



FY2011 Donor and Fundraising Analysis

Overview

Revenue Source	2008	2009	2010	2011
Foundation	\$1,323,572 (67%)	\$2,872,191 (68%)	\$3,168,656 (57%)	\$2,371,152.76 (42%)
Individual (Online)	\$175,260 (9%)	\$198,861 (5%)	\$216,591 (4%)	\$292,656.49 (5.2%)
Individual* (Offline)	\$179,743 (9%)	\$144,972 (3%)	\$220,610 (4%)	\$436,307.11 (7.7%)
Earned	\$18,258 (1%)	\$26,444 (1%)	\$27,186 (less than 1%)	\$44,052.79 (1%)
Corporate	\$19,407 (1%)	\$386,678 (9%)	\$970,379 (17%)	\$1,508,048.49 (26%)
Special Events**	\$263,200 (13%)	\$585,200 (14%)	\$979,567 (18%)	\$943,387.00 (16%)
Total	\$1,979,440	\$4,214,346	\$5,582,989	\$5,674,478.42

* Combined Federal Campaign donations are also included.

** Special Event donations come from Foundations, Individuals, and Corporations. However, those donations are counted separately under Special Events for analytical purposes in determining its effects on fundraising

January Total
\$176,667.00
CFC: \$23,244.15

July Total
\$318,772.00
CFC: \$14,796.37

February Total
\$48,394.00
CFC: \$18,301.16

August Total
\$290,641.00
CFC: \$22,851.97

March Total
\$354,607.00
CFC: \$8,111.31

September Total
\$530,663.00
CFC: \$21,011.76

April Total
\$191,353.00
CFC: \$19,005.37

October Total
\$467,277.00
CFC: \$25,395.26

May Total
\$281,987.00
CFC: \$14,242.18

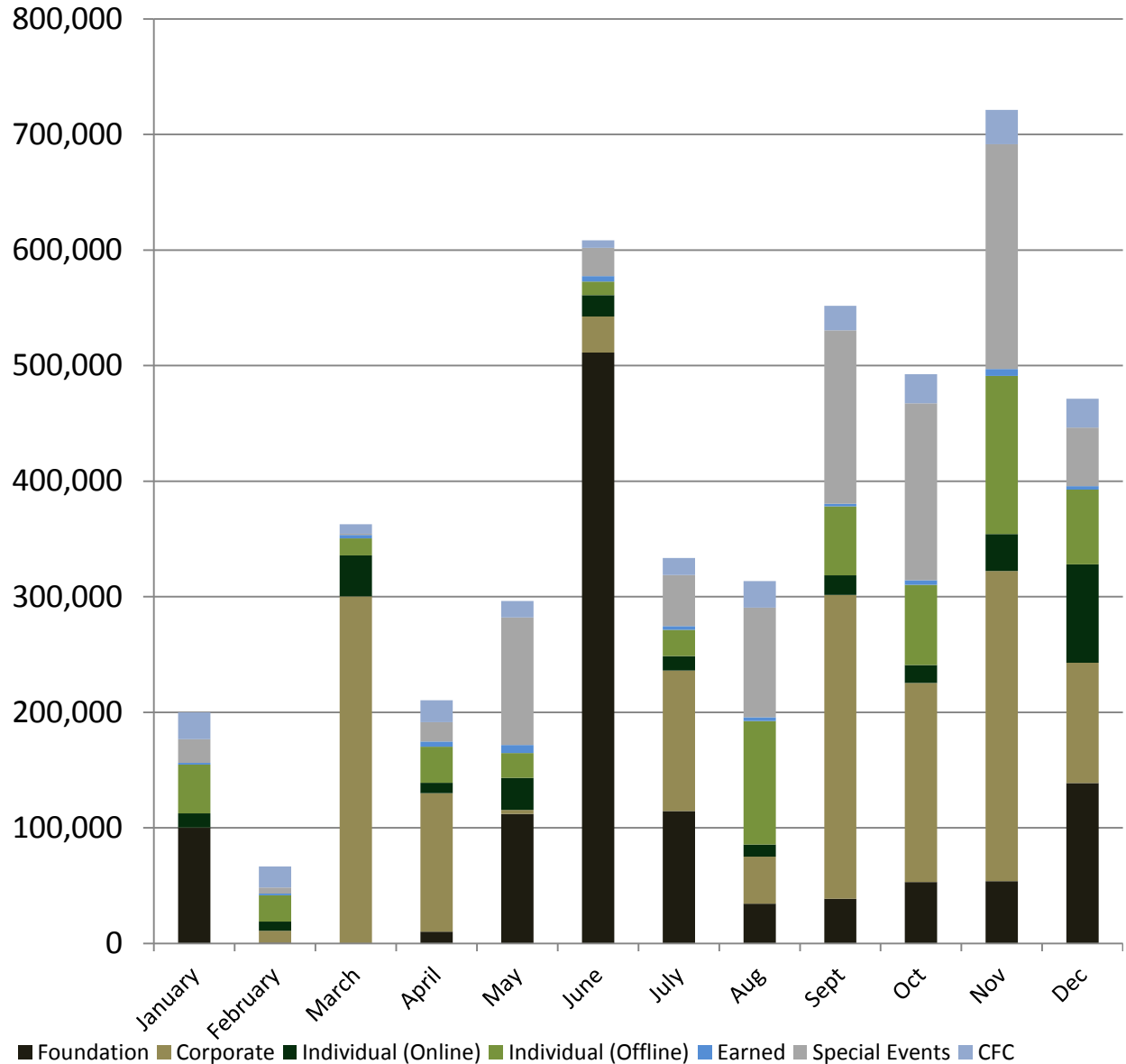
November Total
\$691,692.00
CFC: \$29,558.53

