



Fiscal Year Metrics

FUNDRAISING

2013-2014

GENERALLY

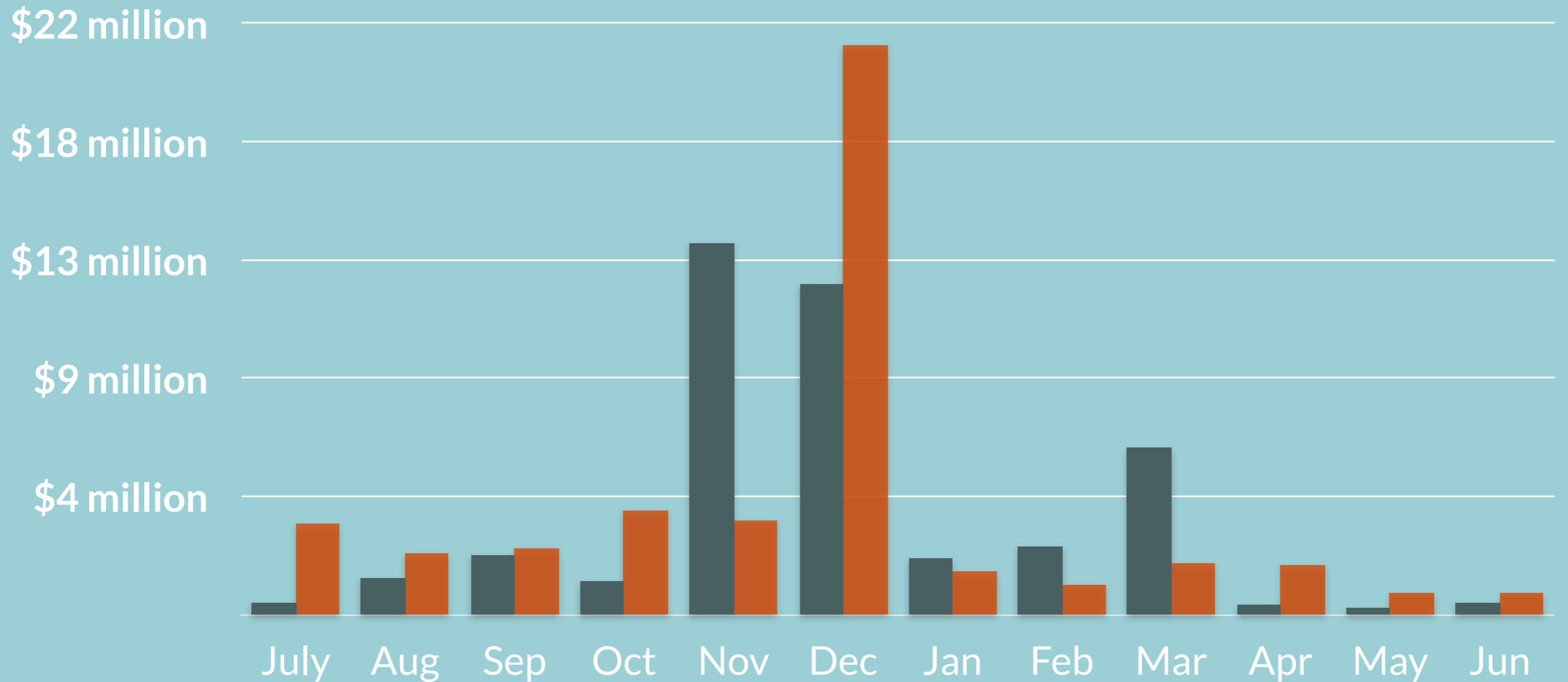
- Received GuideStar's top rating for fundraising efficiency
- Both Online and Major Gifts hit their individual group goals, in addition to reaching the overall department goal
- Major Gifts fundraising events were held in New York City and London
- Significant legacy gift was received from Jim Pacha

