

## Fundraising Team Quarterly Report

Q2 2024: April – June

### Fundraising Metrics:

Key Performance Indicators		Apr-June
Median Gift Size		\$26.70
Mode Gift		\$10.90
Largest Size		\$17,399.25
Smallest Gift Size		\$0.15
% of transaction fees covered by donors		83%
<b>Monthly Donors</b>		
Total at End of the Quarter		57
Retention Rate		100%
Recaptured		N/A
Average Monthly Gift Size		\$43.50
<b>New Donors</b>		
One-Time		15
Monthly (all platforms)		3
<b>Total Gifts</b>		
Total # of Gifts		195
<b>Total Gifts by Donor Type</b>	<b>Count</b>	<b>Percentage</b>
Individuals	75	93.8%
Corporations	2	2.5%
Foundations	3	3.8%
Governments	0	0
<b>Donations by Interval (CAD \$)</b>		
0-99		162
100-499		26
500-999		5
1000+		2
<b>% of Total Donations from Recurring Gifts (Monthly)</b>		29%

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### **Q2 2024: April – June**

#### Fundraising Activities:

- Donor Stewardship: donors are contacted via phone (first option) or email (second option) post donation
- Monthly Donor Contact Campaign underway:
  - Monthly donors across all platforms contacted for mini-interviews to source amalgamated blog post on Monthly Donorship
  - Individualized, shareable “Fact Sheet” prepared for each donor to summarize their involvement & impact at Homes First
- Lunch and Learn Deck & speaking notes finalized
- Grant Writing: 3 grants submitted to private foundations
- Grant, Private/Public and Major donor prospecting and qualifying ongoing
- Annual fundraiser (Homes for Dinner) planning underway; significant progress on acquiring Sponsorship and Silent Auction (item donation), however, still ongoing.

#### ***Communication Metrics:***

#### **Marketing Update -**

#### **Social Media Performance (April-June)**

- Video Series: Our bite-sized videos about Homes First and our activities saw the highest engagement and views. We plan to expand this series, increasing output from July 2024.
- LinkedIn Strategy: Our new strategy to boost engagement has shown significant success. Posts, including info series videos mentioned above and hiring announcements, have been well-received. Future content will include more thought-leadership pieces and "Day in the Life" employee stories.
- Follower Growth: 283 new followers across LinkedIn, Facebook, and Instagram.
- Organic Reach: 67,757 impressions across LinkedIn, Facebook, and Instagram.
- Paid Impressions: Over 261,000 impressions through Meta for the Homefull campaign.

#### **Highlights:**

- 189.1% Increase in reach on Instagram
- 22.5% Increase in content interactions on Facebook
- 101.3% Increase in reactions on LinkedIn

#### **Homefull Commitment Campaign - May**

In May, we launched the Homefull Commitment Campaign to celebrate 40 years of Homes First. Key achievements include:

- **Billboards:** Over 6 digital billboards and TTC Ads across the city generating 84,732,844 impressions.
- **Social Media:** Over 300,000 impressions.
- **Website Traffic:** 6,000 visitors.
- **Sign-ups:** Over 200 new commitments to the Homefull pledge.

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We're thrilled with the increased brand awareness and the opportunity to engage our new sign-ups through email marketing.

#### **Newsletter Performance (April-June)**

- **Donor Newsletters:** six newsletters sent with an average of 680 recipients per send and a 40% open rate.
- **General Mailing List:** six newsletters sent with an average of 800 recipients per send and a 20% open rate.