June Total
\$602,023.00
CFC \$6,346.17

December Total
\$446,337.00
CFC: \$24,923.44

CFC Total: \$257,751.43

Revenue by Category (by month)



January
\$54,538.03
198 Individual donors
47 New donors

July
\$12,652.33
232 Individual donors
21 New donors

February
\$30,792.46
74 Individual donors
52 New donors

August
\$10,680.97
238 Individual donors
38 New donors

March
\$50,138.56
548 Individual donors
355 New donors

September
\$16,940.54
242 Individual donors
41 New donors

**Storm the Hill
Campaign**

April
\$40,392.94
87 Individual donors
56 New donors

October
\$15,498.95
241 Individual donors
64 New donors

May
\$49,194.19
425 Individual donors
278 New donors

November
\$31,914.45
293 Individual donors
145 New donors

June
\$30,257.37
333 Individual donors
243 New donors

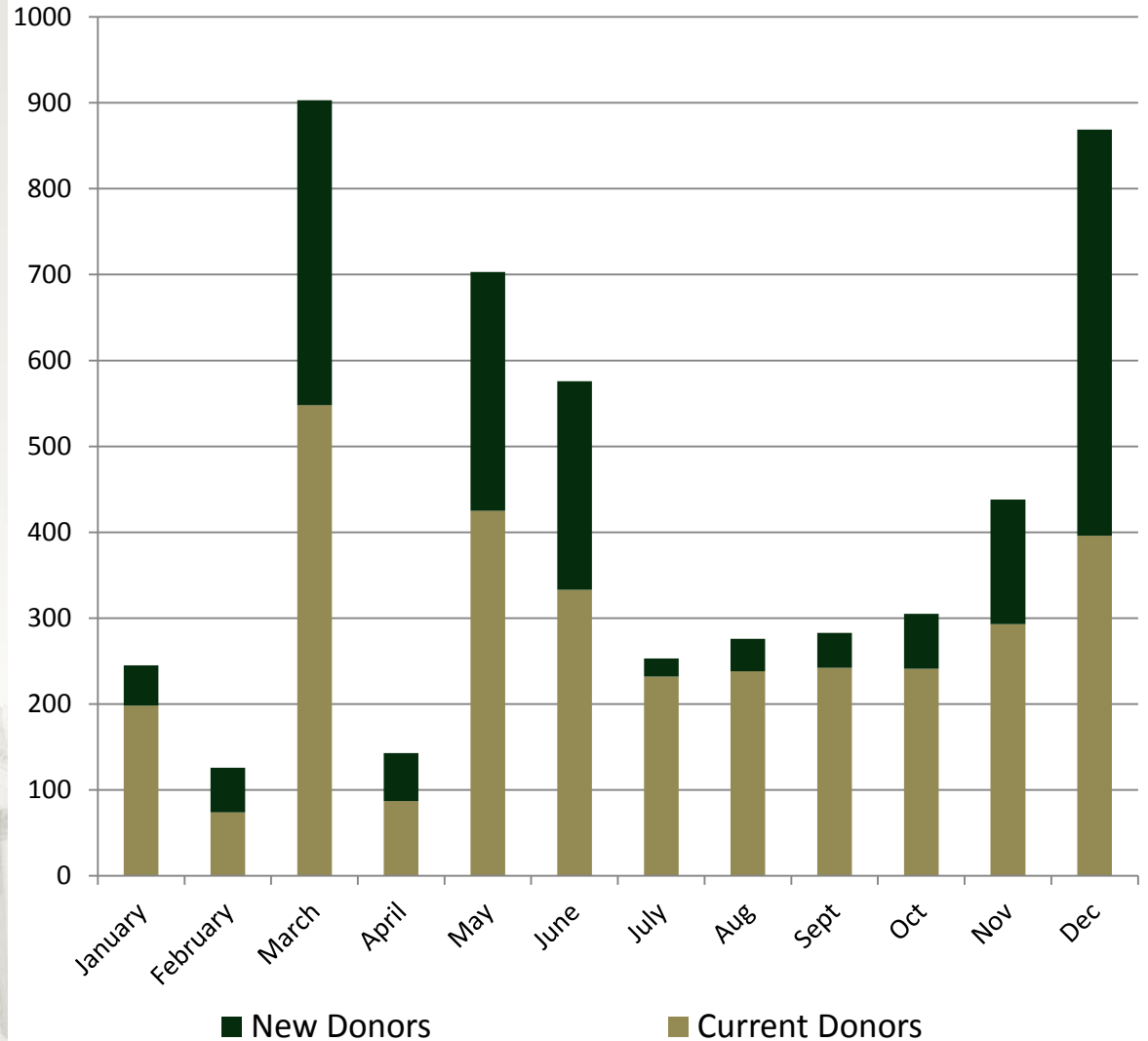
December
\$85,090.10
396 Individual donors
473 New donors

