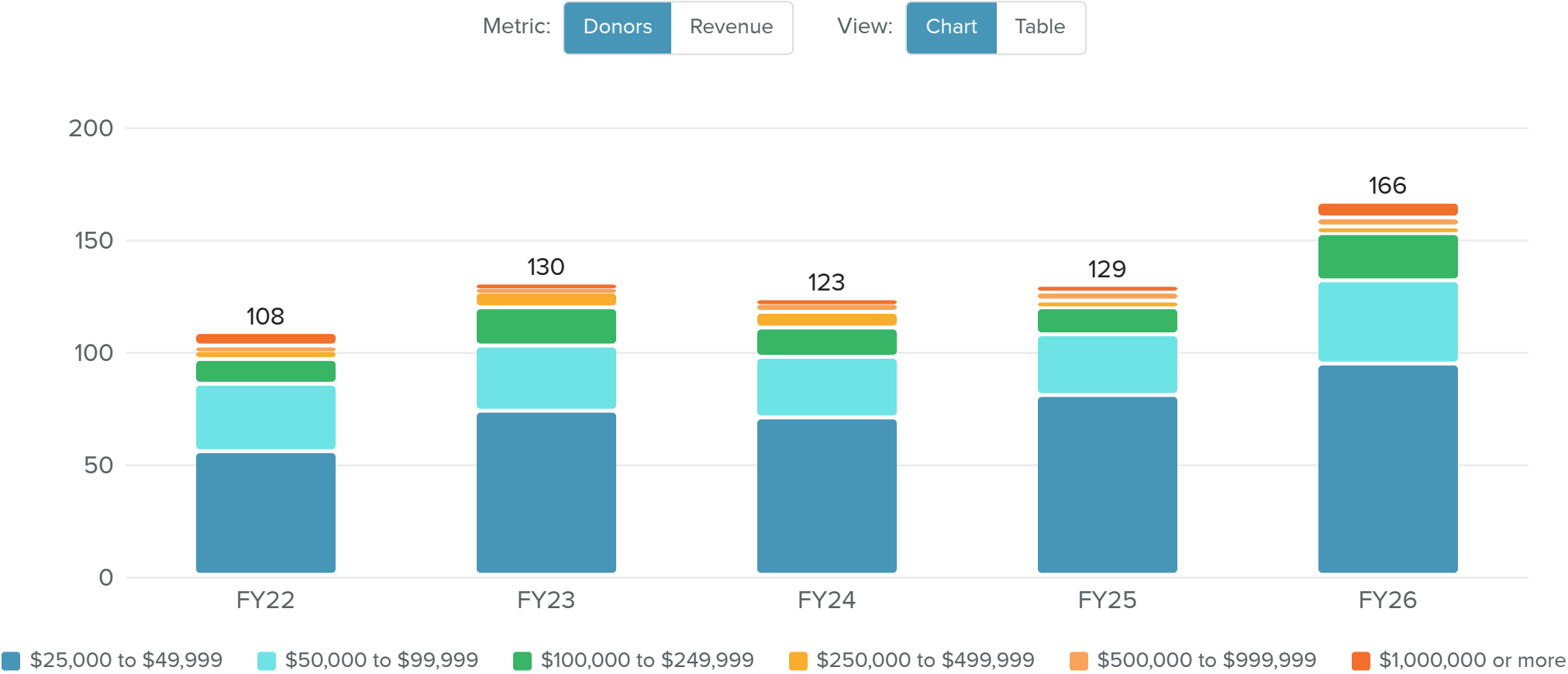
6. How much revenue is raised each month by channel?



Revenue of FY26 by the month of the gift. A pledge counts in the month of the pledge. All donors includes organizations and bequests. Leaves out the Offline and Unknown / Other channels.

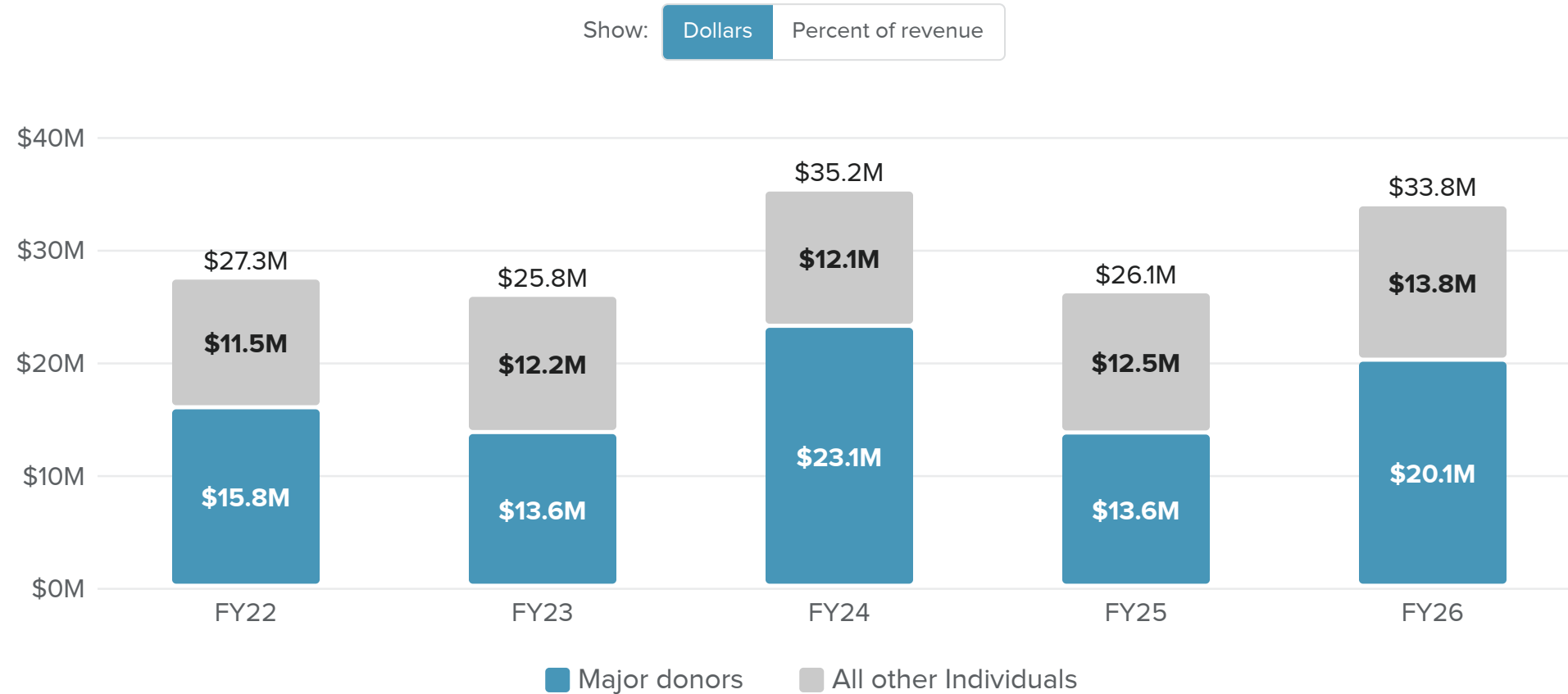
Major Gifts

1. How many major donors and how much revenue do we have by giving level?



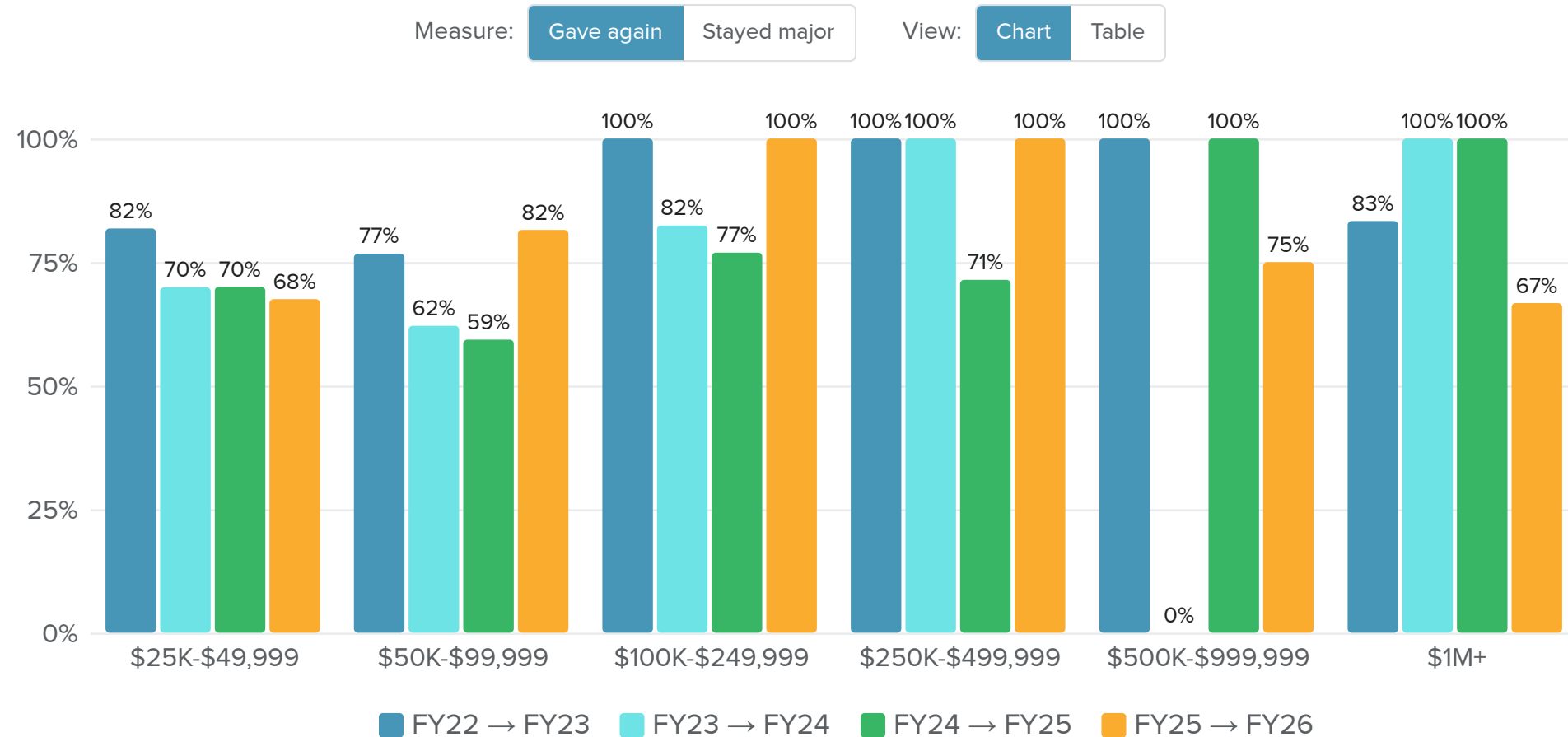
- A donor is counted once per year based on their largest gift, pledge or pledge payment that year. Revenue includes all gifts by these donors each year, even if some gifts were not major gifts, but leaves out pledge payments because the pledge already counts.

2. What percent of revenue from Individuals comes from major donors each year?



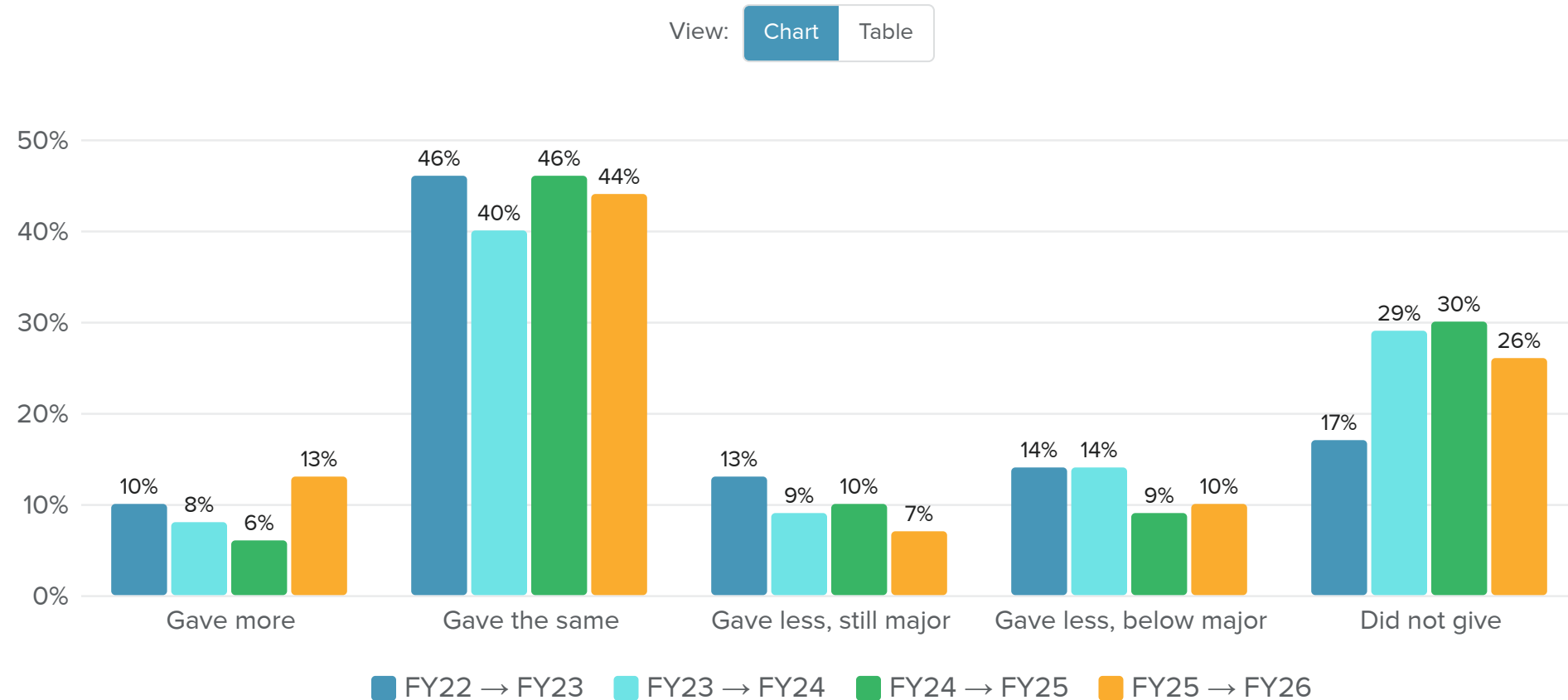
- Each fiscal year, major donors were only 0.3% to 0.4% of the Individuals who gave.
- Revenue from all other Individuals stayed between \$11.5 million and \$13.8 million each year. The changes in revenue from Individuals was primarily driven by major donors.

3. What is the major donor retention rate by giving level?



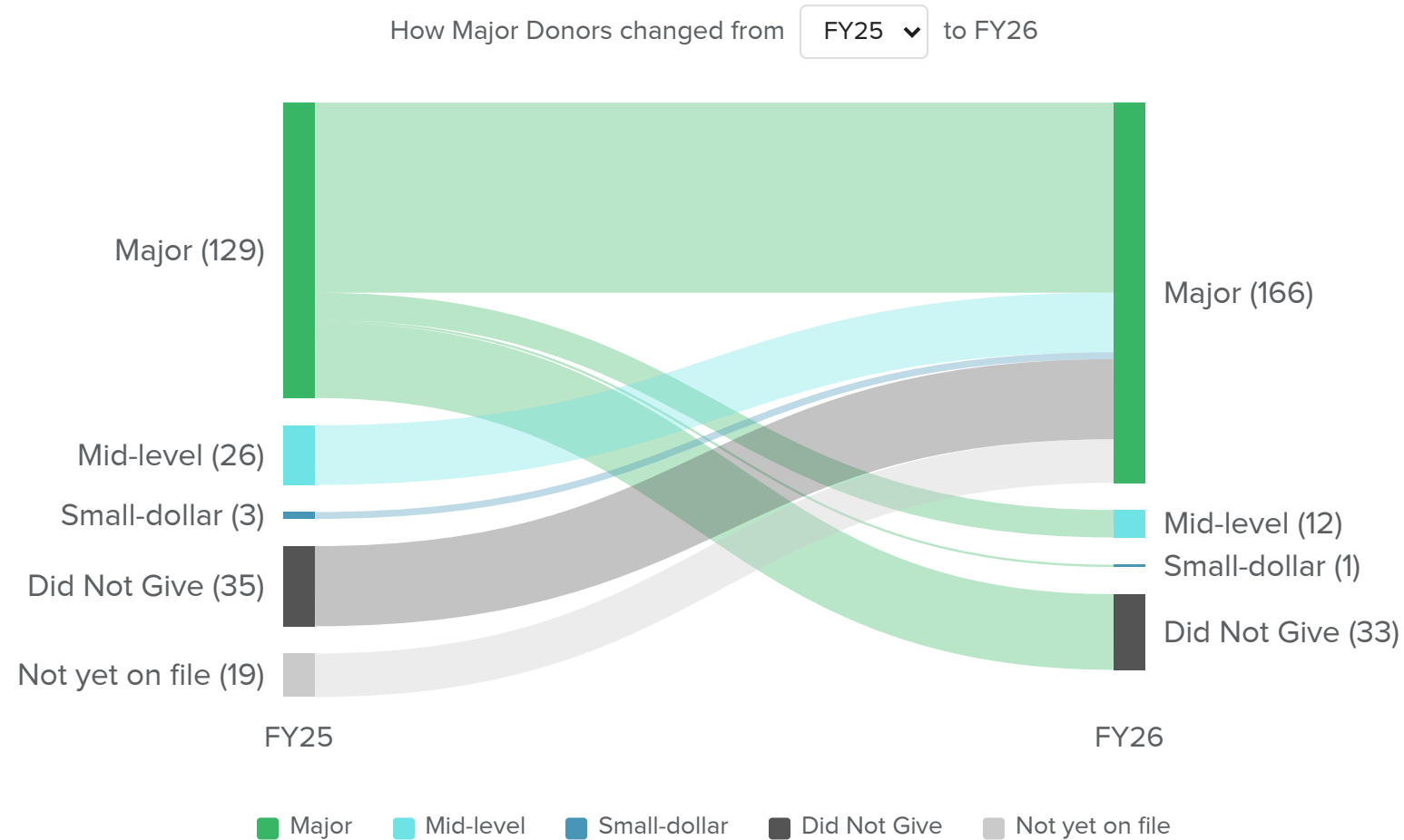
- Over FY22 to FY26, 74% of major donors gave again the next year, and 63% gave \$25,000 or more again.
- Donors at \$100,000 to \$249,999 and at \$250,000 to \$499,999 gave again most often, at 89% and 91%. Only 8 donors gave \$1,000,000 or more over the four years, so one donor can change that rate a lot.
- FY22's major donors gave again at 83%. Since then, the rate has been 70% to 74% each year.

