

Your Favorite Charity
Donor Activity Summary for Calendar Year 2008

	Donors % Active	Gross \$ % Active \$	Average Gift Avg. Frequency	Value / Name % of Active
1. Continuing	416 54.8%	\$ 418,282 57.2%	\$ 252.43 3.98	\$ 1005.49 104.4%
2. New	74 9.8%	\$ 62,064 8.5%	\$ 585.51 1.43	\$ 838.70 87.0%
3. Regained	269 35.4%	\$ 250,963 34.3%	\$ 765.13 1.22	\$ 932.95 96.8%
4. Active	759 100%	\$ 731,309 100%	\$ 349.74 2.75	\$ 963.52 100%
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5. Lapsed	237 36.2%	\$ 107,453 18.6%	\$ 319.80 1.42	\$ 453.39 51.3%

Note: lapsed-donor percentages relate to the prior year's giving, when 655 active donors gave 2287 gifts, totalling \$ 579,061.