**Craigconnects
Campaign**

Holiday Campaign

Individual Online Donors

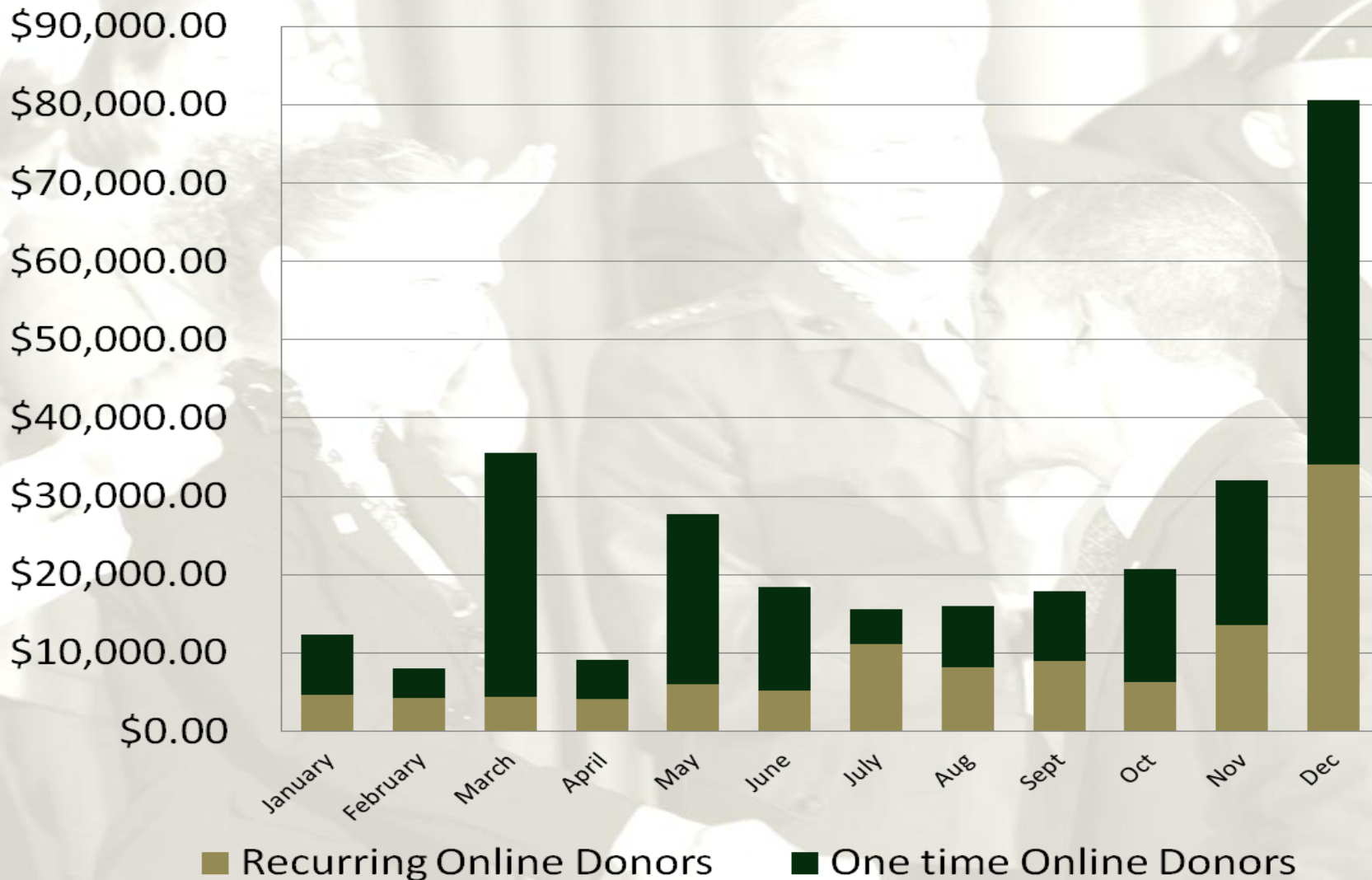
New Donors vs. Current Donors*



* Anonymous donors are included in this figure as it cannot be determined if the individual has donated before.

Individual Online Donations

One Time Donors vs. Recurring Online Donation Revenue*



* Anonymous donors are included in these figure as it cannot be determined if the individual has donated before. Recurring online donors are individuals who have set up a recurring monthly payment on the IAVA website.

Corporate (non Special Event) Donor Breakdown

MillerCoors
\$774,500.00
(73%)

Joseph About
\$100,000.00
(6.5%)

jcpenny
\$124,608.00
(10%)