4. What percent of major donors upgrade or downgrade each year?



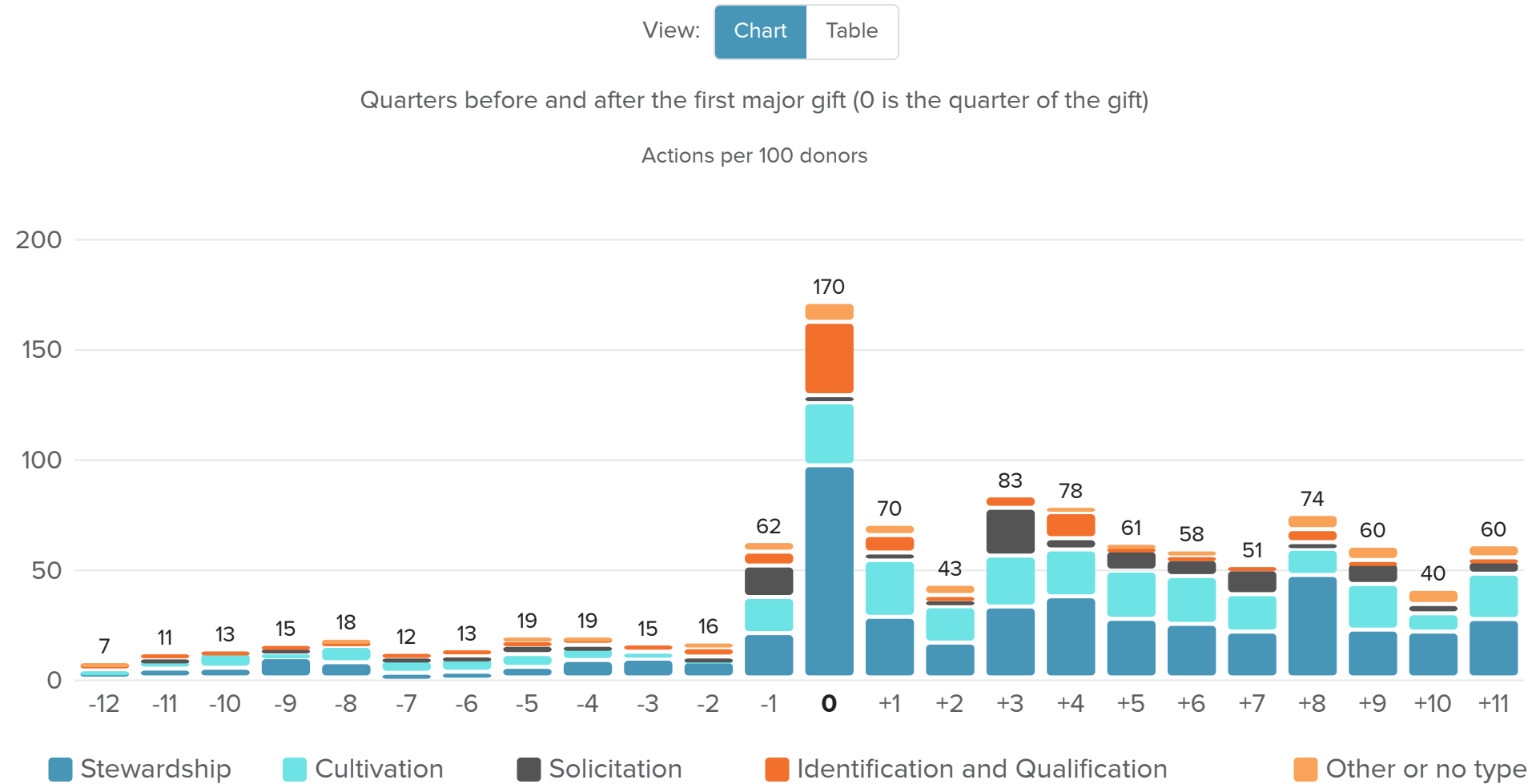
- We compared each major donor's largest single gift or pledge of the year with their largest of the next year. E.g. in the chart above, 10% of FY22 major donors Gave more in FY23.
- Over FY22 to FY26, a major donor gave more the next year only 9% of the time, and gave the same amount 44% of the time.
- In 57 cases, a major donor gave less than \$25,000 the next year. In 36 of the 57, the donor's gift of \$25,000 or more had been a pledge. In 25 of the 57, the donor made a new, smaller pledge the next year. Only 2 of the 57 were paying down a pledge of \$25,000 or more.

5. What is the life cycle of a major donor?



- The chart follows every Individual who was a major donor in the selected year or in FY26.
- Over the last five years, 302 Individuals were a major donor in at least one year. 153 of them were major donors in only one of the five years, and only 38 were major donors in all five years.
- Donors who leave the major level often return. 111 of the 302 donors (37%) have left the major level and returned at least once since their first major gift.

6. When does BCRF contact a new major donor?



Counts completed actions that BCRF staff logged in Raiser's Edge. A donor counts in a quarter only when the action log covers that whole quarter, so later quarters hold fewer donors.

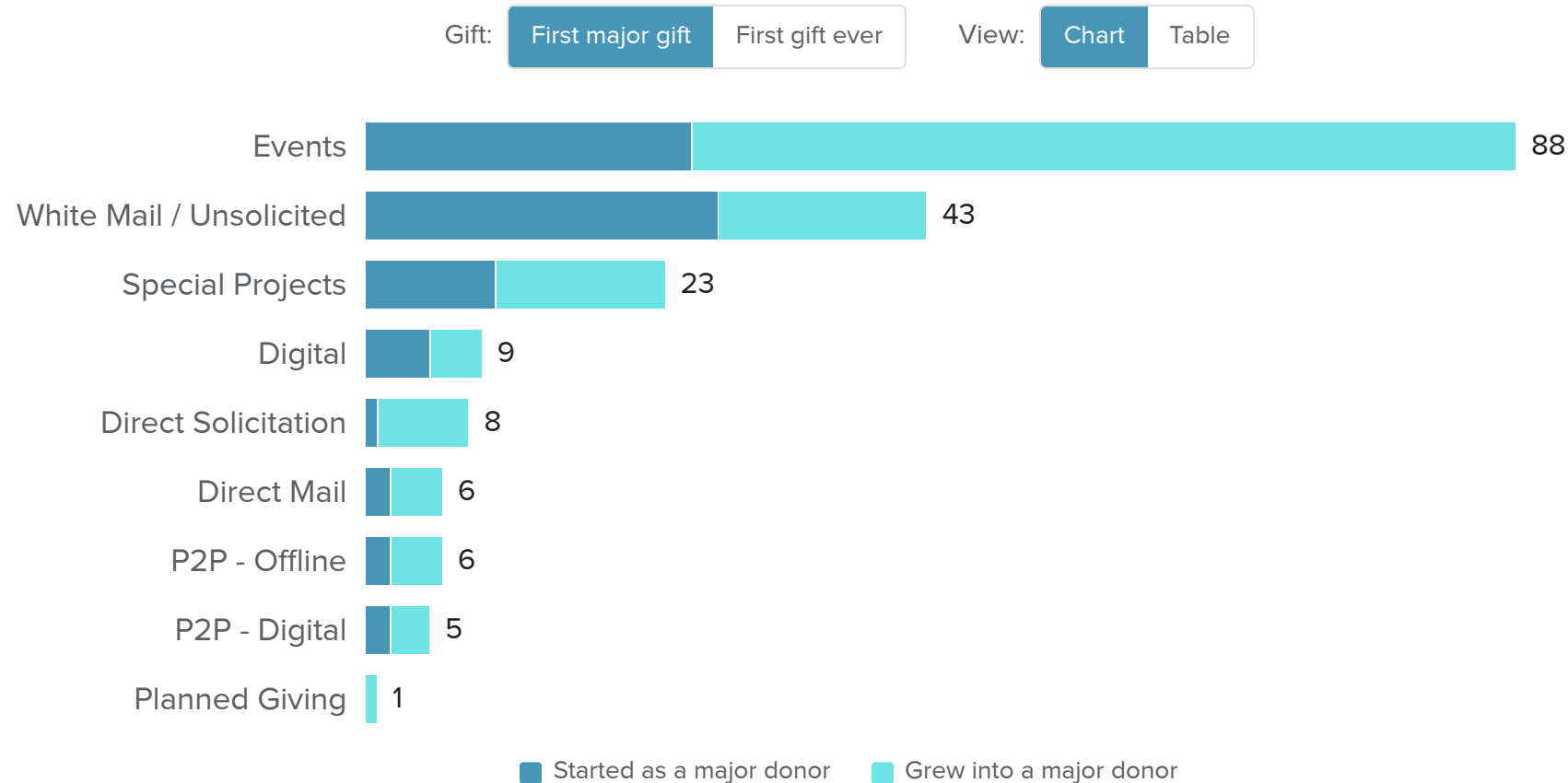
- Of the 115 donors who had given to BCRF before their first major gift, 55% had an action in Raiser's Edge in the 12 months before that gift. Of the 74 donors whose first-ever gift was a major gift, only 11% did.
- Only 15% of all 189 donors had a meeting or phone call in the 12 months before their first major gift, and 18% had one in the 12 months after.

7. What is the typical first gift size for a major donor?



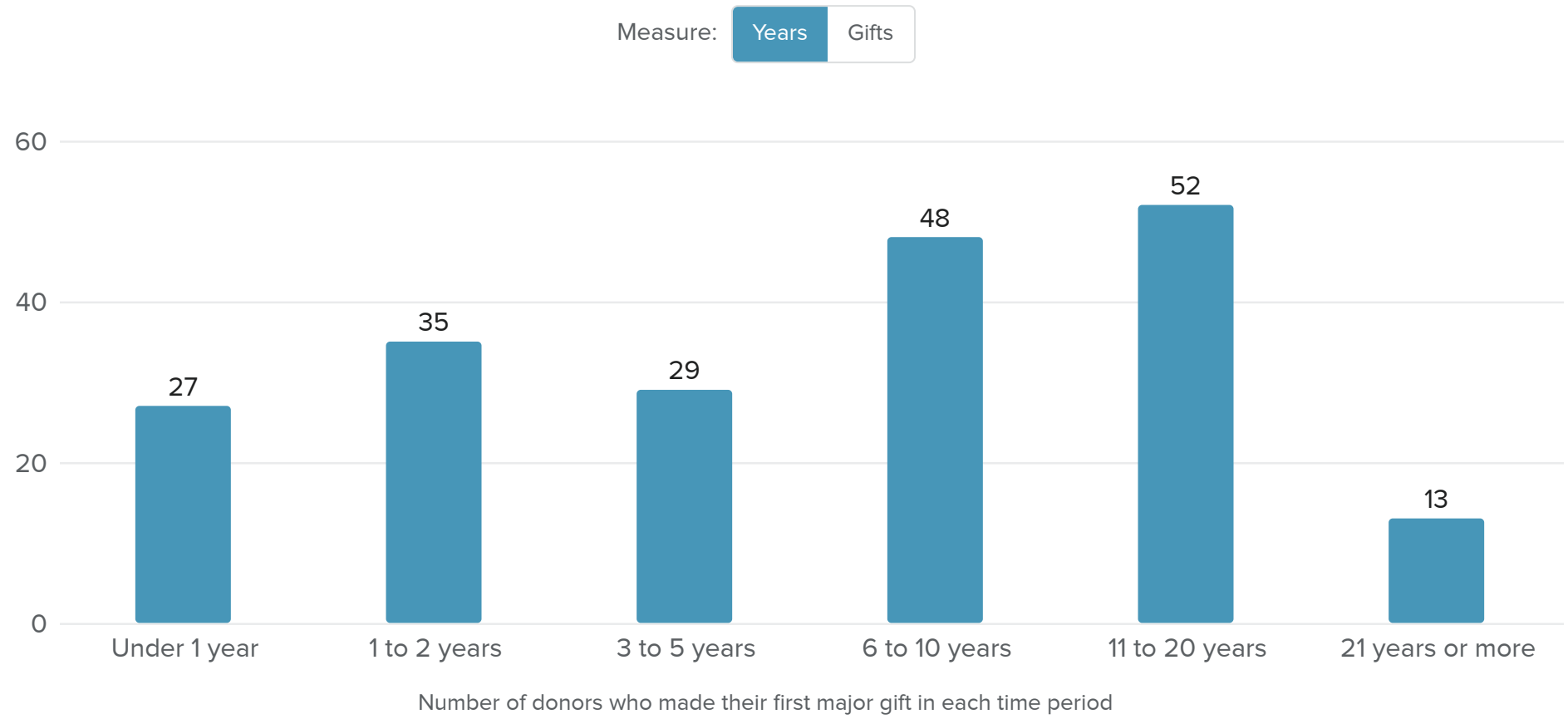
- Over the last five years, 302 Individuals were a major donor in at least one year. 98 of them (32%) started as a major donor, with a first-ever gift of \$25,000 or more.
- The other 204 donors grew into a major donor. Their median first gift was \$1,000, and 64% of them started at \$1,000 or more.

8. What is the typical first gift channel for a major donor?



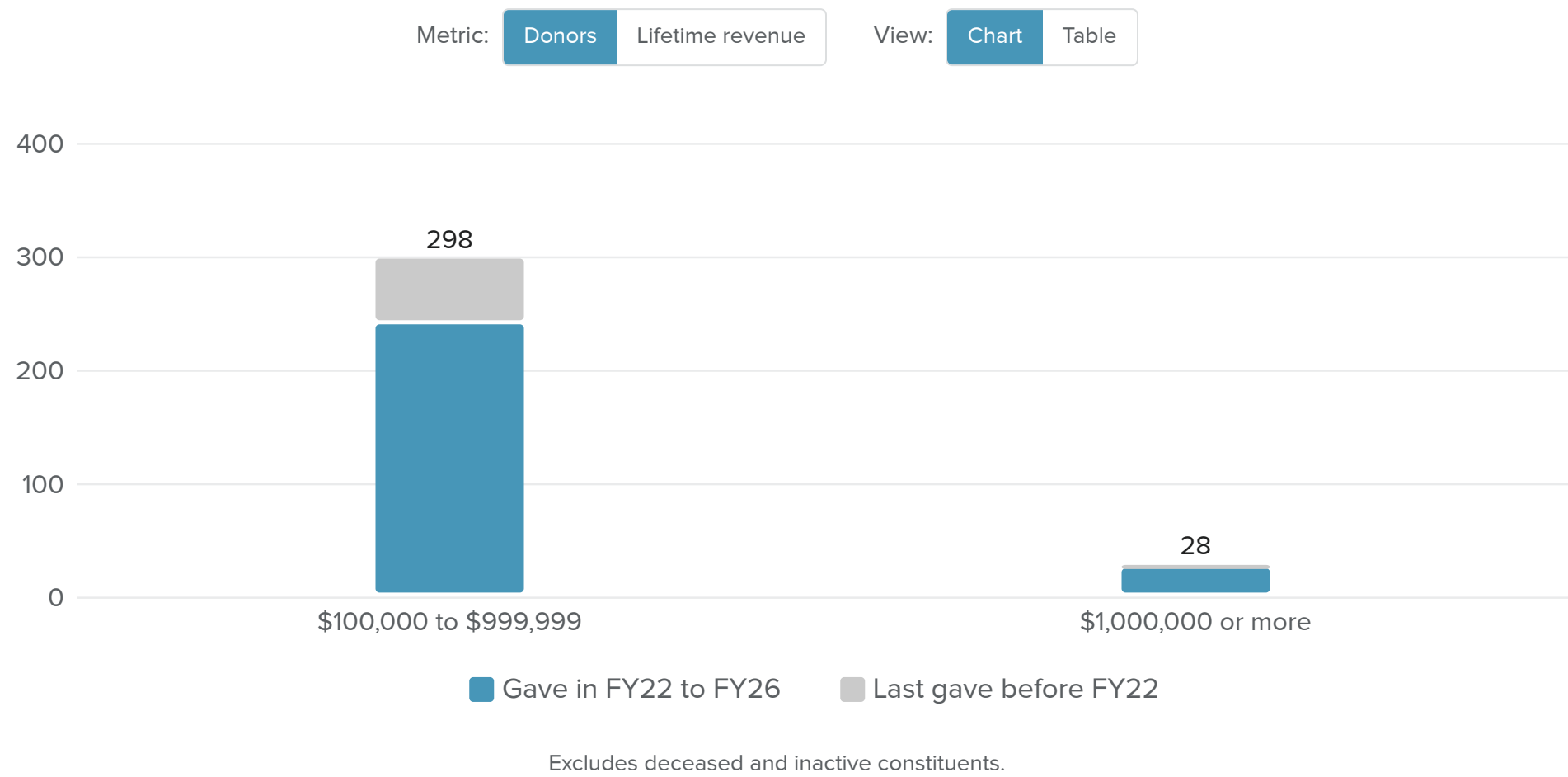
- The chart shows the 189 donors whose first major gift fell in the last five years. We wrote the channel rules for FY22 to FY26, so an older first gift can show as "Not known (before FY22)".
- 47% of these donors made their first major gift through Events, and 67% of those event gifts were pledges.
- White Mail / Unsolicited was the second largest channel, at 23% of these donors. It is a mix of gifts. For 14 of its 43 donors, the first major gift came through a Donor Advised Fund, and for 10 it was a tribute gift.
- All 23 Special Project gifts were to the Women's Cancer Research Fund.
- 39% of these donors started as a major donor, so their first gift ever and their first major gift are the same gift.

