

## 2023 WACOSA Development Key Performance Indicators

|                        | Qtr1             | Qtr2            | Qtr3            | Qtr4             | Total            | Goal      | Difference | 2022 Totals | 2022 Budget |
|------------------------|------------------|-----------------|-----------------|------------------|------------------|-----------|------------|-------------|-------------|
| General Donations      | \$19,671         | \$21,012        | \$13,607        | \$65,757         | <b>\$120,047</b> | \$115,000 | \$5,047    | \$127,450   | \$100,000   |
| Event                  | \$16,000         | \$29,445        | \$18,600        | \$750            | <b>\$64,796</b>  | \$45,000  | \$19,796   | \$32,459    | \$56,000    |
| Grants                 | \$25,900         | \$8,916         | \$2,372         | \$13,540         | <b>\$50,728</b>  | \$71,000  | -\$20,272  | \$50,020    | \$134,000   |
| Total General Op.      | \$61,571         | \$59,373        | \$34,580        | \$80,047         | <b>\$235,571</b> | \$231,000 | \$4,571    | \$209,928   | \$290,000   |
| Designated (APH)       | \$127,983        | \$25,692        | \$13,850        | \$50             | <b>\$167,575</b> | \$375,000 | -\$207,425 | \$219,293   | \$300,000   |
| Endowment              | \$78,941         | \$500           |                 | \$86,525         | <b>\$165,966</b> | \$100,000 | \$65,966   | \$117,055   | \$75,000    |
| <b>TOTAL DONATIONS</b> | <b>\$268,495</b> | <b>\$85,565</b> | <b>\$48,430</b> | <b>\$166,622</b> | <b>\$569,112</b> | \$706,000 | -\$136,888 | \$546,277   | \$665,000   |
| Total # of Donations   | 110              | 277             | 187             | 273              | 847              |           |            | 761         |             |
| Donor Count            |                  |                 |                 |                  | 513              |           |            | 503         |             |
| New Donors             |                  |                 |                 |                  | 185              |           |            | 197         |             |
| Donor Retention        |                  |                 |                 |                  | 64%              |           |            | 61%         |             |

## Planned Giving Program Key Performance Indicator's

| WACOSA LEGACY SOCIETY | Qtr1 | Qtr2 | Qtr3 | Qtr4 | Year Total | Prior Years | Grand Total | Average Estate Gift | Future Expectancies |
|-----------------------|------|------|------|------|------------|-------------|-------------|---------------------|---------------------|
| WLS New Members       | 1    | 2    | 1    | 1    | 5          | 15          | 20          |                     |                     |
| WLS-Deceased          | 0    | 0    | 0    | 0    | 0          | 4           | 4           |                     |                     |
| WLS-Alive             | 1    | 2    | 1    | 1    | 5          | 11          | 16          | \$40,000.00         | \$640,000.00        |

WLS=WACOSA Legacy Society

## ENDOWMENT INFORMATION

|                     |          |       |     |          |           |           |           |                                                 |  |
|---------------------|----------|-------|-----|----------|-----------|-----------|-----------|-------------------------------------------------|--|
| Estate Gift Amount: |          |       |     |          | \$0       | \$34,510  | \$34,510  |                                                 |  |
| General Endow Amt*  |          |       |     | \$25,000 | \$25,000  | \$143,401 | \$168,401 | *Includes \$25,000 WACOSA donation to Flex Fund |  |
| Named Endow Amt     | \$78,941 | \$500 |     | \$61,525 | \$140,966 | \$22,254  | \$163,220 |                                                 |  |
| Grand Total Amount  | \$78,941 | \$500 | \$0 | \$86,525 | \$165,966 | \$200,165 | \$366,131 |                                                 |  |

\*\* Amount in Q1 is actually \$86,240 because a deposit of \$7298.61 was made in 2023 from 2022 EOY donation

|                     |   |   |   |    |    |    |    |  |  |
|---------------------|---|---|---|----|----|----|----|--|--|
| Estate Gifts        |   |   |   |    |    | 2  | 2  |  |  |
| General Endow Gifts | 0 |   |   | 2  | 2  | 7  | 9  |  |  |
| Named Endow Gifts   | 2 | 2 | 0 | 11 | 15 | 16 | 31 |  |  |
| Grand Total Gifts   | 2 | 2 | 0 | 13 | 17 | 25 | 42 |  |  |

| VALUES:                        |  |  |  |  | 2023 YTD  | Prior Year | \$ Growth | Distribution | Net Value    |
|--------------------------------|--|--|--|--|-----------|------------|-----------|--------------|--------------|
| Endowment Fund Value*          |  |  |  |  | \$331,387 | \$139,693  | \$191,694 |              | \$331,386.54 |
| Flexible-Endowment Fund Value* |  |  |  |  | \$44,590  | \$29,815   | \$14,775  |              | \$44,589.50  |
| Grand Totals-Endowment Funds*  |  |  |  |  | \$375,976 | \$169,508  | \$206,468 |              | \$375,976.04 |