IN FY 2013-14

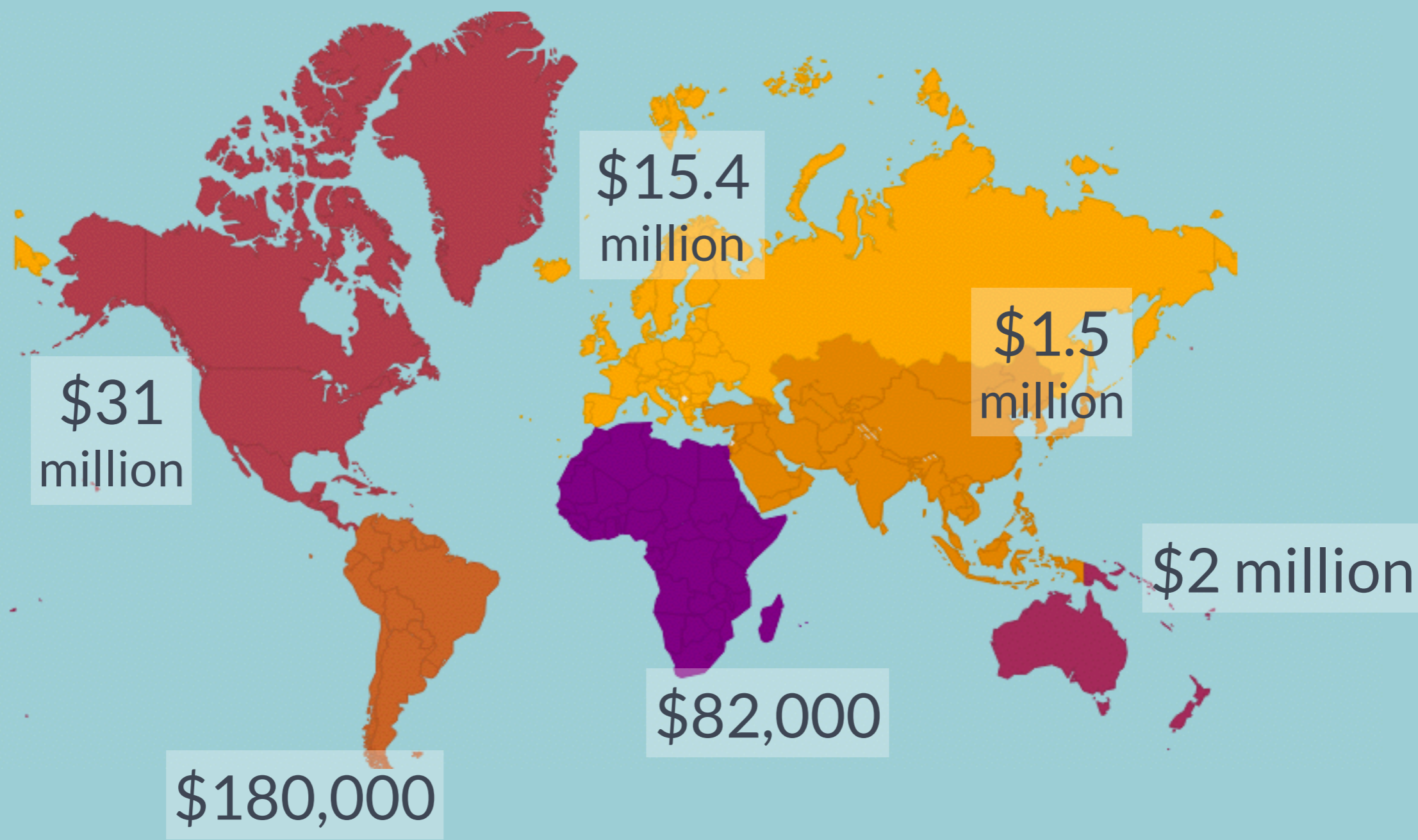
- Overall we generated \$50.5 million
- Moved to a year-round continuous-campaign model for banner A/B testing
- Launched first experiments with mobile fundraising
- This was our first year running multilingual email