9. How many years and how many gifts before a donor makes a major gift?



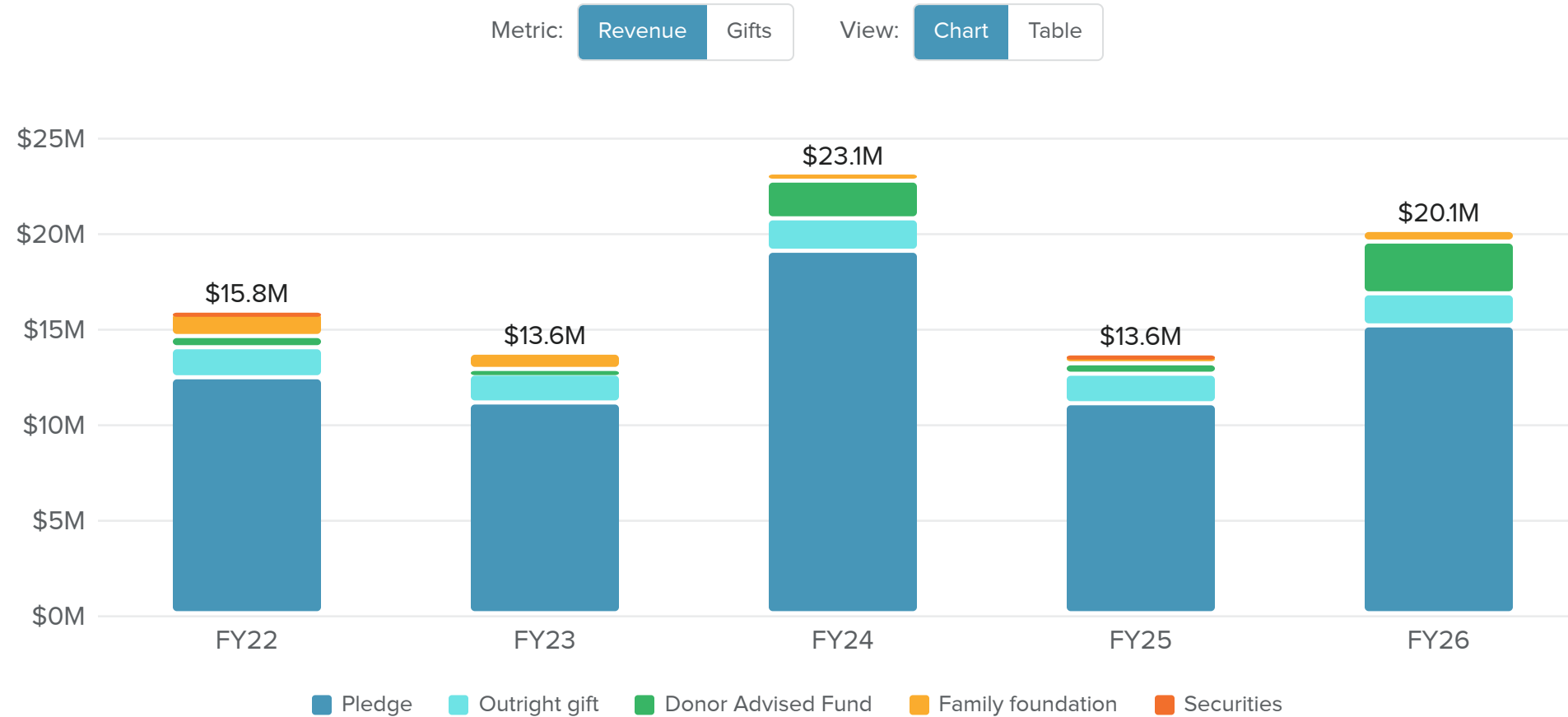
- This chart shows the 204 individuals who made a major gift/pledge some time in FY22-FY26 and whose first-ever gift to BCRF was smaller than a major gift. 115 of them made their first major gift in FY22-FY26. The other 89 made their first major gift before FY22.
- Of these 204 individuals, a typical donor made their first major gift 7 years after their first-ever gift, and after 5 gifts (a pledge counts as one gift). But the time varies widely. 30% of these donors made a major gift in under 3 years, and 32% took 11 years or more.
- Although the median time from first gift to major gift is 7 years, a typical donor gave in only 3 fiscal years before their first major gift.
- 36% of these donors did not give in the year before they made their first major gift.

10. How many donors have crossed \$100,000 and \$1,000,000 in lifetime giving?



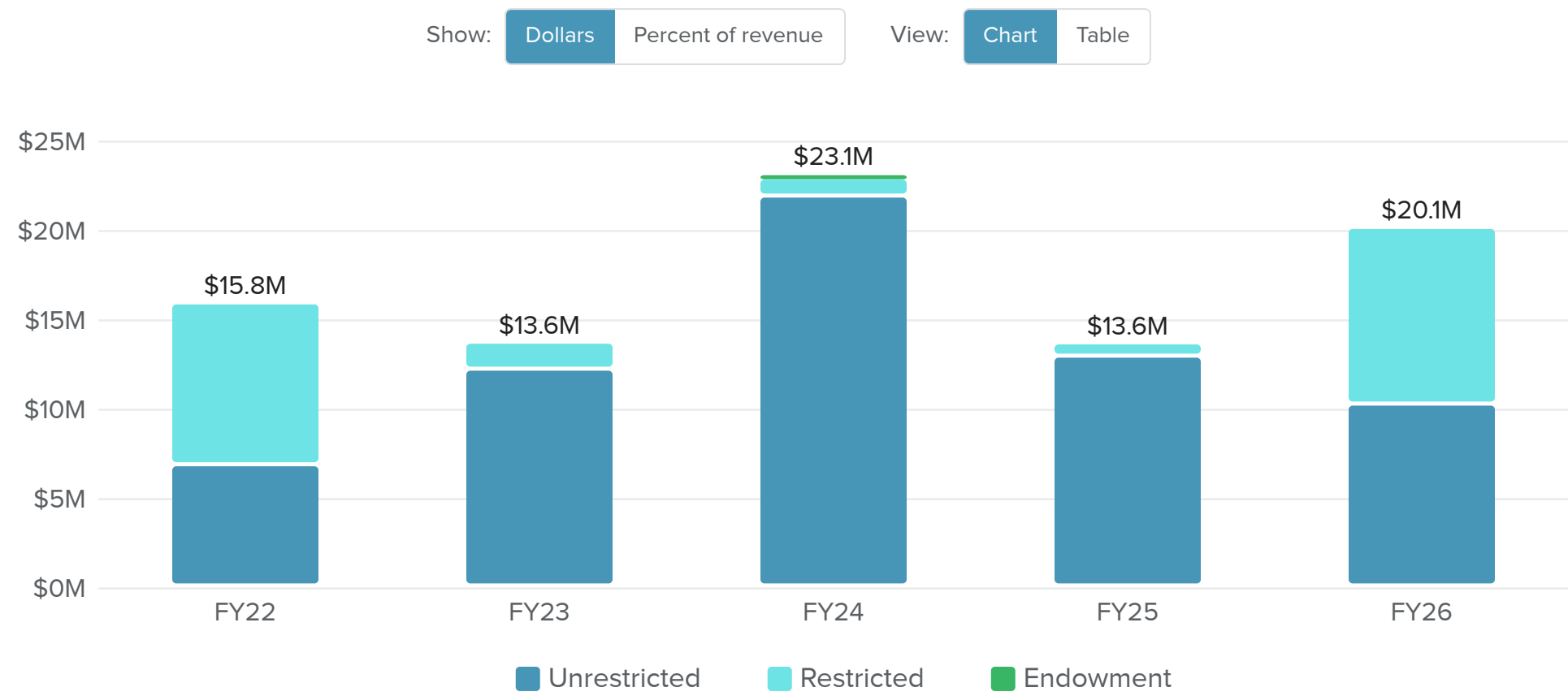
- 326 Individuals have given or pledged \$100,000 or more to BCRF since FY1993, and 81% of them gave a gift of any size in the last five years.
- These donors gave 44% of all revenue from Individuals since FY1993. The 28 donors at \$1,000,000 or more gave 25%.
- 63 of these donors never made a single gift or pledge of \$25,000 or more, so they were never major donors. 55 of the 63 gave in the last five years.

11. What is the mix of outright gifts, pledges, funds, securities and matching gifts?



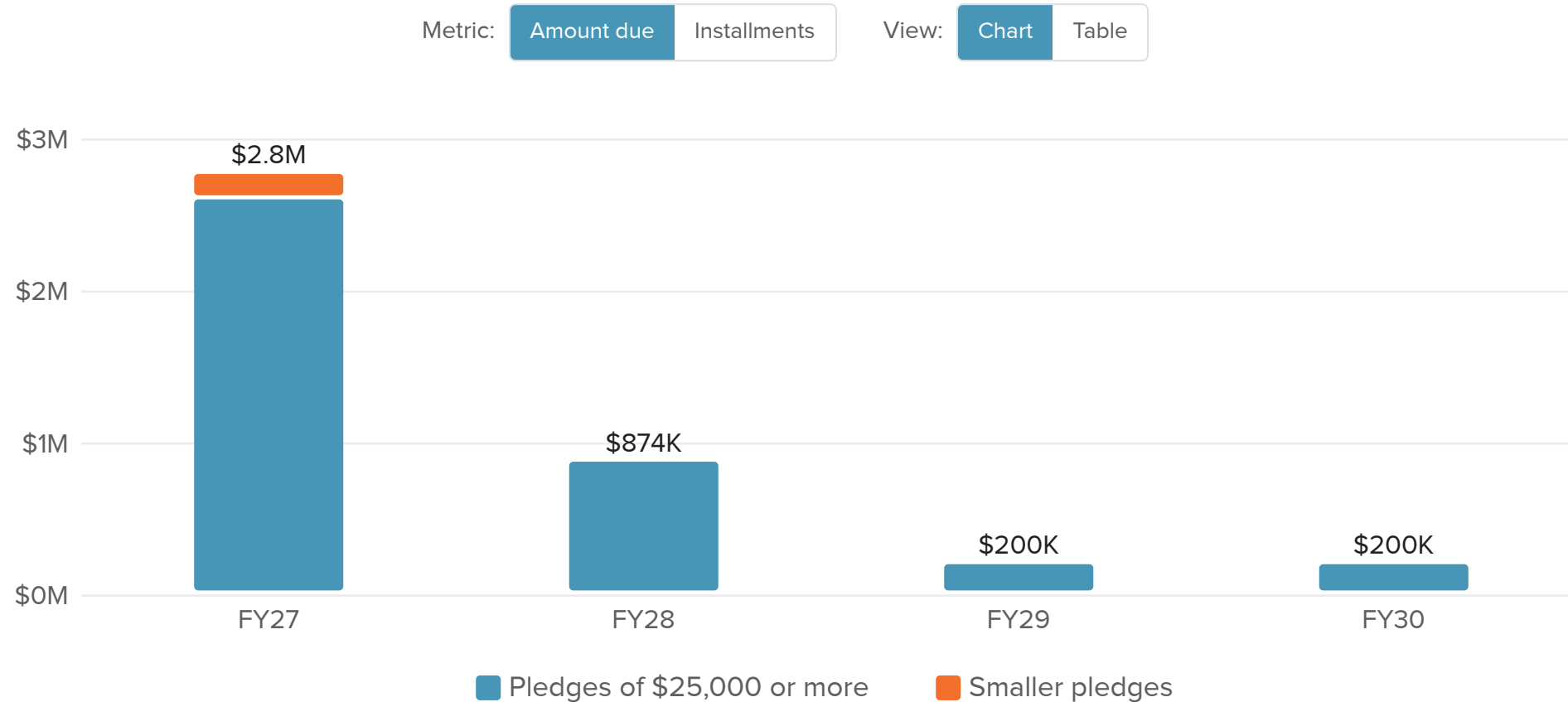
- We read "funds" in the question as Donor Advised Funds and family foundations.
- Over the last five years, pledges were 79% of major donor revenue.
- Securities and Matching Gifts are rare. Major donors gave 3 gifts of securities in five years, and a company pledged to match 5 of their gifts.

12. What percent of major donor revenue is unrestricted, restricted and endowment?



- Over the last five years, 74% of major donor revenue was unrestricted.
- Major donors made only one endowment gift in five years, of \$250,000 in FY24.

13. How much pledge revenue from Individuals is already committed for future years?



- The chart includes pledges that donors made after June 30, 2026, through September 11, 2026, the date of the latest pledge in our data.
- Raiser's Edge holds \$4.2 million of scheduled installments on active pledges from Individuals for FY27 and later. We counted only the \$4.0 million that the donors have not yet paid.
- 68% of that amount is due in FY27, and 96% is on pledges of \$25,000 or more.
- The chart does not include an installment that was due before FY27 and is still unpaid.

14. What is the participation rate, and the total giving, among the board, committees and giving societies?

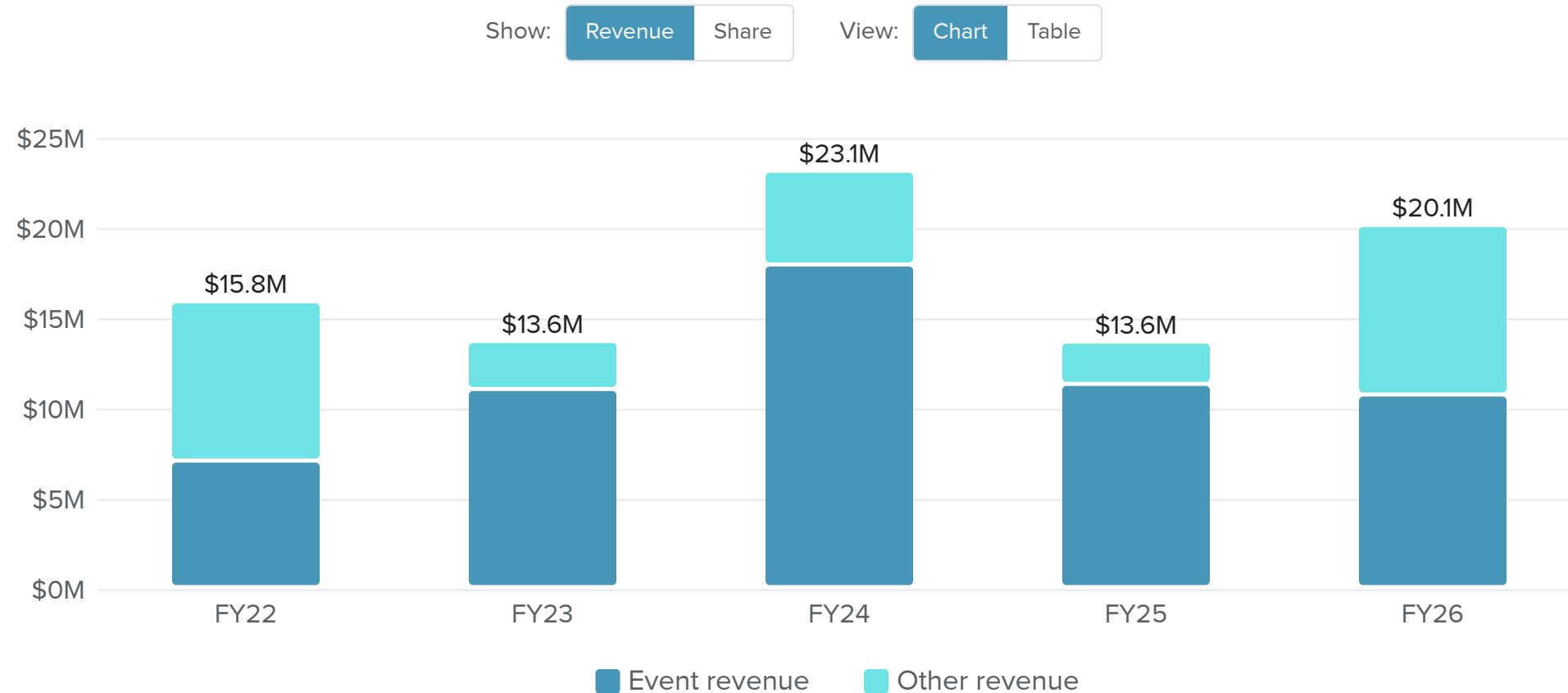
Metric:

Participation rate

	FY22	FY23	FY24	FY25	FY26
BOARD OF DIRECTORS	93%	92%	80%	85%	90%
CAMPAIGN COMMITTEE	—	—	—	—	100%
LEGACY SOCIETY	76%	63%	57%	57%	53%

- Raiser's Edge records Campaign Committee members only from FY26. All 10 members gave in FY26, and 5 of them are also Board members.
- The Legacy Society grew from 37 to 55 members over the last five years. The number of members who gave stayed between 24 and 29 each year.

