

Fundraising Team Quarterly Reports

Quarter 1 (Jan-Mar 2024)

Fundraising Metrics:

Key Performance Indicators		Jan - March
Median Gift Size		\$32.00
Mode Gift		\$10.90
Smallest Gift Size		\$2.00
% of fees covered by donors		80%
Monthly Donors		
Total at End of the Month		54
Retention Rate		100%
Recaptured		0
Average Monthly Gift Size		\$42.00
New Donors		
One-Time		35
Monthly (all platforms)		10
Total Gifts		
Total # of Gifts		196
Total Gifts by Donor Type	Count	Percentage
Individuals	78	90.7%
Corporations	4	4.7%
Foundations	4	4.7%
Governments	0	0
Donations by Interval (CAD \$)		
0-99		156
100-499		27
500-999		6
1000+		7
% of Total Donations that Recurring Gifts (Monthly)		28%

Fundraising Activities:

- Donor Stewardship - donors are contacted via phone (first option) or email (second option) post donation
- Website Development - substantive website updates have been made across homesfirst.on.ca and staff.homesfirst.on.ca regarding functionality, security and content
- Grant Writing- 2 grants submitted to private foundations
- Grant/Foundation Prospecting ongoing
- Onboarded Kits for a Cause partnership (streamlines corporate volunteer activities to fulfill tangible needs)
- Annual fundraiser planning - ongoing prospecting, qualifying and solicitation of sponsorship and silent auction donation items for Homes for Dinner – The Ruby Gala

Communications Metrics:

Marketing Highlights:

- We are in the process of launching the Homefull Commitment Campaign highlighting 40 years of Homes First, going live on May 6 across TTC, downtown digital billboards and social media ads.
- We have a rolling video series across social media with bit size information about Homes First our sector and what we do.
- We have been posting consistently across all channels 3 to 4 times a week. We are now looking into increasing our LinkedIn engagement with thought leadership articles, Job posting and BTS footage of life at Homes First.
- We have rolled out updated brand assets and new email signatures.

Social (Jan - March) (organic - no paid ads)

- Follower count has increased by 294 across LinkedIn, Facebook, Instagram
- With an organic reach of over 10,000 reach and 21,000 impressions across LinkedIn, Facebook, Instagram

Highlights: (compared to previous quarter)

- 46.5% increase in content interaction on Instagram
- 42.4% increase in reach on Facebook
- 1.3% increase in reaction on LinkedIn

Newsletter (Jan - March)

- We have sent out a total of 3 newsletters
- An average sends of 647 people per send
- Open Rate 43.4%