

Organizations participating in the Cultural Data profile can login at <http://da.culturaldata.org> to run this report. The Fundraising Report will help you analyze fundraising activity trends and understand return on investment. Look for:

- Metrics that illuminate the return on investment of your fundraising efforts
- Visualizations of key fundraising metrics
- Detailed breakdown of contributions in specific categories, the number of contributors and average contribution size

This report is also available in comparison mode which allows you to benchmark against peer organizations. For more on how to run analytic reports, <http://culturaldata.force.com/Resources/articles/Article/Get-Started-with-Analytic-Reports>.



Data & Arts

Example Art Center  
Fundraising Trend Report

This report looks at all development activity and includes all contributions, whether restricted, temporarily restricted, or permanently restricted, operating or non-operating. Fundraising expenses will include capital campaign expenses if an organization is conducting a capital campaign. The table shows percentage changes from one year to the next. Trends in contributed revenue will be impacted by special fundraising activities.

Fundraising Activity

	FY 2015	FY 2016	% Change	FY 2017	% Change
Total contributed revenue <i>(Includes operating and non-operating revenue)</i>	\$170,435	\$294,750	73%	\$320,915	9%
Total fundraising expense	\$39,320	\$55,057	40%	\$85,125	55%
Total expenses <i>(Includes non-operating expenses)</i>	\$391,120	\$449,577	15%	\$462,697	3%

Metrics

Fundraising expense as a % of total contributions	23%	19%	27%
Fundraising expense as a % of total expense	10%	12%	18%
Fundraising Efficiency	\$4.33	\$5.35	\$3.77
Net Contributed Revenue	\$131,115	\$239,693	\$235,790

Fundraising expense as a % of total contributions shows how much you are spending to generate contributed revenue.

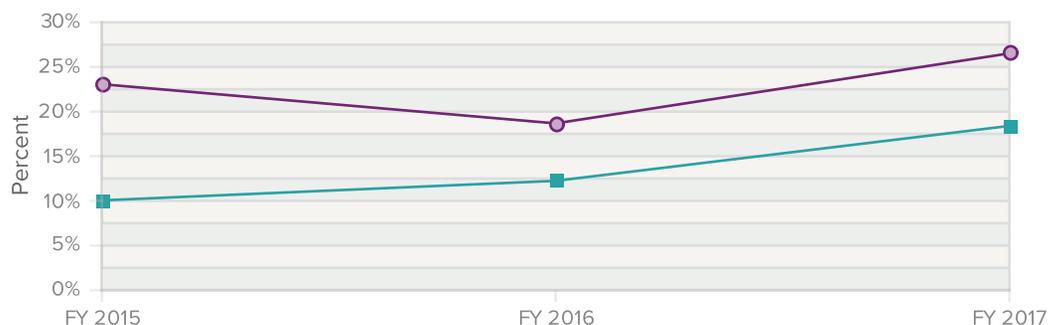
Fundraising expense as a % of total expense shows what percentage of total expenses you are spending on fundraising efforts.

Fundraising efficiency calculates the average dollar amount of contributions raised from each dollar spent on fundraising.

Net contributed revenue shows how much an organization received in contributions net of all fundraising costs.

Fundraising Expense Percentages

- As a % of total contributions
- As a % of total expenses



	FY 2015			FY 2016			FY 2017		
	Contributions	Contributors	Average Contribution	Contributions	Contributors	Average Contribution	Contributions	Contributors	Average Contribution
Board	\$4,420	15	\$295	\$6,213	11	\$565	\$6,600	9	\$733
Individuals	\$13,794	178	\$77	\$21,497	161	\$134	\$31,786	198	\$161
Corporate	\$1,350	4	\$338	\$29,046	5	\$5,809	\$33,550	7	\$4,793
Foundation	\$135,906	22	\$6,178	\$205,917	20	\$10,296	\$199,065	20	\$9,953
Government <i>(Includes Tribal)</i>	\$8,386	1	\$8,386	\$15,897	2	\$7,948	\$49,914	3	\$16,638
<b>Total</b>	<b>\$163,856</b>	<b>220</b>	<b>\$745</b>	<b>\$278,570</b>	<b>199</b>	<b>\$1,400</b>	<b>\$320,915</b>	<b>237</b>	<b>\$1,354</b>
Board Members		16			11			10	
Percentage of board members who contribute		94%			100%			90%	

This organization does not have any special event details for these years. This may be because the organization's annual expenses are under \$50,000 and they are therefore only required to complete the short form of the DataArts Survey.