15. What percent of major giving revenue is event revenue?

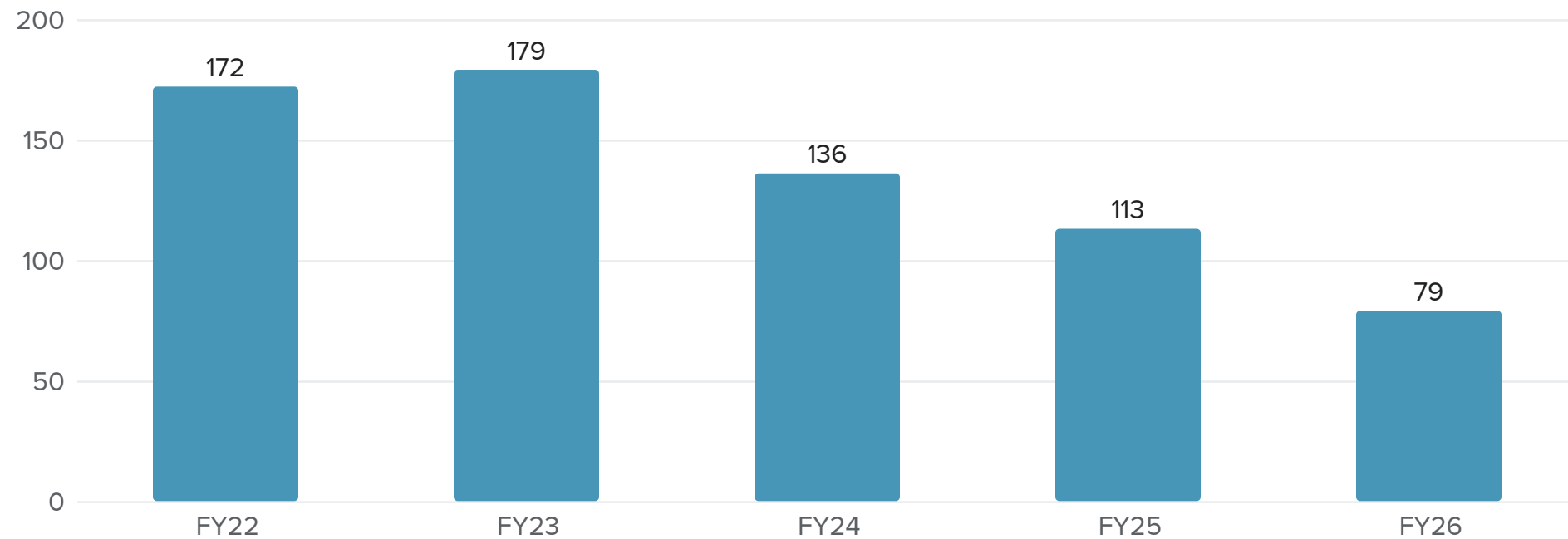


Revenue is every gift and pledge from that year's major donors, as in question 1. Leaves out pledge payments.

- Each fiscal year, 44% to 83% of major donor revenue came from event gifts.
- Over the last five years, the NY Hot Pink Party alone brought in 56% of that event revenue.
- An event gift includes ticket and table purchases. We cannot separate the purchase from the donation with the data that we received.

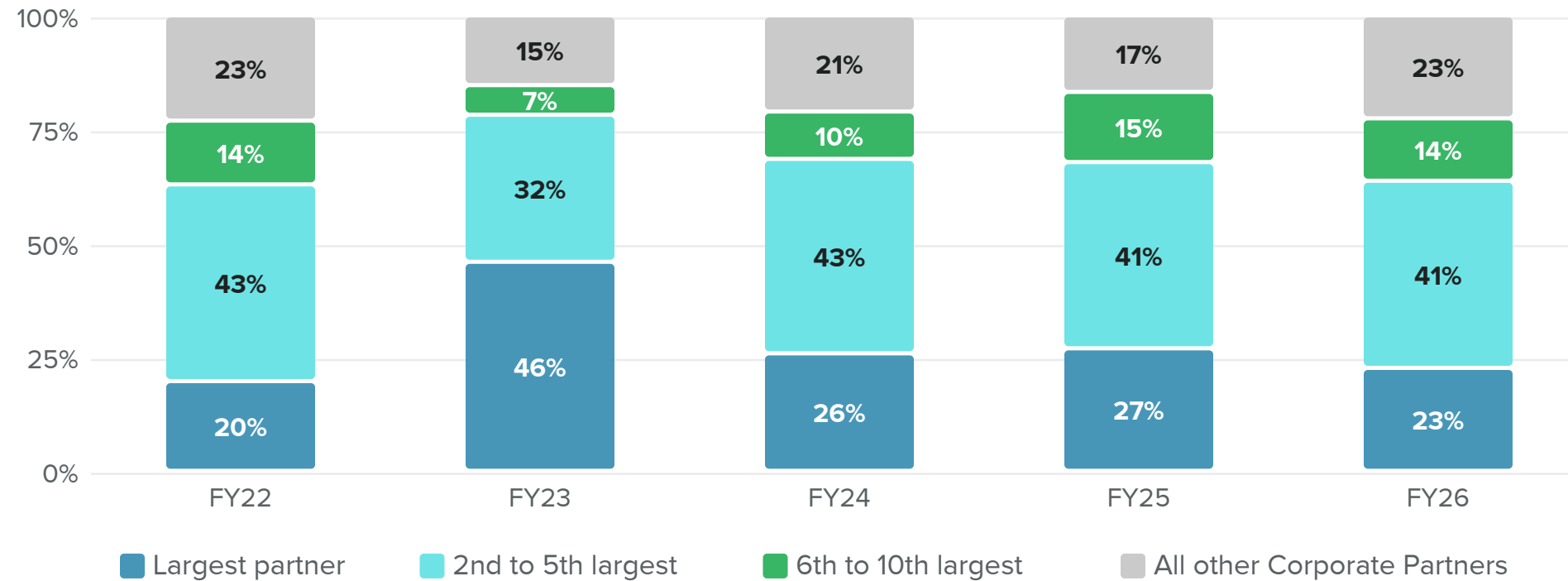
Corporate and Organizational Giving

1. How many Corporate Partners gave each year?



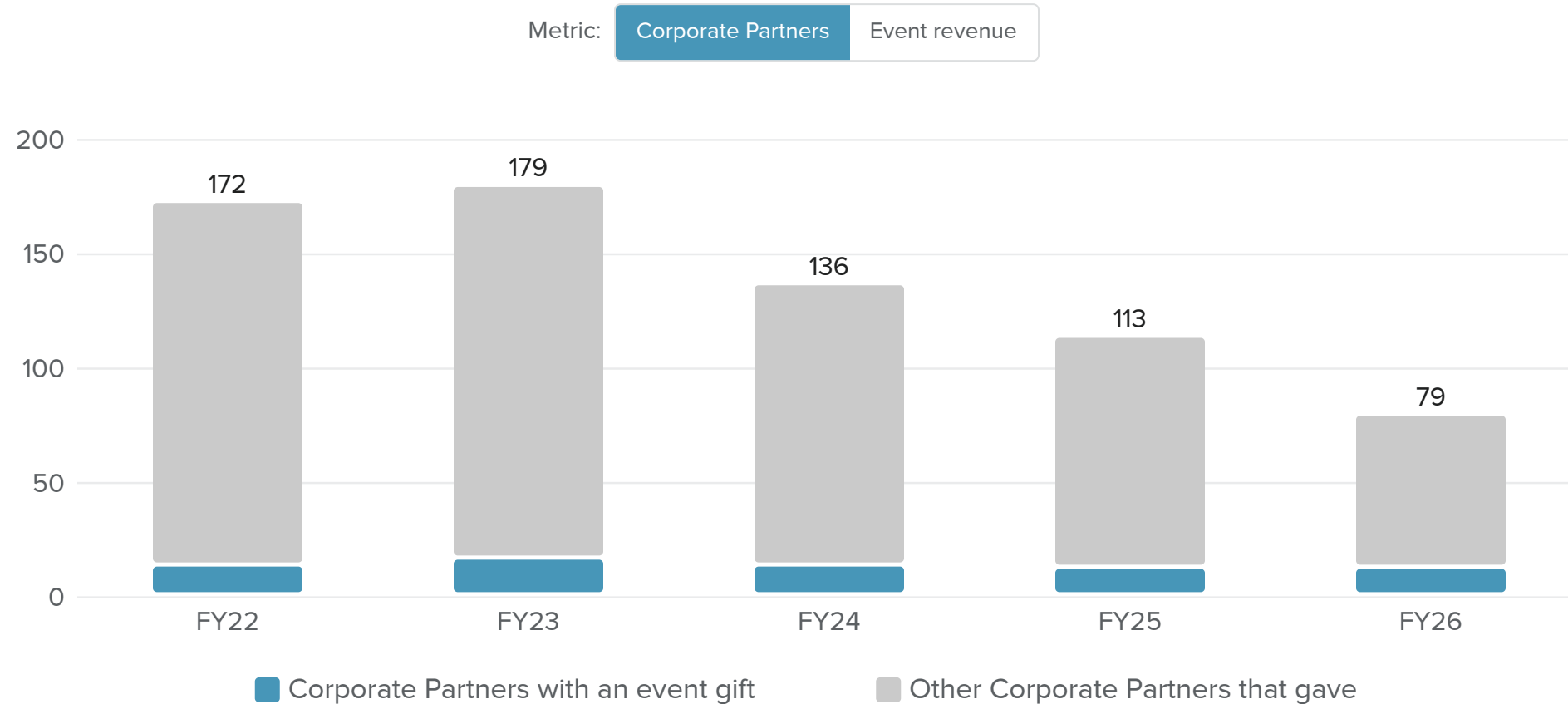
- A large number of Corporate Partner constituency codes in Raiser's Edge ended on June 30, 2025. It's not clear why that happened but that's contributing to the decline in partners in FY26.
- Over the last five years, 292 Corporate Partners have made a gift in at least one year. 131 partners only gave in one of the five years as a Corporate Partner. 43 partners have given in all five years as a Corporate Partner.

2. What percent of Corporate Partner revenue comes from our largest partners?



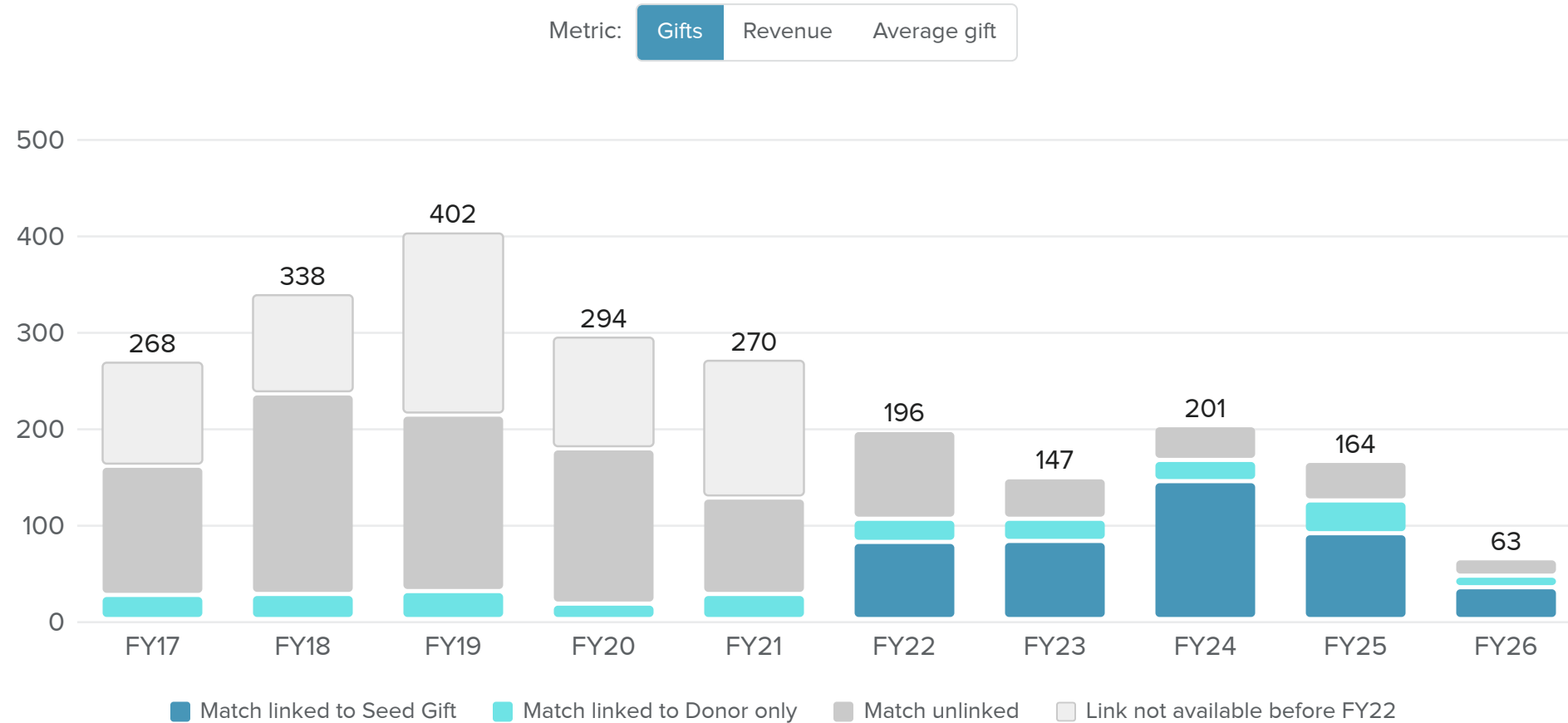
- We ranked the Corporate Partners each fiscal year, so "Largest partner" may be a different organization each year.
- The five largest Corporate Partners gave 63% to 78% of partner revenue in each fiscal year. The ten largest gave 77% or more.
- One partner alone gave 46% of FY23 revenue.

3. How many Corporate Partners also give through events in the same year?



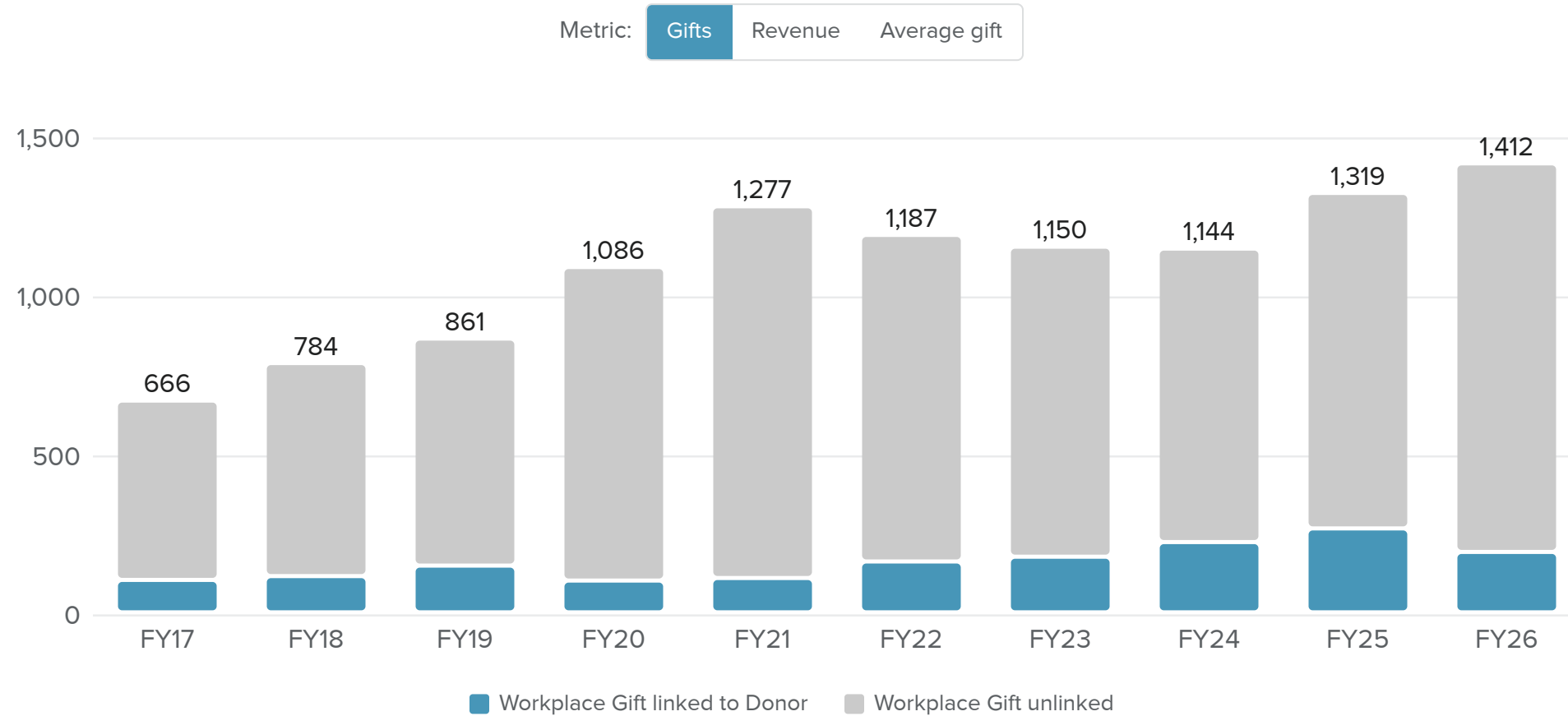
- We only counted an event gift when Raiser's Edge recorded the gift on the Corporate Partner's constituent record. An event gift recorded on an individual's record does not count. It's possible that means we're undercounting gifts.
- Each fiscal year, only about 8% to 15% of the Corporate Partners that gave also made an event gift.
- Over the last five years, event gifts made up 2.1% of Corporate Partner revenue.

4. How many gifts are Matching Gifts, and how many can we tie to the gift that prompted them?



- Since the peak in FY19, the number of Matching Gifts received has declined 84% to just 63 in FY26.
- From FY22 to FY26, 55% of Matching Gifts are linked to the seed gift. Those are the Matching Gifts that were entered as payments on a Matching Gift Pledge. The other 45% were entered as One-Time Gifts, which can't be linked to a seed gift. Of all Matching Gifts, 15% are linked to the donor only and 30% are unlinked.