\* Includes Investment Earnings

## 2024 WACOSA Development Key Performance Indicators

|                          | Qtr1       | Qtr2       | Qtr3       | Qtr4       | Total      | Budget           | Difference | 2023 Totals      | 2023 Budget |
|--------------------------|------------|------------|------------|------------|------------|------------------|------------|------------------|-------------|
| General Donations        |            |            |            |            |            | \$190,000        |            | \$184,843        | \$160,000   |
| Grants                   |            |            |            |            |            | \$222,000        |            | \$50,728         | \$71,000    |
| <b>Total General Op.</b> | \$0        | \$0        | \$0        | \$0        | \$0        | \$412,000        |            | \$235,571        | \$231,000   |
| Designated (APH)         |            |            |            |            |            | \$300,000        |            | \$167,575        | \$375,000   |
| Endowment                |            |            |            |            |            | \$115,000        |            | \$165,966        | \$100,000   |
| <b>TOTAL DONATIONS</b>   | <b>\$0</b> | <b>\$0</b> | <b>\$0</b> | <b>\$0</b> | <b>\$0</b> | <b>\$827,000</b> |            | <b>\$569,112</b> |             |
| Total # of Donations     |            |            |            |            |            |                  |            | 847              |             |
| Donor Count              |            |            |            |            |            |                  |            | 513              |             |
| New Donors               |            |            |            |            |            |                  |            | 185              |             |
| Donor Retention          |            |            |            |            |            |                  |            | 64%              |             |

## 2024 Planned Giving Program Key Performance Indicator's

| <b>WACOSA LEGACY SOCIETY</b> | Qtr1 | Qtr2 | Qtr3 | Qtr4 | Year Total | Prior Years | Grand Total | Average Estate Gift | Future Expectancies |
|------------------------------|------|------|------|------|------------|-------------|-------------|---------------------|---------------------|
| WLS New Members              | 1    | 2    | 1    | 1    | 5          | 15          | 20          |                     |                     |
| WLS-Deceased                 | 0    | 0    | 0    | 0    | 0          | 4           | 4           |                     |                     |
| WLS-Alive                    | 1    | 2    | 1    | 1    | 5          | 11          | 16          | \$40,000.00         | \$640,000.00        |

WLS=WACOSA Legacy Society

### ENDOWMENT INFORMATION

|                           |                 |              |            |                 |                  |                  |                  |                                                 |  |
|---------------------------|-----------------|--------------|------------|-----------------|------------------|------------------|------------------|-------------------------------------------------|--|
| Estate Gift Amount:       |                 |              |            |                 | \$0              | \$34,510         | \$34,510         |                                                 |  |
| General Endow Amt*        |                 |              |            | \$25,000        | \$25,000         | \$143,401        | \$168,401        | *Includes \$25,000 WACOSA donation to Flex Fund |  |
| Named Endow Amt           | \$78,941        | \$500        |            | \$61,525        | \$140,966        | \$22,254         | \$163,220        |                                                 |  |
| <b>Grand Total Amount</b> | <b>\$78,941</b> | <b>\$500</b> | <b>\$0</b> | <b>\$86,525</b> | <b>\$165,966</b> | <b>\$200,165</b> | <b>\$366,131</b> |                                                 |  |

|                          |          |          |          |           |           |           |           |  |  |
|--------------------------|----------|----------|----------|-----------|-----------|-----------|-----------|--|--|
| Estate Gifts             |          |          |          |           |           | 2         | 2         |  |  |
| General Endow Gifts      | 0        |          |          | 2         | 2         | 7         | 9         |  |  |
| Named Endow Gifts        | 2        | 2        | 0        | 11        | 15        | 16        | 31        |  |  |
| <b>Grand Total Gifts</b> | <b>2</b> | <b>2</b> | <b>0</b> | <b>13</b> | <b>17</b> | <b>25</b> | <b>42</b> |  |  |

