

MEMORANDUM

TO: NWFSC Foundation Development Committee

FROM: Chris Stowers, Executive Director

DATE: January 23, 2025

SUBJECT: Gifts by Fiscal Year

During the October 17, 2024, Development Committee meeting, we discussed key metrics to measure the effectiveness of the Foundation's fundraising efforts. Questions were raised about evaluating fundraising success beyond just total annual contributions. The Foundation staff committed to providing additional information for the Committee's review.

One important data set to consider is the composition of our donor base:

- Who are our donors?
- What areas are they supporting?
- What is the size of their contributions?

Attached is a summary of all gifts received during Fiscal Years 22-23, 23-24, and 24-25 (to date). The attached document includes:

- **Page 1:** A chart showing a breakdown of gifts by gift range.
- **Pages 2-4:** A list of all gifts of \$2,500 or more, organized by fiscal year, including donor type (new vs. existing, individual/corporate/association) and the purpose of each gift.

The purpose of sharing this information is to give the Development Committee data on where and how gifts are being made, which will help prioritize future development efforts to maximize fundraising results.

The Committee is asked to review the attached information and come prepared to discuss insights and any questions that arise.