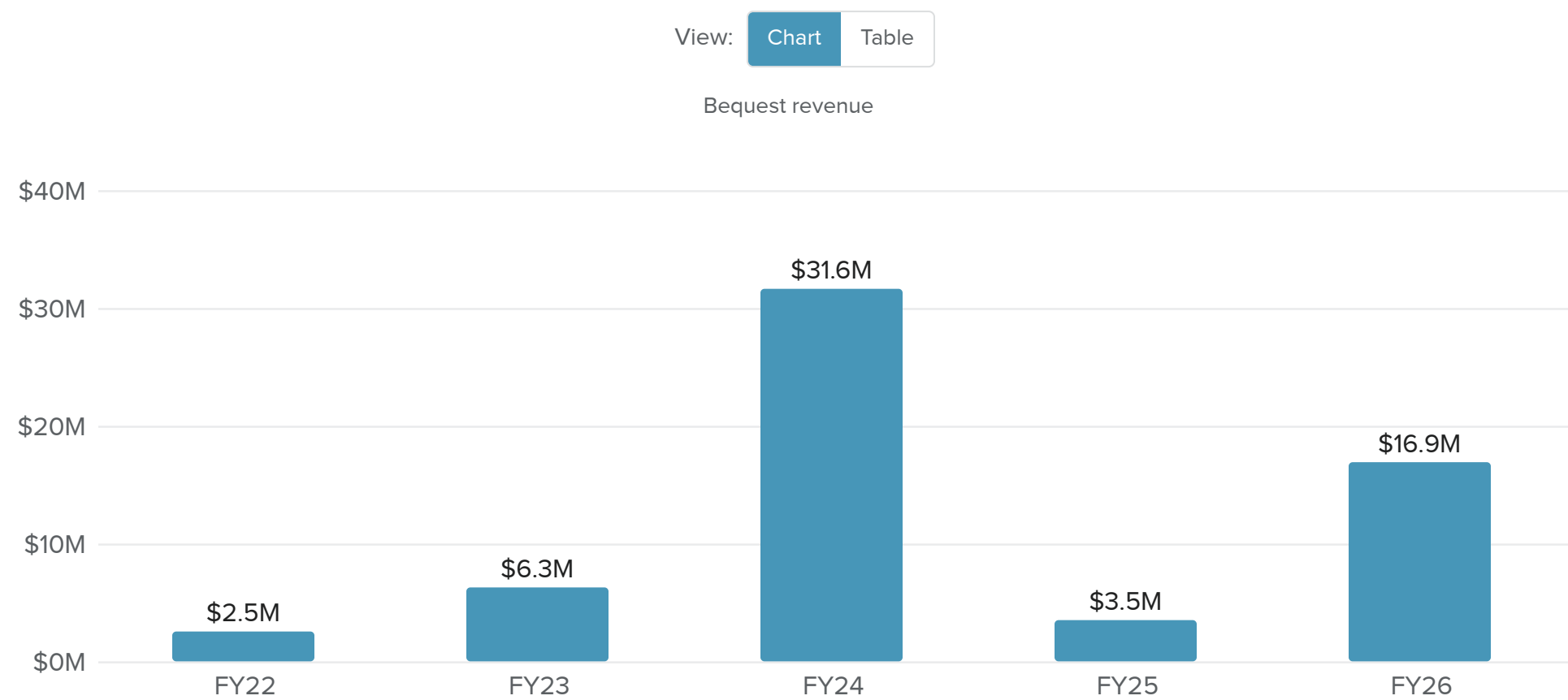
5. How many gifts are Workplace Gifts, and how many can we tie to a donor?



- Since FY17, the number of Workplace Gifts has increased 112%, from 666 to 1,412.
- As of FY26, only 13% of Workplace Gifts are linked back to an Individual constituent. Those gifts make up 3% of Workplace Gift revenue.

Planned Giving

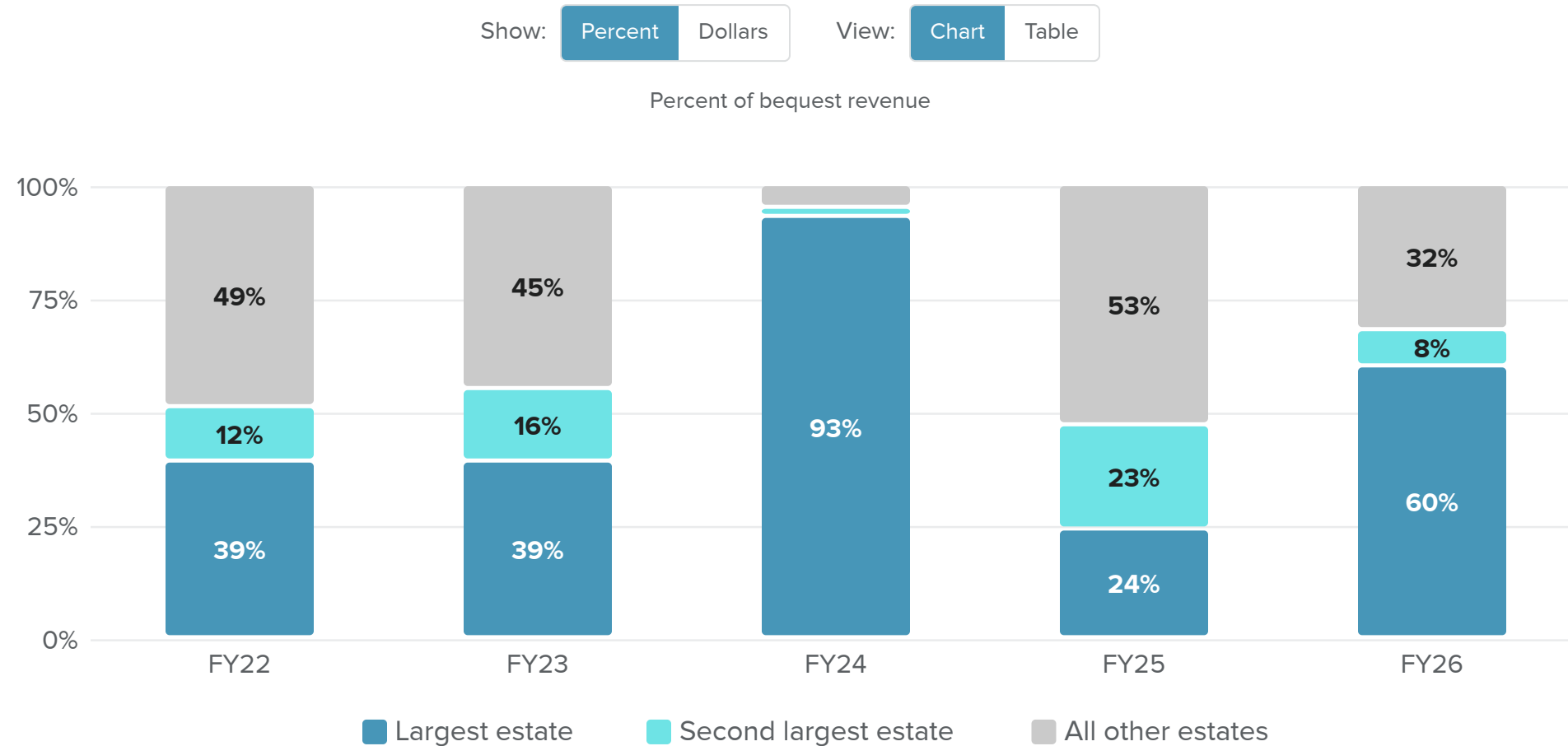
1. How much revenue came in from bequests each year?



Gifts under BCRF's Planned Giving appeals, from any type of record. A \$1,000,000 bequest pledge counts in FY22, the year that the estate made it.

- Over the last five years, bequests were \$60.8 million, or 12% of all revenue. In the five years before that, bequests were \$6.9 million.
- Two estates make up most of the FY24 and FY26 columns, as the next chart shows. Without the largest estate of each year, bequests still increased 267%, from \$4.6 million over FY17 to FY21 to \$16.9 million over FY22 to FY26.

2. How much bequest revenue comes from one or two estates?



Gifts under BCRF's Planned Giving appeals. We ranked the estates within each fiscal year, so "Largest estate" can be a different estate each year. A \$1,000,000 bequest pledge counts in FY22, the year that the estate made it.

- Over the last five years, the two largest estates of each year gave \$47.9 million of the \$60.8 million in bequest revenue, or 79%.
- The "Largest estate" of FY23 and of FY24 is the same estate. That estate gave \$32.5 million over three fiscal years, which is 53% of bequest revenue over the last five years.

3. What percent of bequests did we know about in advance?

- The data cannot answer this question. Raiser's Edge records the date that each planned gift proposal was added, not the date that BCRF learned of the bequest. BCRF would need to provide that date for each estate.

4. Where did legacy donors originally join, and what did they give during their lifetimes?

- The data cannot answer this question. Only 20 of the 137 estates with a bequest over the last five years are linked to the person who left the bequest. BCRF would need to provide that person's constituent record for each estate.

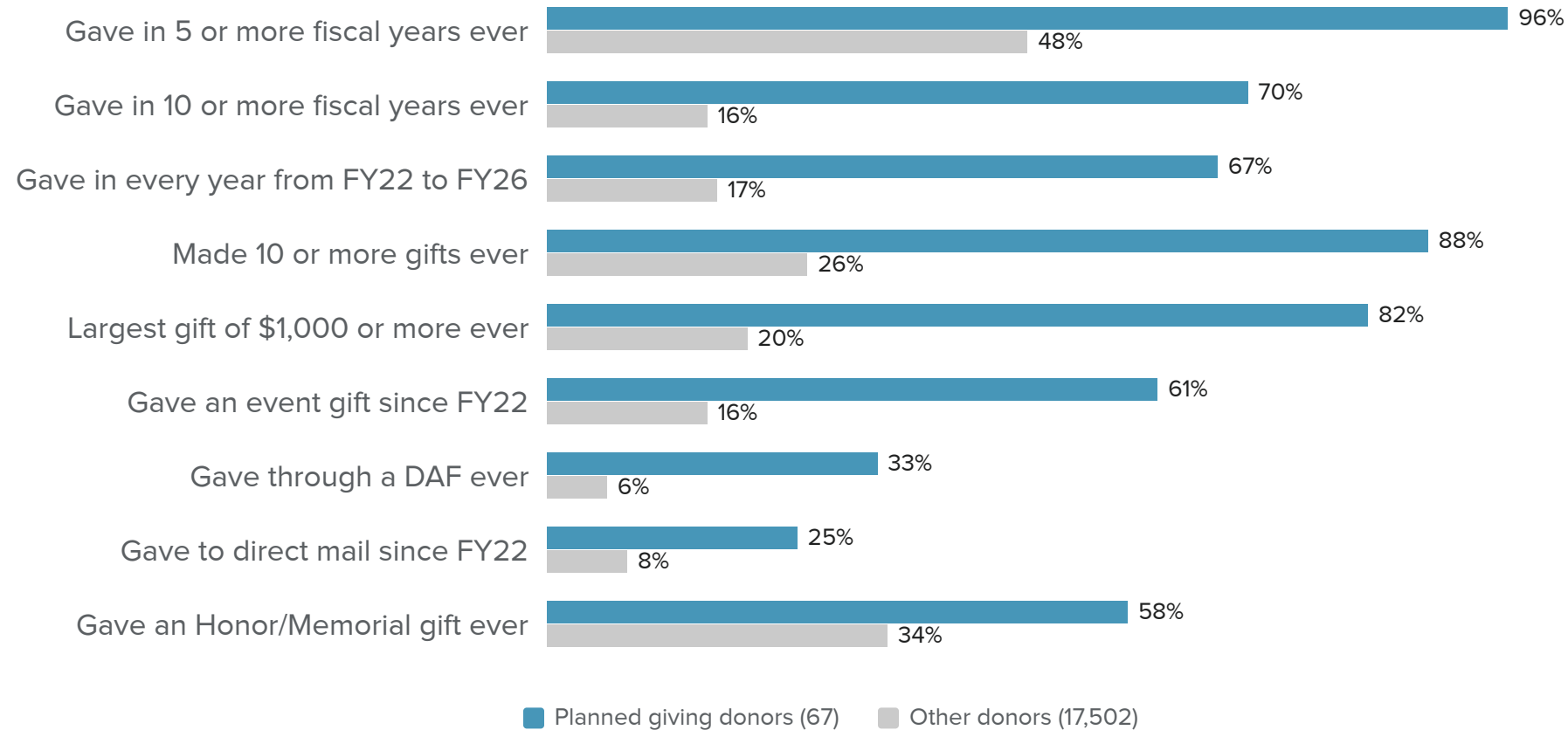
5. How many documented expectancies do we hold, and how large is the Legacy Society?

GROUP	PEOPLE OR ESTATES	EVER GAVE	% GAVE	PROPOSALS WITH AN EXPECTED AMOUNT	EXPECTED AMOUNT
Legacy Society members	55	37	67%		
Open Estate	45	35	78%	34	\$18,694,000
Planned or Pledged--Verbal	23	23	100%	0	\$0
Negotiation, not FreeWill	66	24	36%	26	\$661,700
FreeWill, primary beneficiary	1,226	34	3%	1,228	\$26,064,170
FreeWill, contingent beneficiary	443	8	2%	449	\$145,528,528
FreeWill, other	15	0	0%	15	\$410,600
Estates under management, not yet paid	28			10	\$881,674

Legacy Society members on June 30, 2026, and planned gift proposals that BCRF added to Raiser's Edge by that date and has not marked inactive. The proposal rows count living Individuals, except the last row, which counts estates. The Legacy Society row includes 3 members that Raiser's Edge marks deceased. Not every proposal has an expected amount. We treated a proposal as a FreeWill proposal when it is a Negotiation proposal that names a beneficiary type, or when FreeWill is the only reason on the person's proposals in BCRF's Opportunities file.

- Since FY22, the Legacy Society has increased 49%, from 37 members to 55 members in FY26. 51 of the 55 members also have an open planned gift proposal.
- Only 2% of the 1,668 people with a FreeWill proposal have ever given to BCRF. The expected amounts on FreeWill proposals total \$172.0 million, and \$145.5 million of that names BCRF as a contingent beneficiary.
- By comparison, 61% of the 134 people with any other open proposal have ever given to BCRF.

6. What is the giving profile of a planned giving donor?



Living Individuals who gave in FY22 to FY26 and first gave before FY22, with their whole giving history. A planned giving donor is a Legacy Society member or has an open planned gift proposal that is not a FreeWill proposal. The planned giving donors include 21 whose proposal has the status Planned in Raiser's Edge, all added in March 2021.

- 141 living people are Legacy Society members or have an open planned gift proposal that is not a FreeWill proposal. The chart shows 67 of them. Of the other 74 people, 58 have never given to BCRF, 12 first gave in FY22 or later, and 4 last gave before FY22.

7. How many individuals in our annual file fit the planned giving profile?

Fiscal years with a gift	Largest gift		
	Under \$100	\$100 to \$999	\$1,000 to \$24,999
1 to 2	37,787 donors	19,297 donors	2,184 donors
3 to 4	1,387 donors	2,525 donors	765 donors
5 to 9	801 donors	2,605 donors	1,012 donors
10 to 14	196 donors	913 donors	436 donors
15 or more	40 donors	290 donors	299 donors

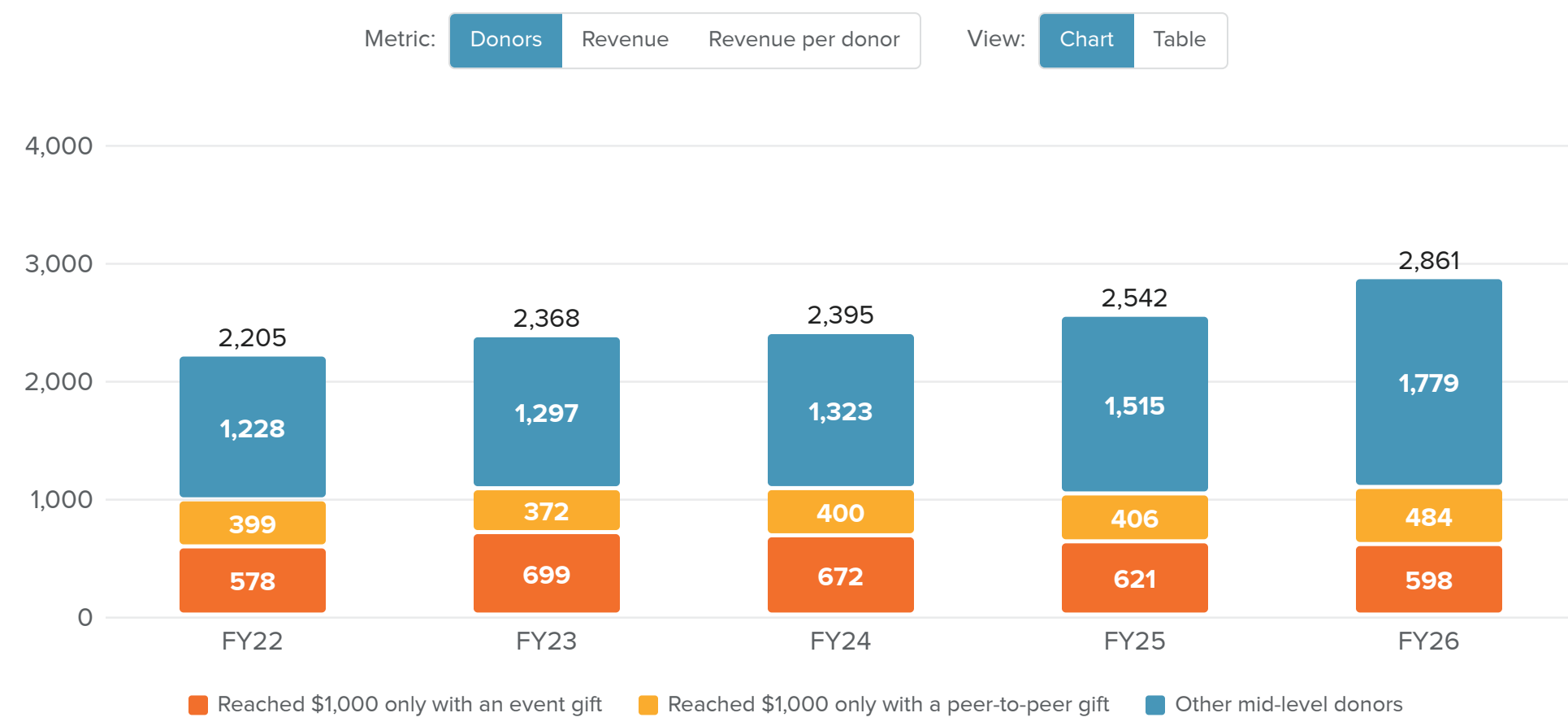
Under 0.5% of similar donors are PG donors 0.5% to 2% 2% or more

Living Individuals who gave in FY25 or FY26, were never a major donor, are not Legacy Society members, and have no planned gift proposal. PG donors are planned giving donors. The shading shows the share of all living Individuals who gave in FY22 to FY26, with the same number of fiscal years with a gift and the same largest gift, who are known planned giving donors.