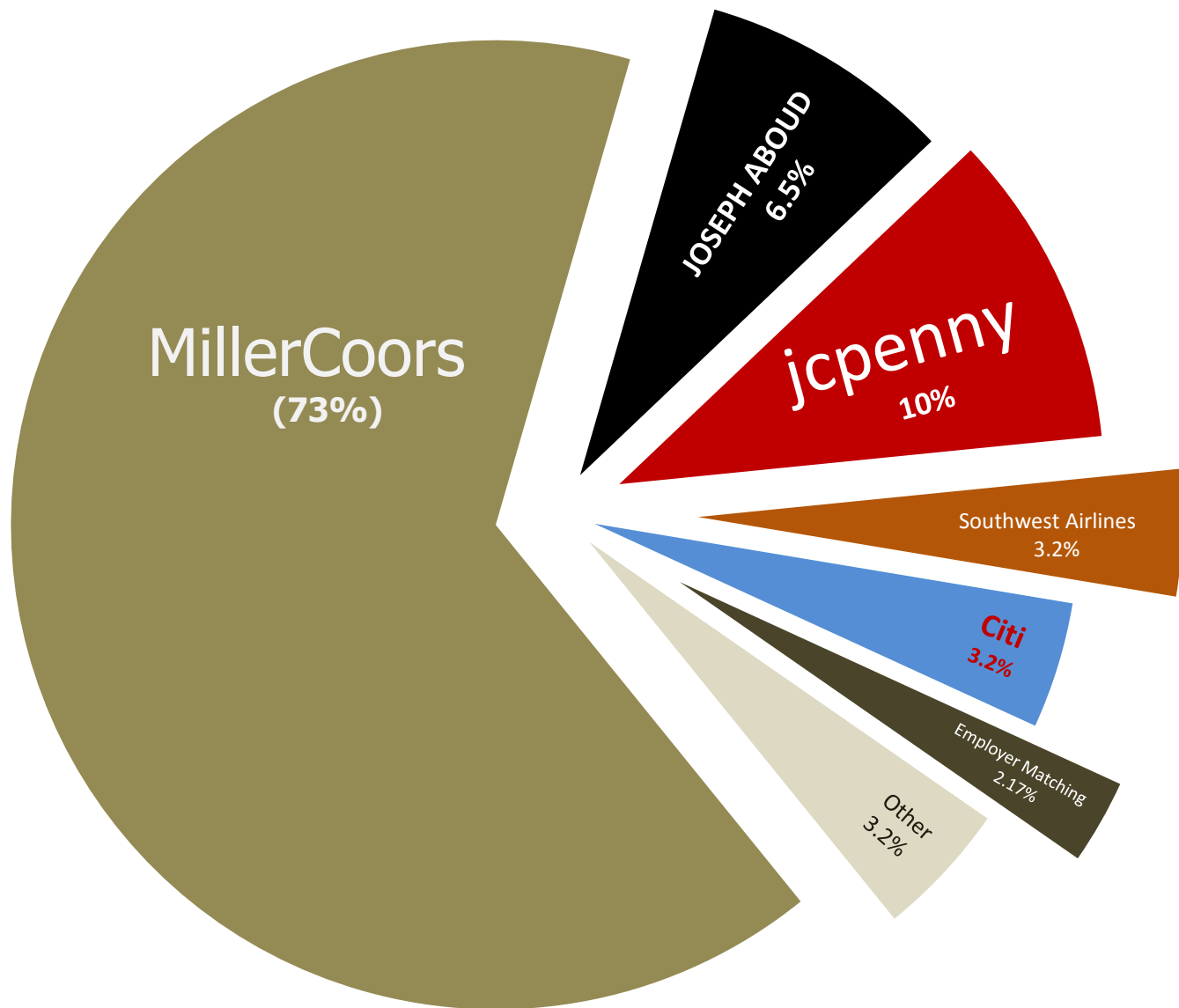
Southwest Airlines
\$50,000.00
(3.2%)

Citi
\$50,000.00
(3.2%)

Employer Matching (to include companies like AMEX, ING, IBM, Wells Fargo, GAP, Google, Deutsche Bank):
\$33,406
(2.17%)

Other Corporate:
\$53,442
(3.5%)

Corporate Donors
Total: \$2,050,890.49



Foundation (non Special Event) Donor Breakdown

California Community Fdn

\$1,333,000.00

(59%)

Charles and Helen Schwab Fdn

\$550,000.00

(24%)

The Annenberg Foundation

\$100,000.00

(4.5)

Call Of Duty Endowment

\$50,000.00

(2.2)

New York Community Trust

\$50,000.00

(2.2%)

Rosenshein Foundation

\$25,000.00

(1.7%)

Rosenthal Family Foundation CT

\$25,000.00

(1.1%)