MONTHLY DONATIONS

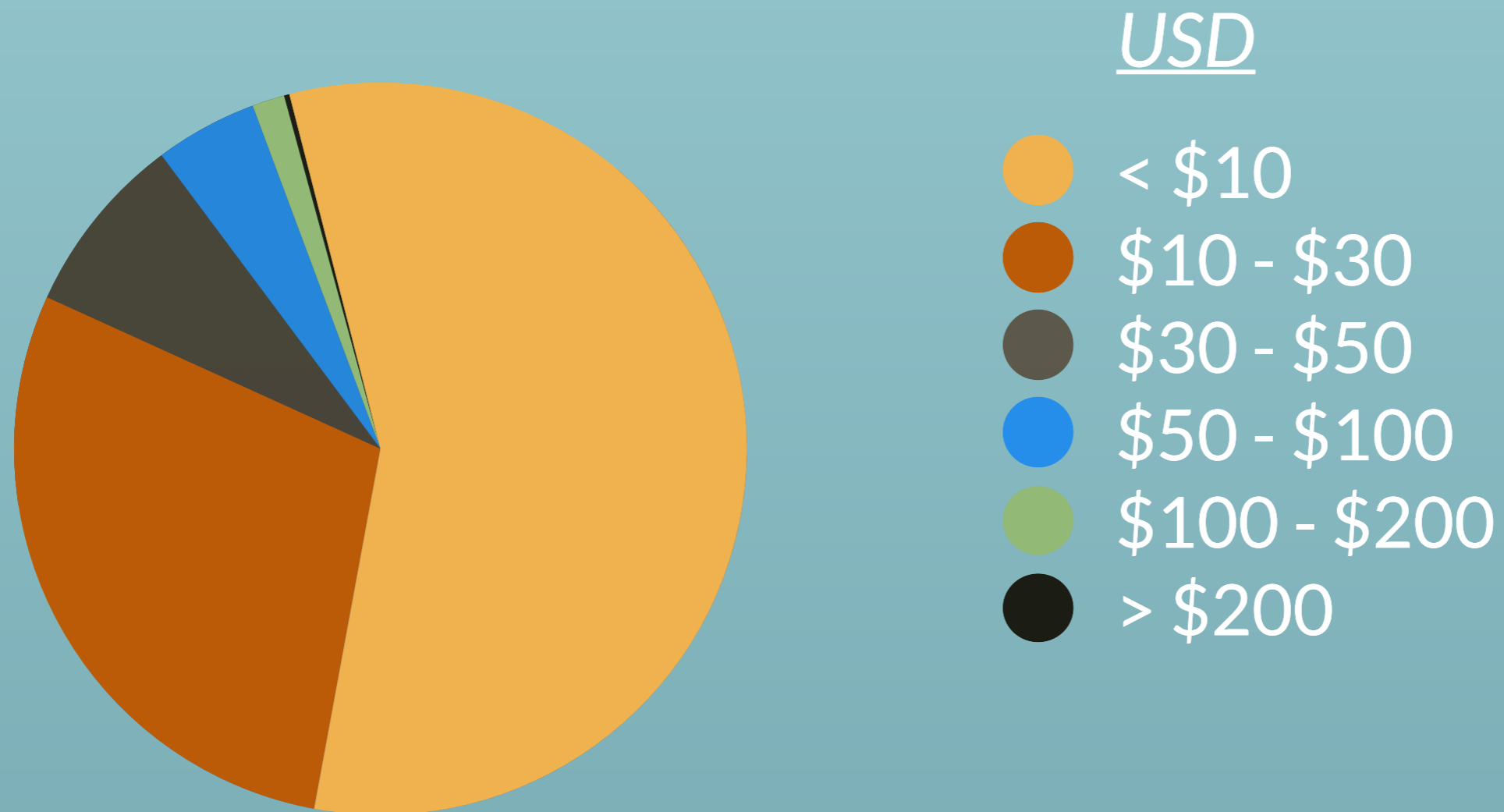
■ Last year ■ This year



WHERE OUR DONATIONS CAME FROM



2.5 MILLION DONATIONS



MOST ACTIVE ONLINE DONATION PERIOD

November 25, 2013 | 11:00 - 11:15PM



Number of
Donations

2,278

Total Donation
Amount

\$30,750 USD

Donation Amount
Per Second

\$34.17 USD

BIGGEST DAY FOR ONLINE DONATIONS

December 3, 2013



Number of Donations

102,177



Total Donation Amount

\$1,458,000 USD



Donation Amount Per Second

\$16.87 USD

LOOKING AHEAD

- Continue to localize to reach more donors worldwide
- Expand our mobile fundraising reach
- Improve infrastructure and analysis
- Fine tune continuous-campaign model
- Expand email fundraising