| <b>VALUES:</b>                       |  |  |  |  | 2024 YTD | Prior Year       | \$ Growth         | Distribution | Net Value     |
|--------------------------------------|--|--|--|--|----------|------------------|-------------------|--------------|---------------|
| Endowment Fund Value*                |  |  |  |  |          | \$139,693        | -\$139,693        |              | \$0.00        |
| Flexible-Endowment Fund Value*       |  |  |  |  |          | \$29,815         | -\$29,815         |              | \$0.00        |
| <b>Grand Totals-Endowment Funds*</b> |  |  |  |  |          | <b>\$169,508</b> | <b>-\$169,508</b> |              | <b>\$0.00</b> |

\* Includes Investment Earnings

## DONATIONS AND FUNDRAISING COMPARISON FROM 2019 FORWARD

| NAME                               | #          | 2019                | #          | 2020-COVID          | #          | 2021                | #          | 2022                | #          | 2023                | # | 2024 | 2024 Budget         |
|------------------------------------|------------|---------------------|------------|---------------------|------------|---------------------|------------|---------------------|------------|---------------------|---|------|---------------------|
| Endowment Distribution             |            |                     |            |                     |            |                     |            |                     |            |                     |   |      | \$8,000.00          |
| Annual Fundraiser (Gross)          | 274        | \$51,104.17         | 215        | \$38,433.06         | 75         | \$36,168.00         | 223        | \$32,458.66         | 256        | \$63,076.44         |   |      | \$60,000.00         |
| Add Salsa Engage not recorded      |            |                     |            |                     | 170        | \$10,575.18         |            |                     |            |                     |   |      |                     |
| Less Duplicate Entries             |            | (\$20,900.00)       |            |                     |            |                     |            |                     |            |                     |   |      |                     |
| Sponsorships for next year         |            |                     |            |                     |            |                     | 4          | \$1,050.00          | 3          | \$750.00            |   |      |                     |
| Spring Appeal                      |            |                     |            |                     |            |                     | 37         | \$5,088.00          | 42         | \$12,155.00         |   |      |                     |
| End of Yr Appeal                   | 82         | \$17,135.00         | 101        | \$19,776.00         | 118        | \$34,950.00         | 91         | \$34,389.00         | 116        | \$41,234.86         |   |      |                     |
| EOY Annual Appeal-came in Jan      |            |                     |            |                     | 24         | \$13,005.00         | 2          | \$5,150.00          | 11         | \$6,285.00          |   |      |                     |
| General                            | 118        | \$33,143.13         | 159        | \$58,633.85         | 178        | \$36,431.79         | 185        | \$42,232.83         | 170        | \$41,539.17         |   |      | \$122,000.00        |
| GiveMN                             | 21         | \$2,350.00          | 20         | \$2,655.00          | 73         | \$14,125.00         | 91         | \$19,304.17         | 99         | \$12,455.13         |   |      |                     |
| Facebook                           |            |                     |            |                     |            |                     |            |                     | 26         | \$1,176.18          |   |      |                     |
| Staff Fundraisers/Other FR         |            |                     |            |                     |            |                     | 6          | \$1,640.00          | 1          | \$300.00            |   |      |                     |
| Fundraising Event-Other            | 1          | \$193.08            |            |                     |            |                     | 3          | \$121.81            |            |                     |   |      |                     |
| Designated                         | 9          | \$3,181.05          | 87         | \$11,775.00         | 3          | \$3,800.00          | 31         | \$15,595.68         | 3          | \$2,540.00          |   |      |                     |
| Pizza Ranch                        | 4          | \$1,562.77          |            | \$0.00              |            | \$0.00              | 5          | \$1,390.50          | 2          | \$632.47            |   |      |                     |
| St. Cloud Rox                      | 1          | \$182.00            |            | \$0.00              | 1          | \$192.00            | 1          | \$138.00            | 1          | \$337.00            |   |      |                     |