- 6,592 Individuals in the annual file gave in 5 or more fiscal years, as 96% of planned giving donors did. 1,747 of them also have a largest gift of \$1,000 or more, as 82% of planned giving donors do.
- 60,157 of the other 63,945 Individuals first gave in FY23 or later, so they have not had five fiscal years to give.

Mid-Level

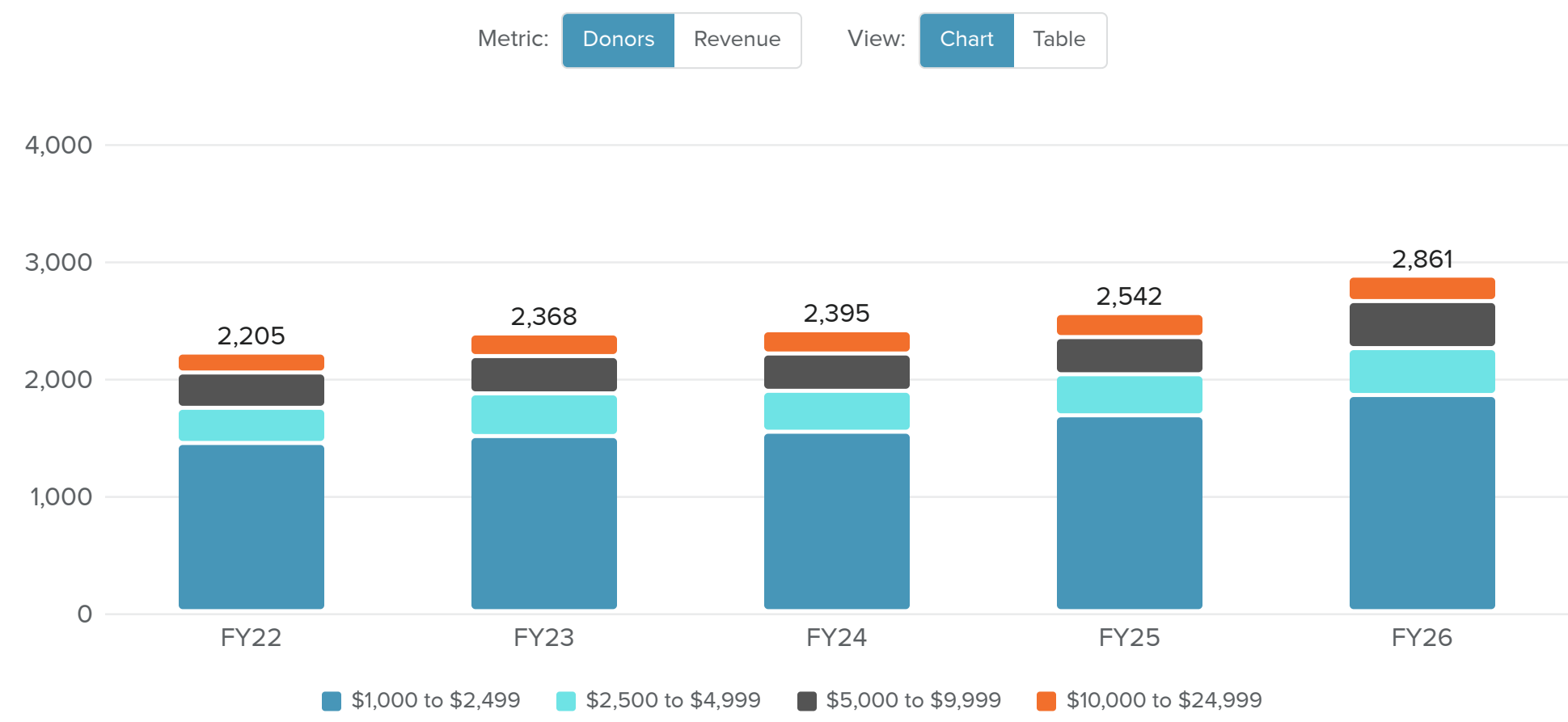
1. How many mid-level donors do we have, what do they give, and how has that moved over time?



Individuals only. A donor reached \$1,000 only with an event gift when no other gift of the year was \$1,000 or more, and the same for a peer-to-peer gift. A donor counts once per year.

- Since FY22, the number of mid-level donors has increased 30%, from 2,205 to 2,861. Revenue increased 27%, from \$7.2 million to \$9.2 million.
- The donors who reached \$1,000 only with an event gift increased 3%, from 578 to 598. The donors who reached \$1,000 only with a peer-to-peer gift increased 21%, from 399 to 484. Other mid-level donors increased 45%, from 1,228 to 1,779.
- Revenue per donor stayed between \$3,209 and \$3,299 in every year.
- Each fiscal year, 42% to 46% of mid-level donors were mid-level for the first time.

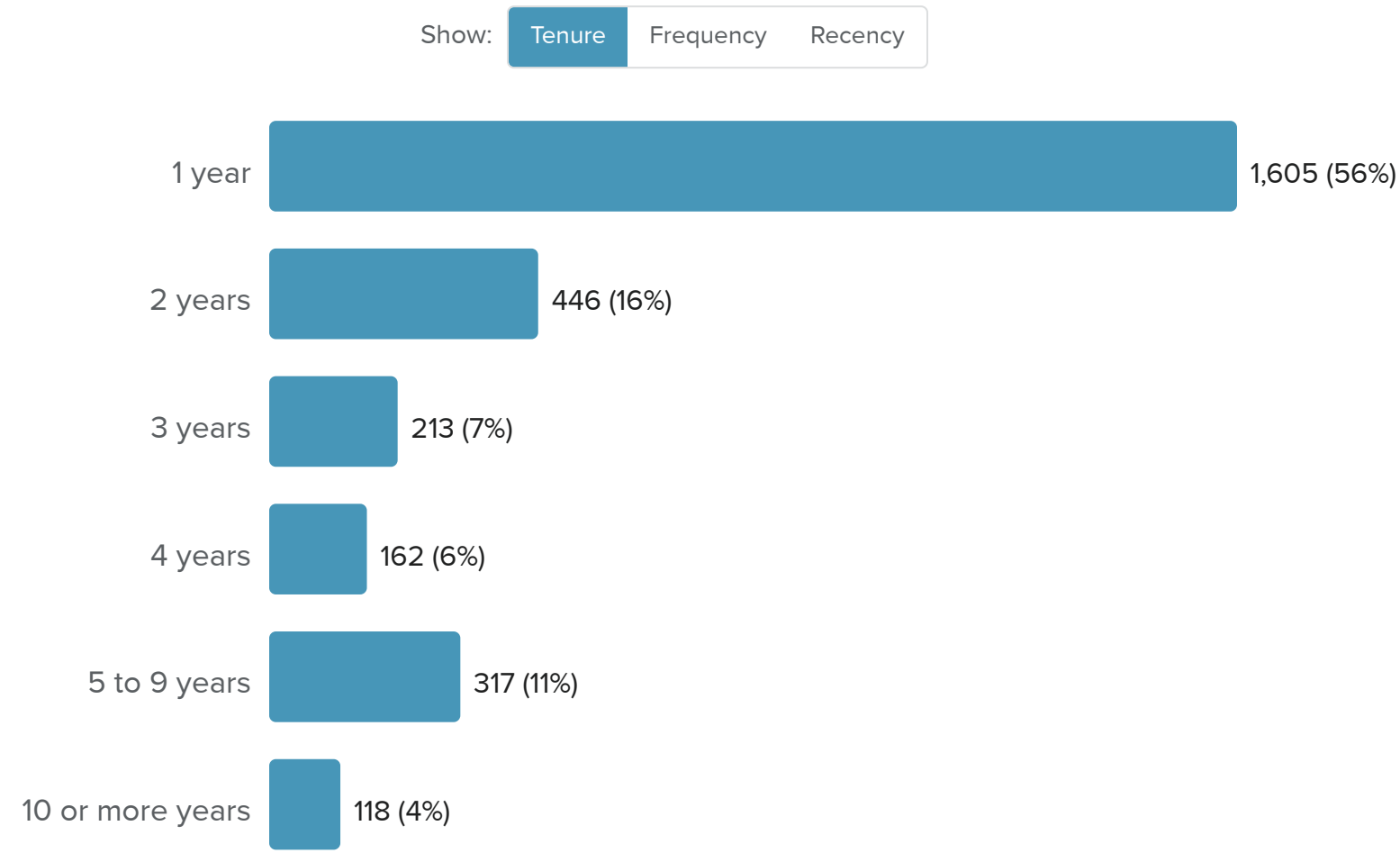
2. How many mid-level donors and how much revenue sit in each giving level?



A donor counts once per year, in the band of their largest single gift or pledge that year.

- Each fiscal year, about 64% of mid-level donors gave a largest gift of less than \$2,500. About 41% gave a largest gift of exactly \$1,000.
- Donors whose largest gift was \$10,000 or more were only 8% of mid-level donors each year, but they gave 33% to 36% of mid-level revenue.

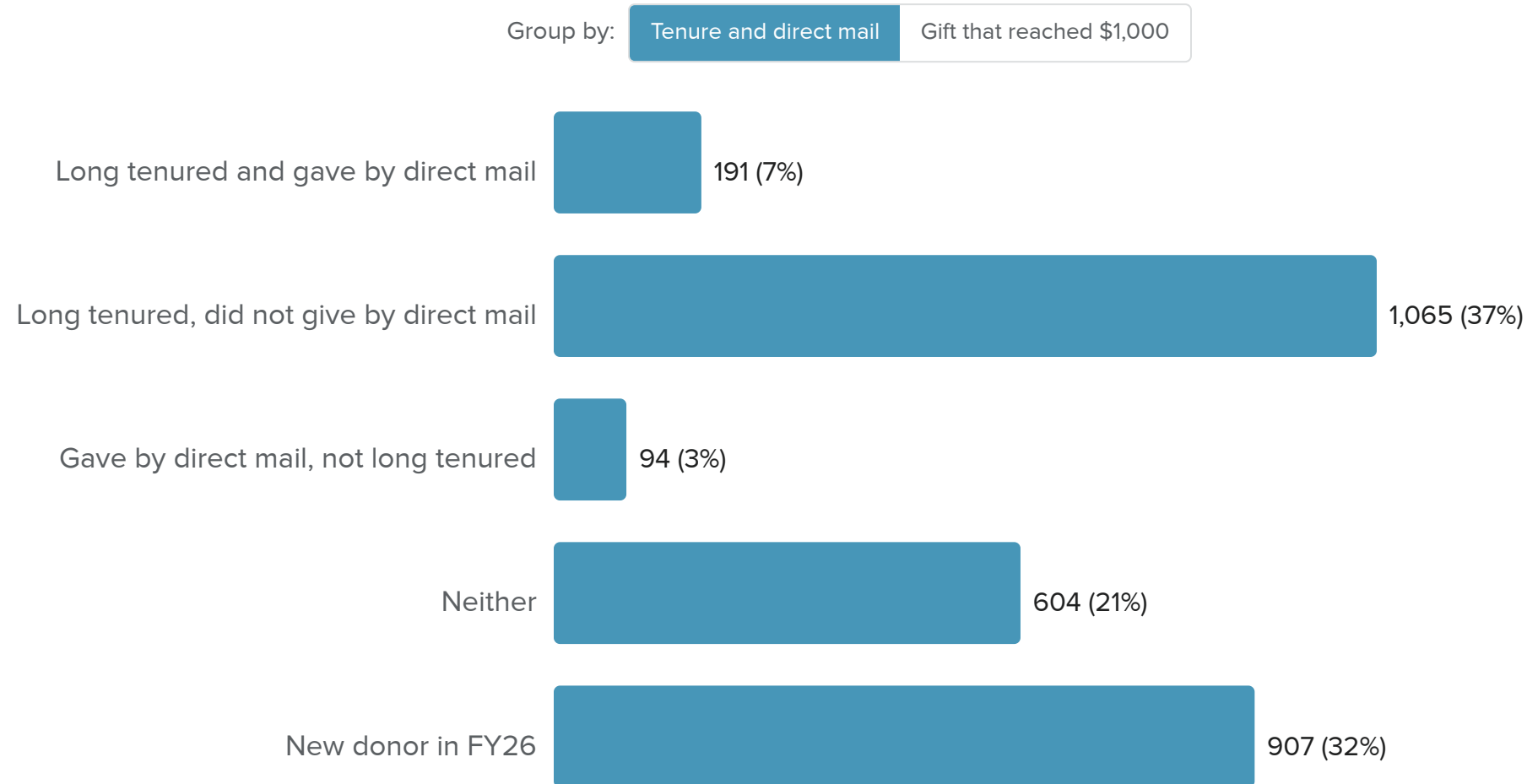
3. What does a mid-level donor look like in tenure, frequency and recency?



Tenure is the number of years in a row, ending with FY26, that the donor has been a mid-level donor. Frequency is the number of gifts in FY26. Recency is the last year before FY26 that the donor gave.

- A typical FY26 mid-level donor gave \$1,650 in the year, and their largest gift was \$1,500.
- Only 435 donors (15%) have been mid-level for five or more years in a row.
- 79% of FY26 mid-level donors gave only one gift in the year, and 32% gave their first-ever gift in FY26.

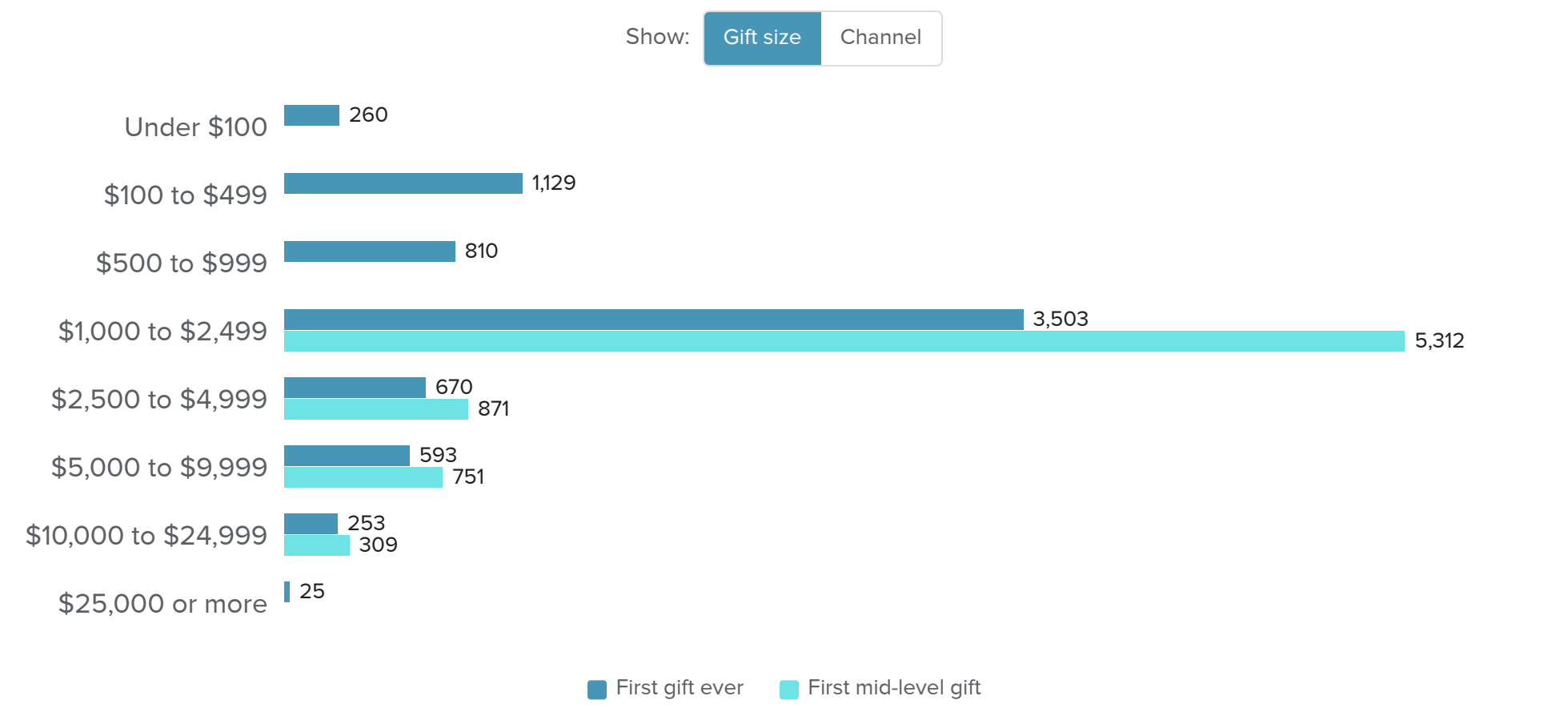
4. Does mid-level hold two distinct populations, one long tenured and one mail responsive?