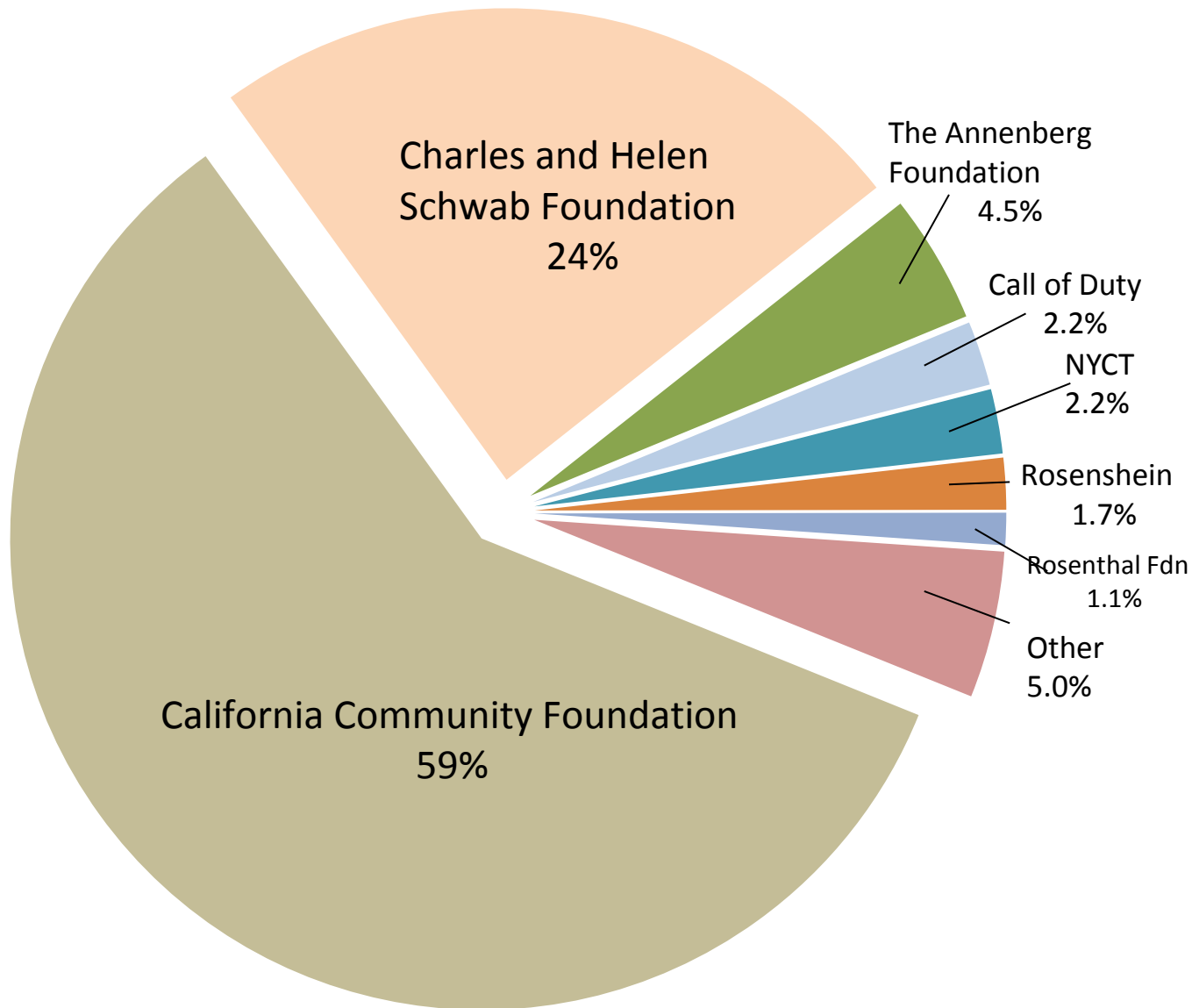
Other:

\$113,806.00

(5%)

Total Foundation

\$2,371,152.76



Special Event Donation & Ticket Sales

Heroes Celebration
\$92,980.00
(9.5%)

Memorial Day Fundraiser
\$51,860.00
(5.3%)

TIME Cover Launch Party
\$15,480.00
(1.5%)

San Francisco Fundraiser
\$5,175.00
(.5%)

Heroes Gala
\$807,282.00
(83%)

Total Special Events
\$972,777.00