| Designated-Seniors Program         | 6          | \$1,480.00          | 2          | \$150.00            |            |                     | 27         | \$1,350.00          | 51         | \$2,380.00          |   |      |                     |
| <b>Subtotal for General Op.</b>    |            | <b>\$89,431.20</b>  |            | <b>\$131,422.91</b> |            | <b>\$149,246.97</b> |            | <b>\$159,908.65</b> |            | <b>\$184,861.25</b> |   |      | <b>\$190,000.00</b> |
| Grants Awarded                     | 4          | \$15,537.19         | 19         | \$52,295.71         | 6          | \$82,900.00         | 10         | \$50,020.00         | 14         | \$50,711.88         |   |      | \$75,000.00         |
| 5310 Bus                           | 2          | \$128,039.70        |            | \$64,420.00         |            |                     |            |                     |            |                     |   |      | \$147,000.00        |
| <b>Total Grants</b>                |            | <b>\$143,576.89</b> |            | <b>\$116,715.71</b> |            | <b>\$82,900.00</b>  |            | <b>\$50,020.00</b>  |            | <b>\$50,711.88</b>  |   |      | <b>\$222,000.00</b> |
| <b>TOTAL GEN OP</b>                |            | <b>\$233,008.09</b> |            | <b>\$248,138.62</b> |            | <b>\$232,146.97</b> |            | <b>\$209,928.65</b> |            | <b>\$235,573.13</b> |   |      | <b>\$412,000.00</b> |
| Designated-Bartlett                | 25         | \$210,300.00        | 23         | \$271,369.00        | 20         | \$307,757.00        | 30         | \$219,293.00        | 35         | \$167,575.00        |   |      |                     |
| <b>TOTAL CAPITAL</b>               |            | <b>\$210,300.00</b> |            | <b>\$271,369.00</b> |            | <b>\$307,757.00</b> |            | <b>\$219,293.00</b> |            | <b>\$167,575.00</b> |   |      | <b>\$300,000.00</b> |
| Designated-Endowment               | 1          | \$29,510.18         |            |                     | 2          | \$18,000.00         | 5          | \$98,101.68         | 2          | \$25,000.00         |   |      |                     |
| Named Endowment                    |            |                     |            |                     | 9          | \$3,300.00          | 8          | \$18,953.61         | 17         | \$140,966.04        |   |      |                     |
| <b>TOTAL ENDOWMENT</b>             |            | <b>\$29,510.18</b>  |            |                     |            | <b>\$21,300.00</b>  |            | <b>\$117,055.29</b> |            | <b>\$165,966.04</b> |   |      | <b>\$115,000.00</b> |
| Cares Grant                        |            |                     |            | \$2,720,076.76      |            | \$1,793,848.31      | 2          | \$846,959.31        |            |                     |   |      |                     |
| <b>TOTAL DONATIONS</b>             | <b>555</b> | <b>\$472,818.27</b> | <b>634</b> | <b>\$519,507.62</b> | <b>679</b> | <b>\$561,203.97</b> | <b>761</b> | <b>\$546,276.94</b> | <b>849</b> | <b>\$569,114.17</b> |   |      |                     |
| <b>TOTAL IND DONERS</b>            | <b>358</b> |                     | <b>374</b> |                     | <b>484</b> |                     | <b>503</b> |                     | <b>513</b> |                     |   |      |                     |
| <b>NEW DONORS</b>                  | <b>197</b> |                     | <b>163</b> |                     | <b>191</b> |                     | <b>197</b> |                     | <b>185</b> |                     |   |      |                     |
| <b>DONOR RET.(AVG 40-45%)</b>      |            | <b>45%</b>          |            | <b>56%</b>          |            | <b>61%</b>          |            | <b>61%</b>          |            | <b>64%</b>          |   |      |                     |
| <b>LYBUNT</b>                      | <b>105</b> |                     | <b>173</b> |                     | <b>157</b> |                     | <b>231</b> |                     | <b>256</b> |                     |   |      |                     |
| Budget:                            |            | \$572,000.00        |            | \$594,900.00        |            | \$645,540.00        |            | \$665,000.00        |            | \$706,000.00        |   |      | \$827,000.00        |
|                                    |            | 83%                 |            | 87%                 |            | 87%                 |            | 82%                 |            | 81%                 |   |      |                     |
| APH TOTAL AMT RAISED               |            | \$257,000.00        |            | \$301,000.00        |            | \$305,000.00        |            | \$352,000.00        |            | \$406,000.00        |   |      |                     |
| Total Paid by APH for year pledged |            | \$210,300.00        |            | \$271,369.00        |            | \$307,757.00        |            | \$336,626.00        |            | \$50,242.00         |   |      |                     |
| APH difference                     |            | \$46,700.00         |            | \$29,631.00         |            | \$2,757.00          |            | \$15,374.00         |            | \$355,758.00        |   |      |                     |