Quarterly Fundraising Report™

Revenue and retention metrics report on year-to-date (YTD) performance compared against the prior year total based on a panel* of organizations selected from the Growth in Giving Database of 154 million transactions from 17,597 organizations and $68 billion in donations since 2005.

% of Total 2017 Donors 95.48%

Donors (Year to Date)
YTD Change -4.5%

% of 2017 Revenue 101.63%

Dollars (Revenue to Date)
YTD Change 1.6%

Overall YTD Donor Retention Rate 44.5%

YTD Change -6.3%

*All prior year donors retained YTD

Retention Monitor™

Fourth Quarter Revenue (As % 2017 Total)

2014 2015 2016 2017 2018

| % of 2017 Total | 87.00% | 93.16% | 91.94% | 100.00% | 101.63% |

Year to Date Fundraising Performance. All Rights Reserved.
Fundraising Effectiveness Project

Retention

Year to-date response and retention metrics indicate how new, single gift, existing, and lapsed donors are responding.

Donors Giving YTD

95.48% donors YTD (% of Donors at end of 2017)

Retention YTD by Donor Type

<table>
<thead>
<tr>
<th>Donor Type</th>
<th>YTD Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Donors</td>
<td>-7.3%</td>
</tr>
<tr>
<td>New Retained Donors</td>
<td>-14.9%</td>
</tr>
<tr>
<td>Repeat Retained Donors</td>
<td>0.2%</td>
</tr>
<tr>
<td>Recaptured Donors</td>
<td>-1.6%</td>
</tr>
</tbody>
</table>

Fourth Quarter Donors YTD (As % 2017 Total)

<table>
<thead>
<tr>
<th>Year</th>
<th>% 2017 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>91.13%</td>
</tr>
<tr>
<td>2015</td>
<td>95.61%</td>
</tr>
<tr>
<td>2016</td>
<td>94.84%</td>
</tr>
<tr>
<td>2017</td>
<td>100.00%</td>
</tr>
<tr>
<td>2018</td>
<td>95.48%</td>
</tr>
</tbody>
</table>
Fundraising Effectiveness Project

Retention

Year to-date response and retention metrics indicate how new, single gift, existing, and lapsed donors are responding.

Repeat Retention Rate YTD

New Donor Retention Rate YTD

Recapture Rate YTD

Definitions

Repeat Retention Rate YTD = How many donors who gave in the full prior year, excluding new donors and have given this year to date divided by the number of donors who gave in the full prior year, excluding new donors.

New Donor Retention Rate YTD = How many donors whose first gift was last year and have given this year to date divided by the number of donors whose first gift was last year

Recapture Rate YTD = The percent [%] of previously lapsed donors who have given a gift from the beginning of the year through the date noted on the top of the report.
Revenue YTD

101.63% (% of Revenue at end of 2017)

Revenue YTD by Donor Level

General Donors
Under $250
- 7.48%
-4.4% YTD Change
5.45% Upgraded Donors

Mid-Level Donors
$250 - $999
- 6.61%
-4.0% YTD Change
46.7% Mid-Level Joins

Major Donors
$1,000 & Up
- 87.55%
2.6% YTD Change
37.4% Major Joins

Revenue YTD by Gift Range

<table>
<thead>
<tr>
<th>Year</th>
<th>General</th>
<th>Mid-Level</th>
<th>Major</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>7.13%</td>
<td>6.20%</td>
<td>73.67%</td>
</tr>
<tr>
<td>2015</td>
<td>7.49%</td>
<td>6.58%</td>
<td>79.09%</td>
</tr>
<tr>
<td>2016</td>
<td>7.48%</td>
<td>6.46%</td>
<td>78.01%</td>
</tr>
<tr>
<td>2017</td>
<td>7.82%</td>
<td>6.88%</td>
<td>85.29%</td>
</tr>
<tr>
<td>2018</td>
<td>7.48%</td>
<td>6.61%</td>
<td>87.55%</td>
</tr>
</tbody>
</table>

Upgraded Donors = % of under $250 donors that increased their giving.  
Mid-Level Joins = % of $250-$999 donors with first gift in that range.  
Major Joins = % of $1,000+ donors with first gift in that range.
The Fundraising Effectiveness Project (FEP)

In 2006, the Association of Fundraising Professionals (AFP) and the Center on Nonprofits and Philanthropy at the Urban Institute established the Fundraising Effectiveness Project (FEP) to conduct research on fundraising effectiveness and help nonprofit organizations increase their fundraising results at a faster pace.

Data Providers

The FEP wouldn’t be possible without data. These software providers make the collection of data for this analysis possible.

Data Reporting

The Quarterly Report wouldn’t be possible without the data processing and analytics provided by these firms. Organizations included in the panel for the quarterly reports have raised $5,000 or more, with 25 or more donors in each of the last 6 years. Revenue figures have been adjusted for inflation.