Individuals who were mid-level donors in FY26. Long tenured means that the donor gave their first-ever gift five or more fiscal years ago. Gave by direct mail means a gift on the direct mail channel in FY22 to FY26, without DAF gifts and without white mail. A new donor gave their first-ever gift in FY26.

- The data that we received does not show which donors BCRF mailed, so we could not measure response to mail. We counted a donor as a mail donor when they gave a direct mail gift in the last five years. We did not count white mail.
- 44% of FY26 mid-level donors are long tenured, which means that they gave their first-ever gift five or more years ago. Only 10% gave by direct mail, and 67% of those mail donors are also long tenured.
- Select "Gift that reached \$1,000" above the chart for another way to group these donors. 21% reached \$1,000 in FY26 with an event

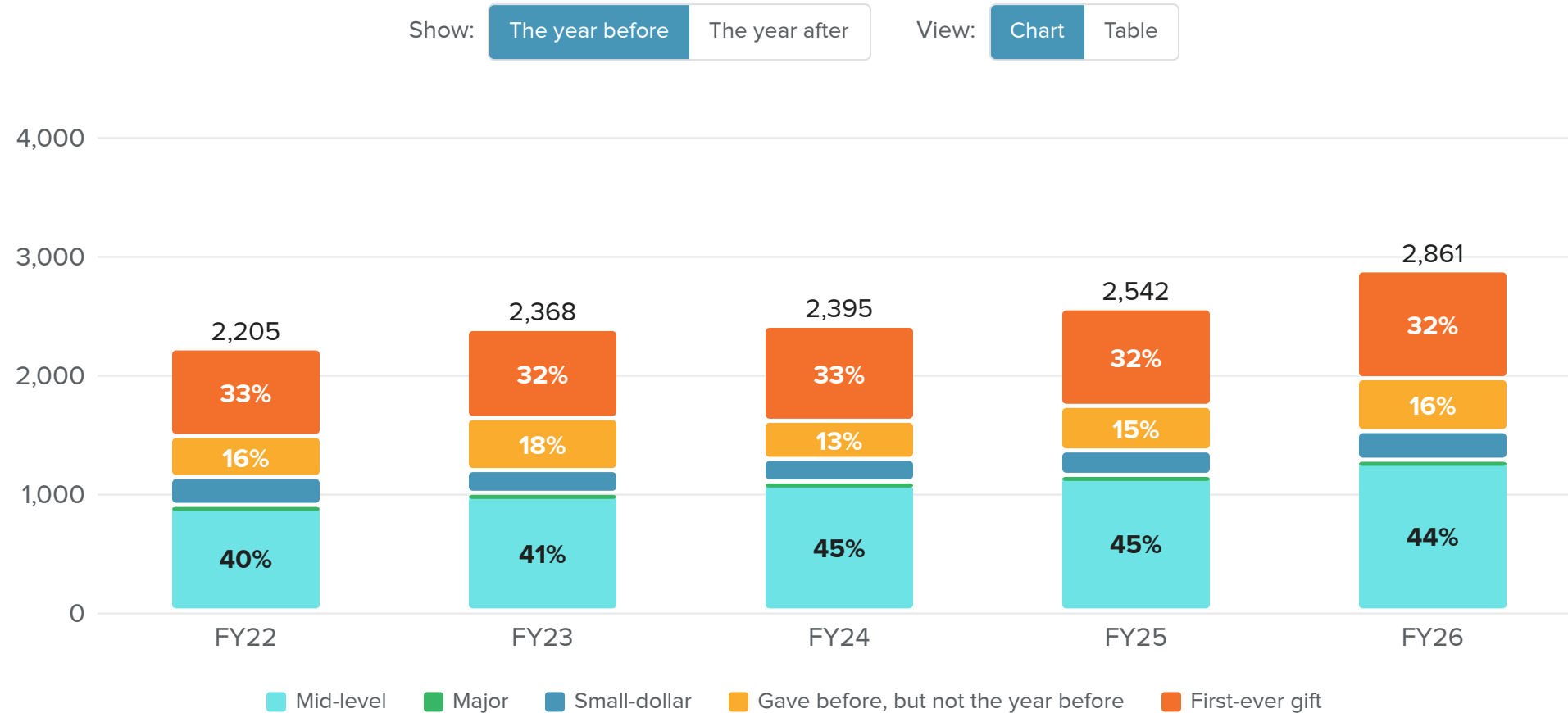
5. What is the channel and size of the first gift and the first mid-level gift?



Donors who were mid-level in at least one of FY22 to FY26. The channel view counts only gifts from FY22 to FY26. Corporate Partnerships gifts are mostly gifts through a corporate partner's fundraising page, and Special Projects gifts are mostly WCRF gala gifts. The channel view leaves out Workplace Giving, Planned Giving, and Direct Solicitation.

- We looked at the 7,243 donors who were mid-level in at least one of the last five years. For 69% of them, the first-ever gift was also the first mid-level gift.
- 31% of these donors gave exactly \$1,000 as their first-ever gift.
- Among the first mid-level gifts from FY22 to FY26 that were not the donor's first-ever gift, 29% were Digital gifts and 24% were Events gifts. Select "Channel" above the chart to see each channel.

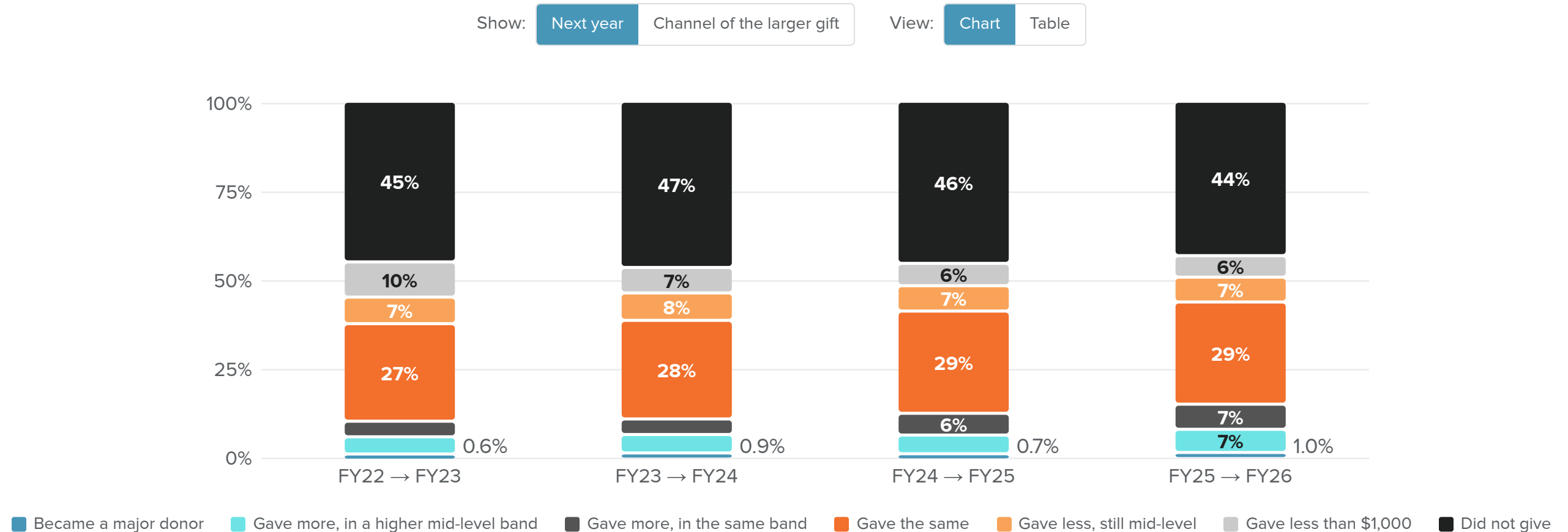
6. Who moves into mid-level each year and who leaves it, and where do they come from and go?



The year after leaves out FY26, because the data ends with FY26.

- We followed the 2,205 donors who were mid-level in FY22. 44% of them were not mid-level in any of the next four years, and 20% were mid-level in all five years.
- A donor who left mid-level usually stopped giving. Each fiscal year, 44% to 47% of mid-level donors did not give the next year. Among the donors who gave their first-ever gift that year, 72% to 79% did not give the next year. Among the donors who were also mid-level the year before, only 22% to 26% did not.
- 18% of the 2,205 donors left mid-level and returned within the five years.

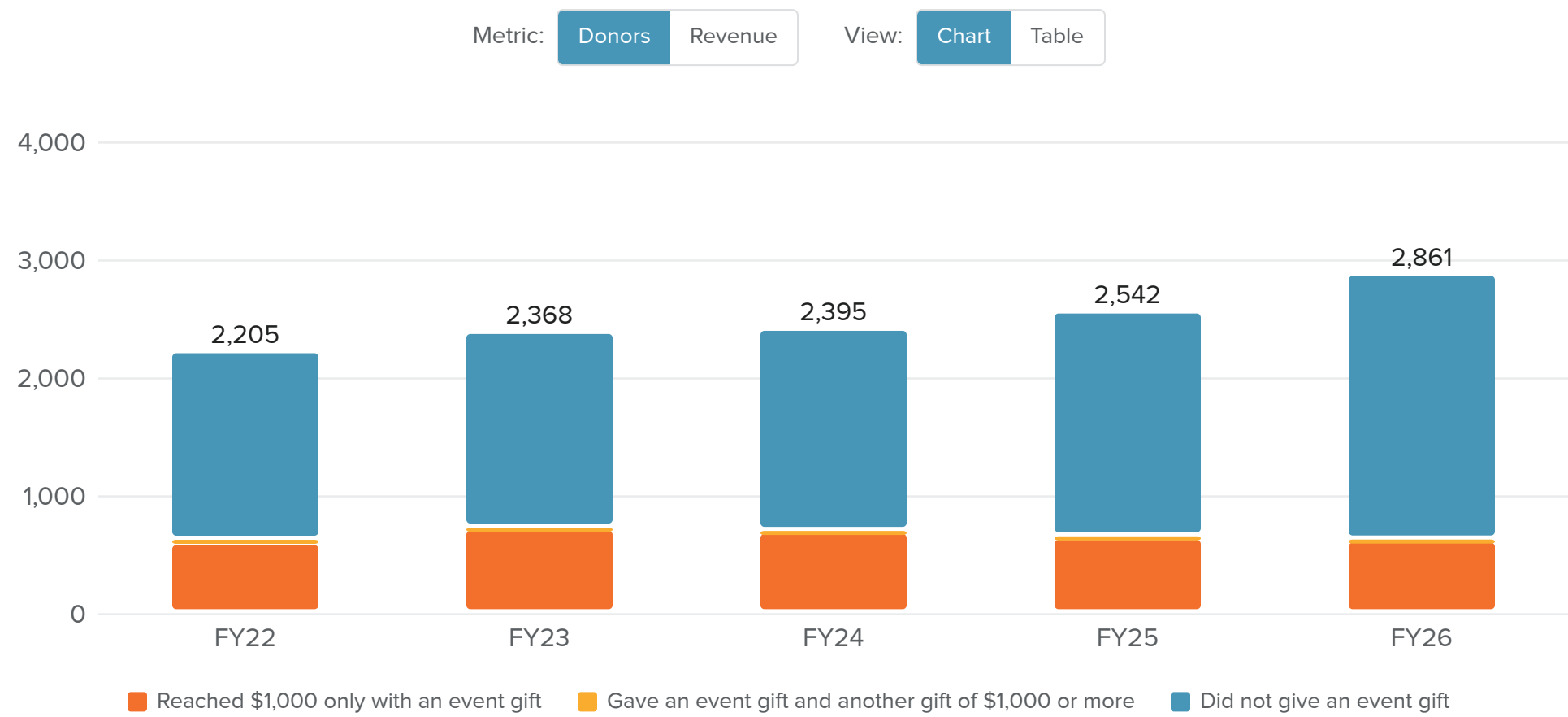
7. How and where do mid-level donors upgrade to larger mid-level gifts?



We compared each donor's largest single gift or pledge of the year with their largest of the next year.

- We compared each mid-level donor's largest single gift or pledge of the year with their largest of the next year. E.g. in the chart above, 5% of FY22 donors gave more in a higher mid-level band in FY23.
- The share of mid-level donors who gave more the next year and stayed mid-level has increased each year. It was 9% from FY22 to FY23, and 14% from FY25 to FY26.
- Among the donors who were mid-level in both years, 21% gave more from FY22 to FY23, and 28% from FY25 to FY26. Over the four pairs of years, the rate was 36% for "P2P - Digital" gifts and 33% for "P2P - Offline" gifts. Events is the largest channel, but only 22% of its donors gave more.
- 81% of the donors who gave more gave the larger gift through the same channel as their largest gift of the year before.

8. How much of mid-level giving is event revenue?



An event gift counts at the full price of the ticket, table, or sponsorship.

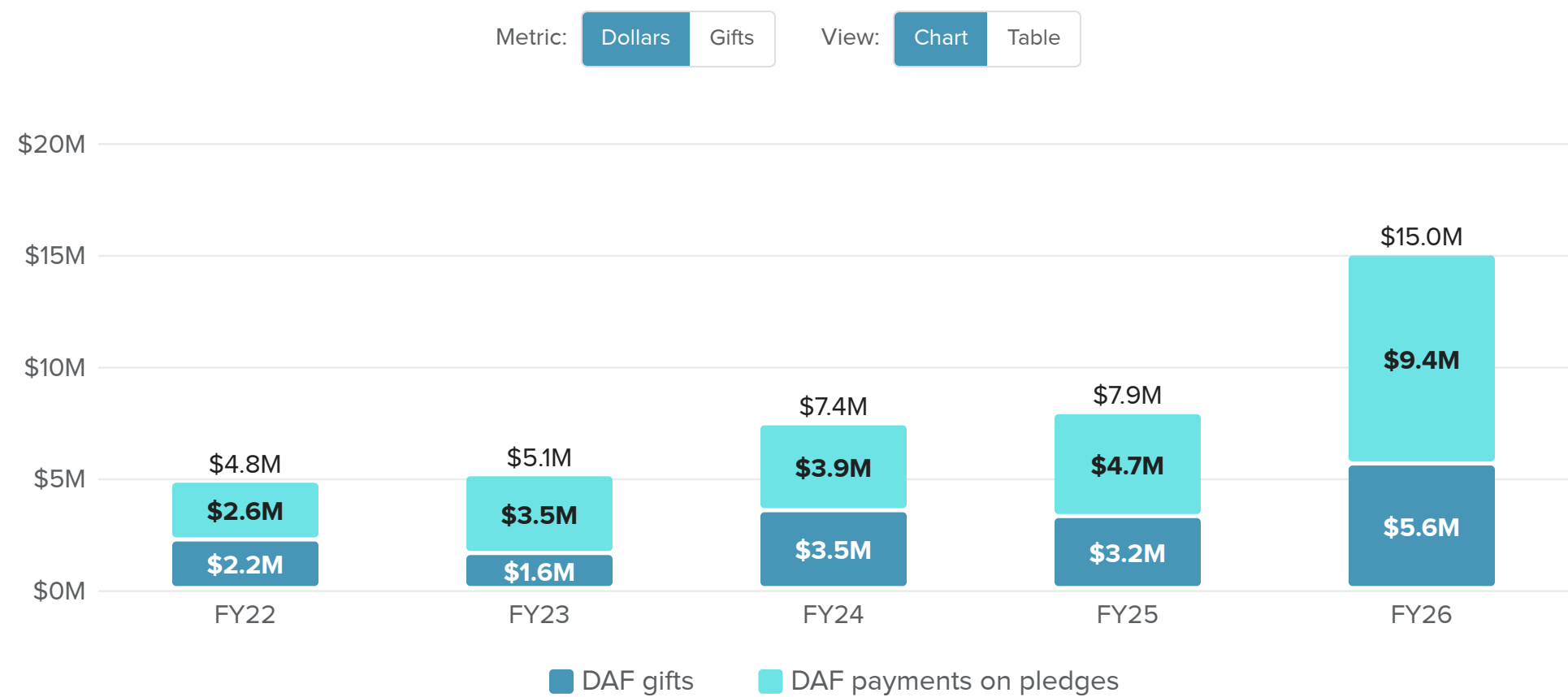
- Each fiscal year, event gifts were 29% to 39% of mid-level revenue. 21% to 30% of mid-level donors reached \$1,000 only with an event gift.
- Both shares were lowest in FY26, at 29% and 21%.

Sustainer Program

1. What is the sustainer retention rate by month?

Donor Advised Funds (DAFs)

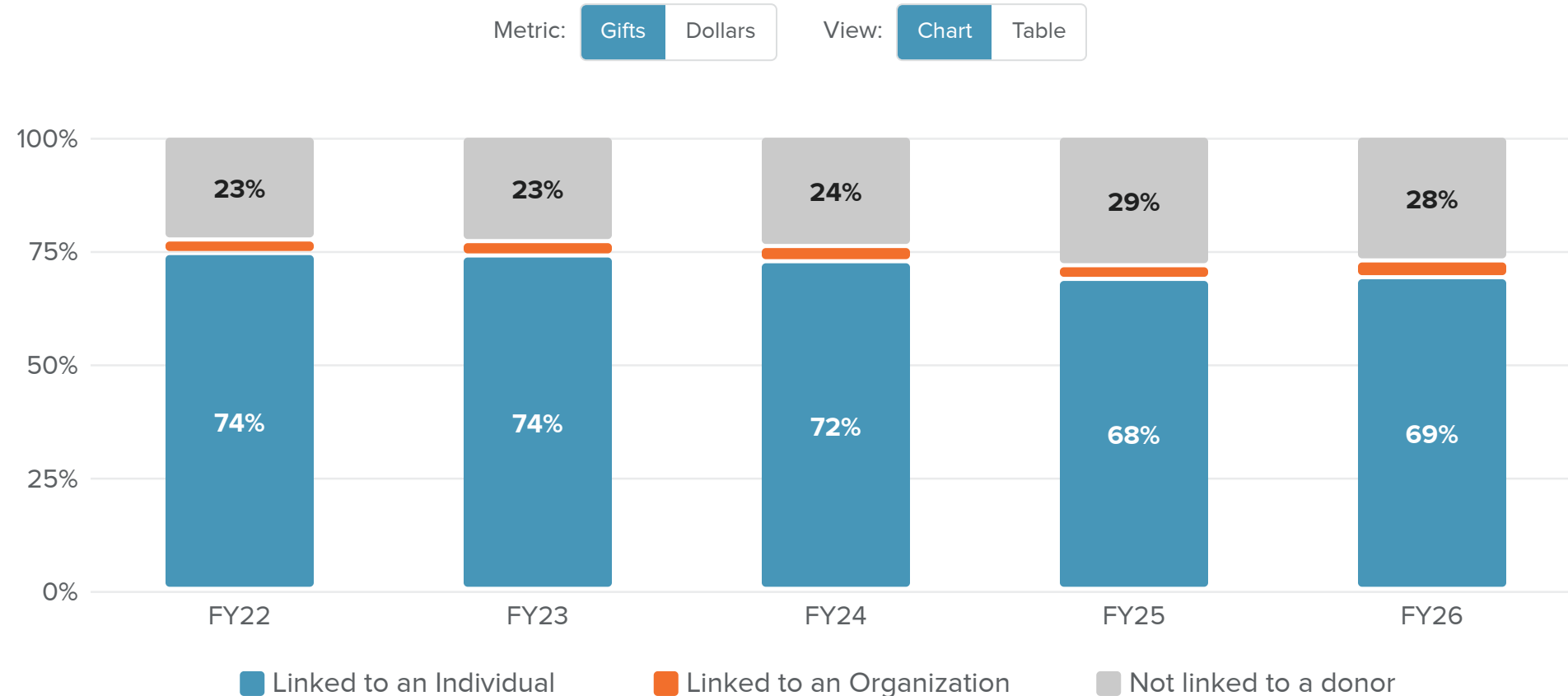
1. How much revenue arrives through DAFs each year?



Every gift that a donor advised fund paid, FY22 to FY26, without matching gift payments. The chart shows money received, which counts a gift and a payment on a pledge and leaves out the pledge. The other sections count the pledge as revenue in the year of the pledge, so these totals differ from revenue in those sections.

- Since FY22, the money that BCRF received through DAFs has increased 212%, from \$4.8 million to \$15.0 million. That was 7% of all the money that BCRF received in FY22 and 13% in FY26.
- In FY26, 22 DAF gifts and payments on pledges of \$100,000 or more totaled \$9.8 million, up from 14 and \$3.6 million in FY25. Two of the 22 were \$1,000,000 or more, and they totaled \$6.0 million. One of the two was a \$5.0 million payment on a pledge.
- DAF gifts and payments on pledges under \$100,000 also grew. Since FY22, they have increased 71%, from \$3.0 million to \$5.2 million.

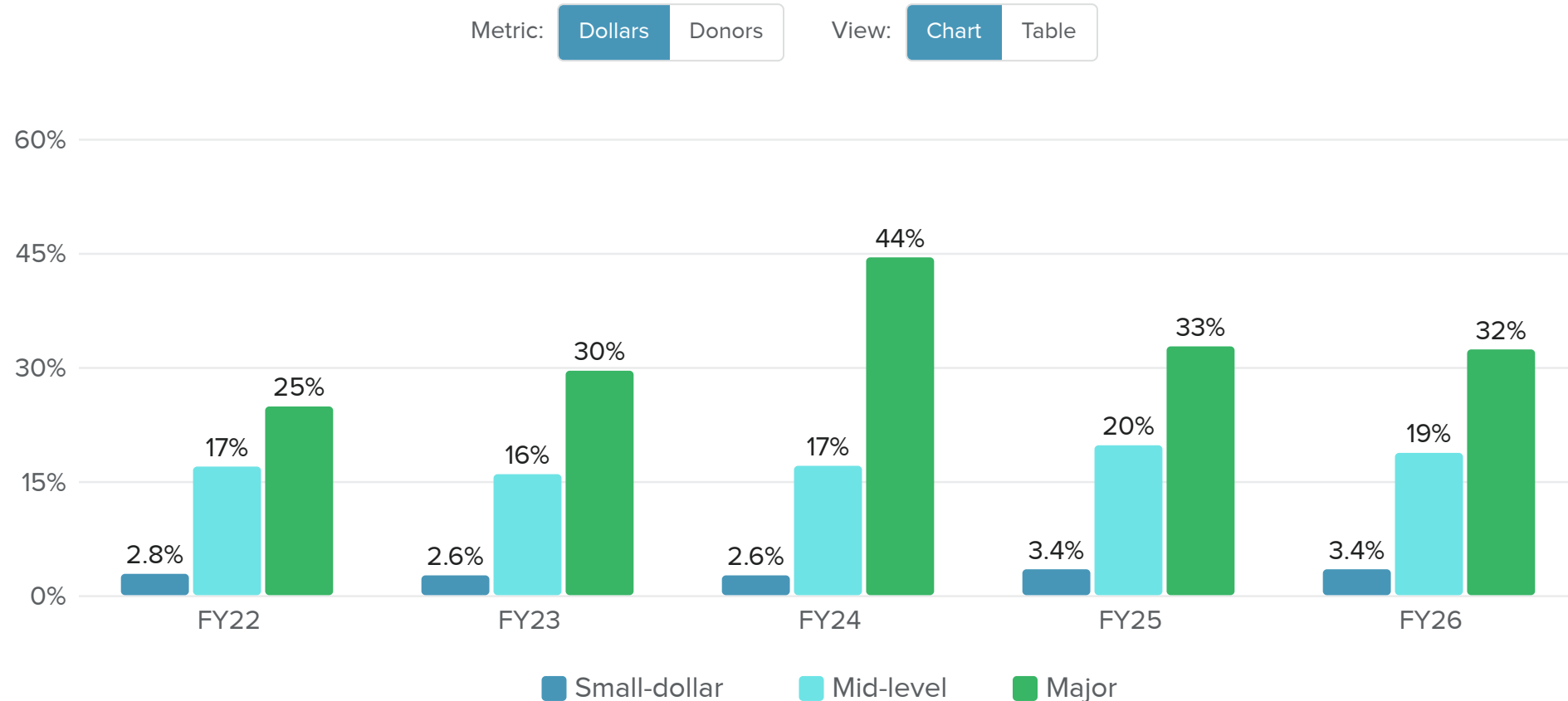
2. What percent of DAF gifts are linked to the donor who initiated the gift?



Every gift that a donor advised fund paid, FY22 to FY26, including payments on pledges and without matching gift payments. A gift is linked when RE soft credits a donor for the gift. In FY26, one payment of \$5,000,000 on a pledge is linked to an Organization.

- Over the last five years, 1,726 of 6,720 DAF gifts were not linked to a donor. Those gifts total \$4.5 million. The number of gifts that are not linked has increased 80% since FY22, from 260 to 468 in FY26.
- Small gifts are linked less often. 31% of DAF gifts under \$1,000 are not linked to a donor, and 12% of DAF gifts of \$25,000 or more are not linked.
- A DAF gift that is not linked does not count toward any donor's giving. It's possible that means we're undercounting donors and retention rates in the Donor Trends sections.

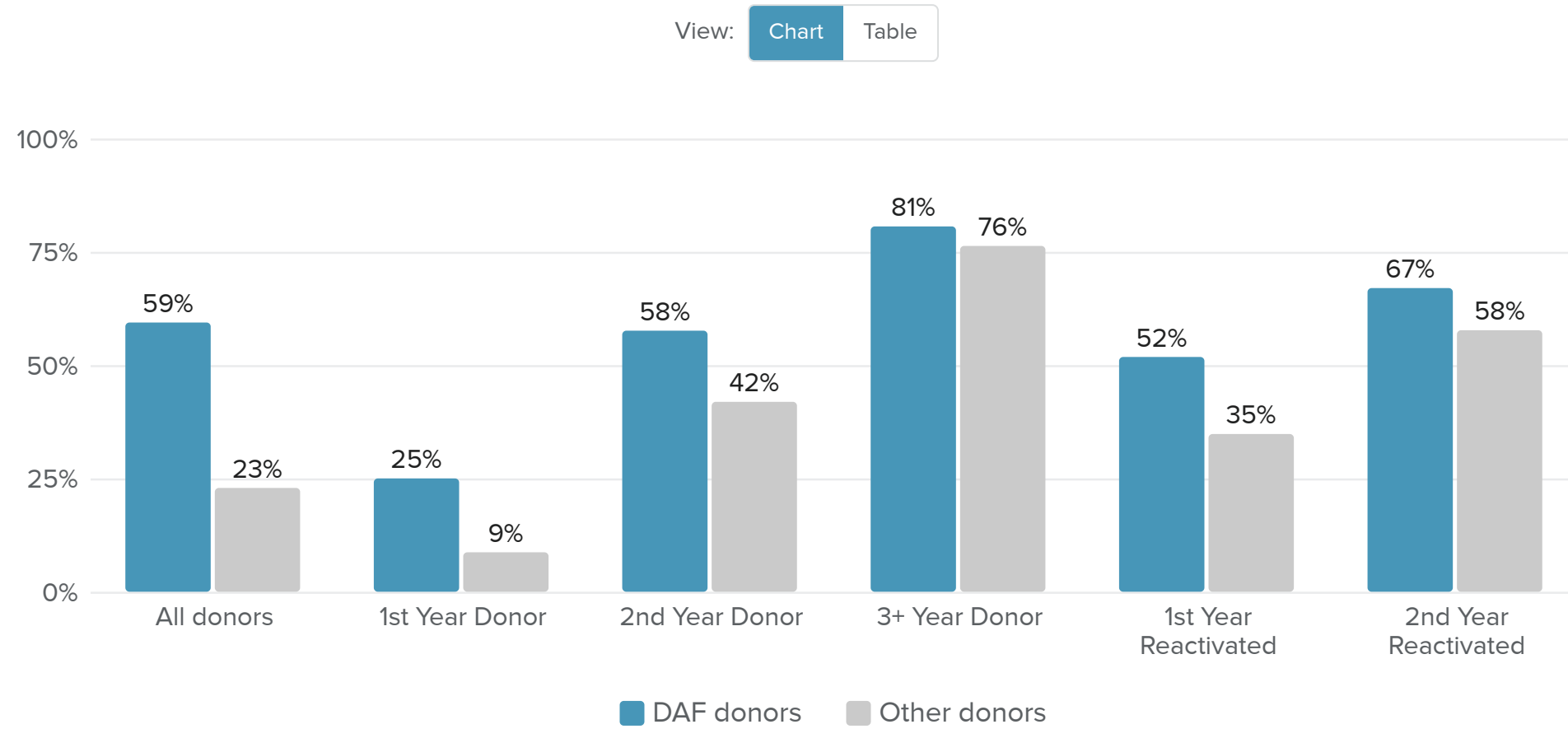
3. What percent of mid-level and major donor revenue arrives through a DAF by giving level?



Individuals only, FY22 to FY26. The chart shows money received, which counts a gift and a payment on a pledge and leaves out the pledge. A gift counts at the giving level of the donor that the gift is linked to. A DAF gift that is not linked to an Individual is not in any giving level.

- In FY26, 48 of 166 major donors and 474 of 2,861 mid-level donors gave through a DAF.
- Major donors mostly used a DAF to pay a pledge. In each of the last five years, major donors used 55% to 93% of their DAF dollars to pay a pledge. For mid-level donors, that percent fell from 29% in FY22 to 19% in FY26.
- The chart leaves out the DAF gifts that are not linked to an Individual. In FY26, 63 DAF gifts that are linked to an Organization totaled \$5.5 million. Another 468 DAF gifts that are not linked to a donor totaled \$1.7 million.

4. What is the donor retention rate by DAF giving?



Individuals only. Donors from FY22 to FY25 together, so a donor who gave in two of the years counts once for each year. A DAF donor is a donor with a linked DAF gift in the year. A donor is retained when the donor gave again in the next fiscal year, through a DAF or not. A DAF gift that is not linked to a donor cannot count as a renewal, so the rate for DAF donors may be too low.

- DAF donors are less often 1st Year Donors. In each fiscal year from FY22 to FY25, 22% to 27% of DAF donors were 1st Year Donors, and 68% to 72% of other donors were 1st Year Donors. 1st Year Donors give again at the lowest rate, so the gap in the "All donors" columns is wider than the gap within each donor status.
- Over FY22 to FY26, among 3+ Year Donors who were mid-level or major donors, DAF donors and other donors both gave again at 82%.
- Over FY22 to FY26, 87% to 91% of the DAF donors who gave again also gave through a DAF.

Direct Mail & White Mail

1. What has direct mail revenue actually done over the last 5 years, separated from white mail?

- Placeholder. The analysis for this question is not written yet.

2. What is direct mail revenue by appeal?

- Placeholder. The analysis for this question is not written yet.

3. What has white mail revenue done?

- Placeholder. The analysis for this question is not written yet.

4. Who is sending white mail?

- Placeholder. The analysis for this question is not written yet.

5. What is the response rate, average gift and revenue per thousand solicited by direct mail appeal?

- Placeholder. The analysis for this question is not written yet.

Honor/Memorial

1. How does Honor/Memorial giving show up in our file?

- Placeholder. The analysis for this question is not written yet.

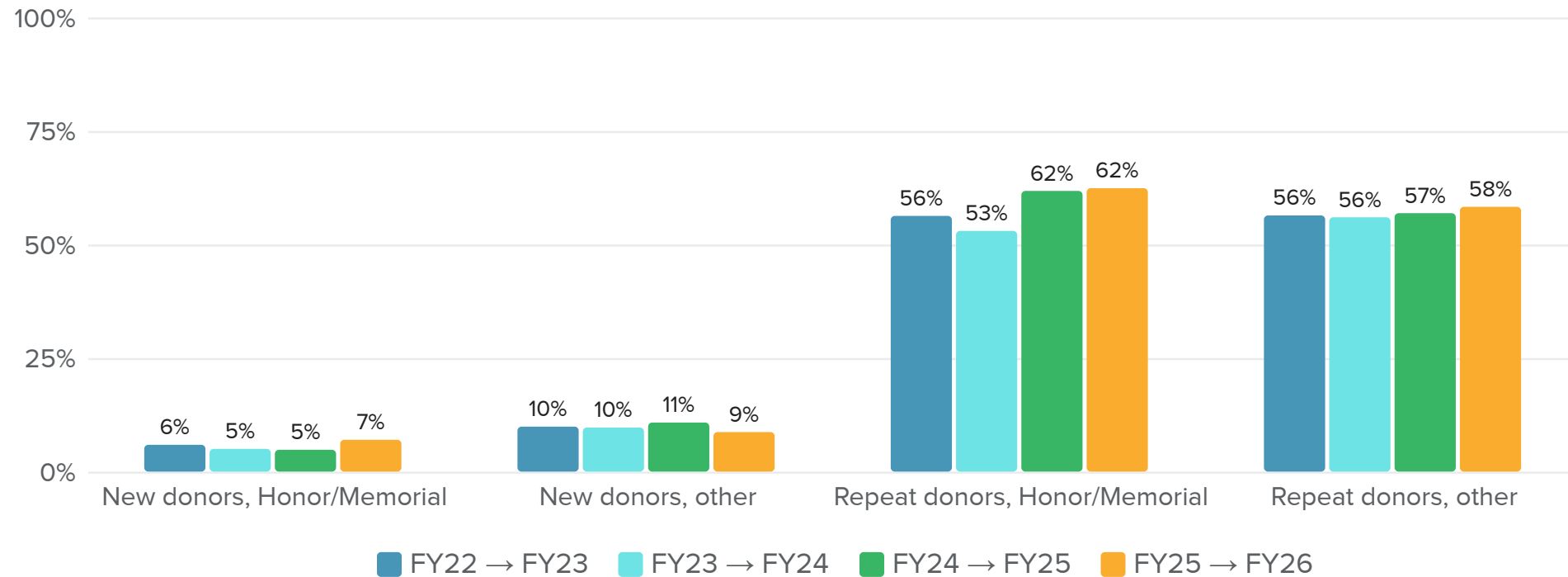
2. What is the average Honor/Memorial gift?

- Placeholder. The analysis for this question is not written yet.

3. How many Honor/Memorial gifts did we receive by channel?

- Placeholder. The analysis for this question is not written yet.

4. What is the donor retention rate of Honor/Memorial donors?



Individuals only. An Honor/Memorial donor gave at least one tribute gift in the first year of the pair. A repeat donor is every donor who is not new.

- Over FY22 to FY26, only 5% to 7% of new Honor/Memorial donors gave again the next year, against 9% to 11% of other new donors.
- Repeat donors showed little difference until FY24. In the last two years, 62% of repeat Honor/Memorial donors gave again, against 57% to 58% of other repeat donors.

5. What is the donor retention rate of Honor/Memorial donors by donor status?

- We looked only at the donors who gave in FY25 and whether they gave again in FY26.
- Honor/Memorial donors had a lower retention rate in their first year, both as 1st Year Donors and as 1st Year Reactivated donors. But the Honor/Memorial donors who stayed on the file past that first year had a higher retention rate than other donors.