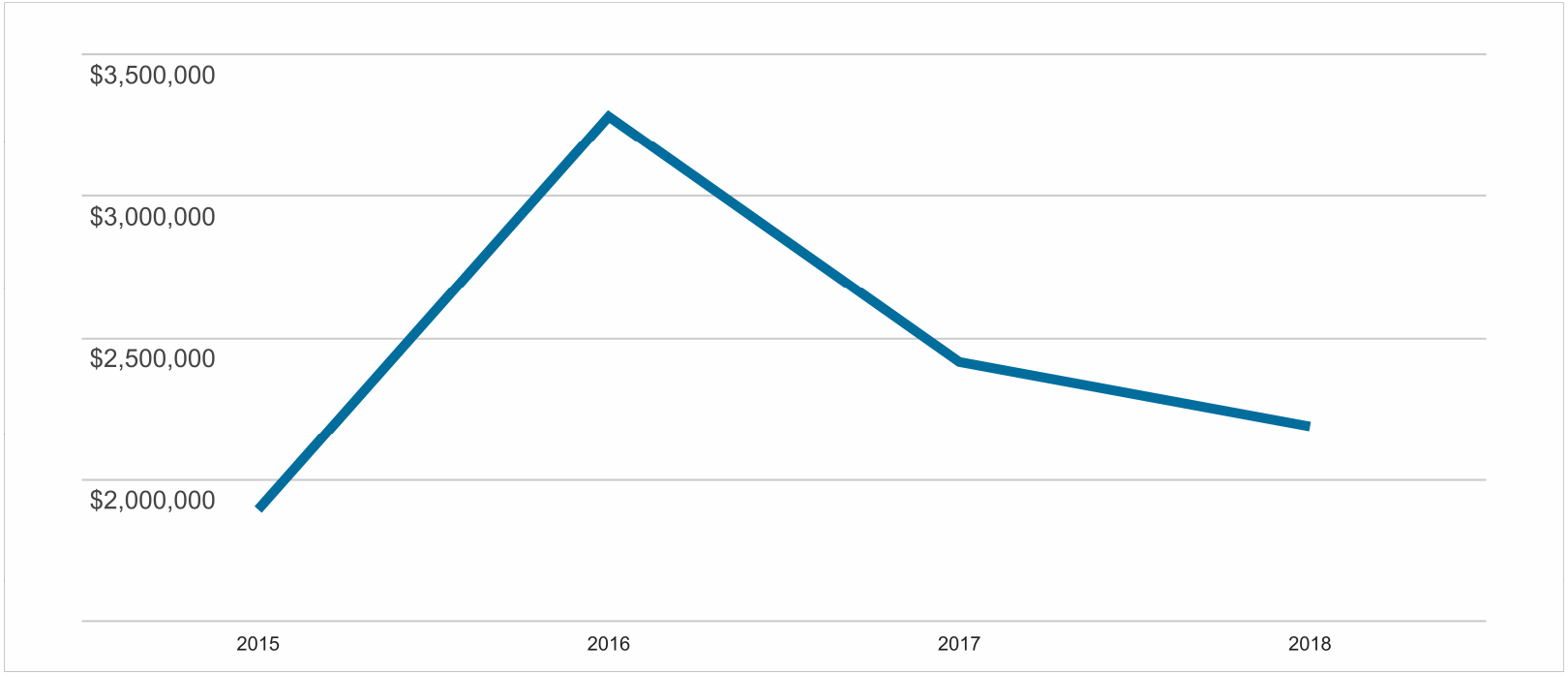
Total Donations

$2,188,488 in 2018

↓-9%



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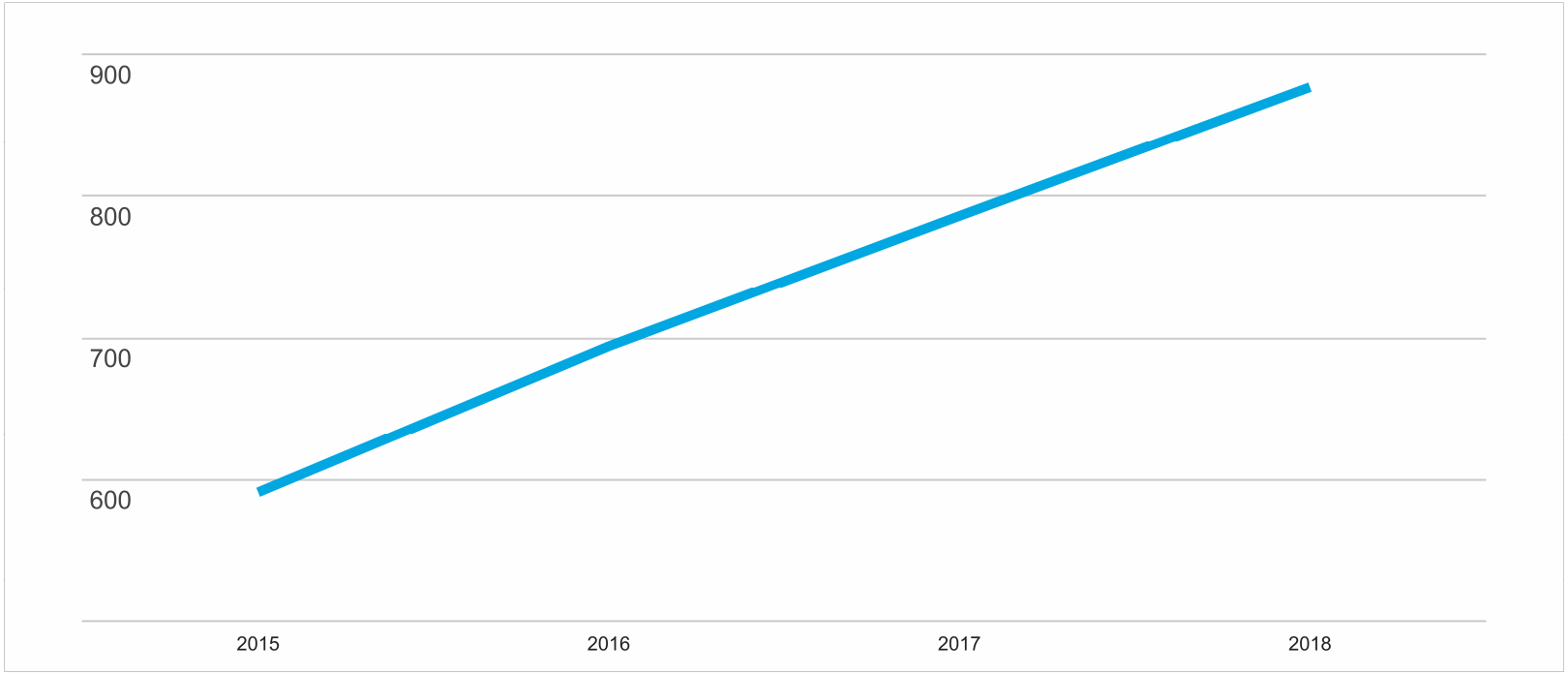
Total Donors

877 in 2018

↑12%



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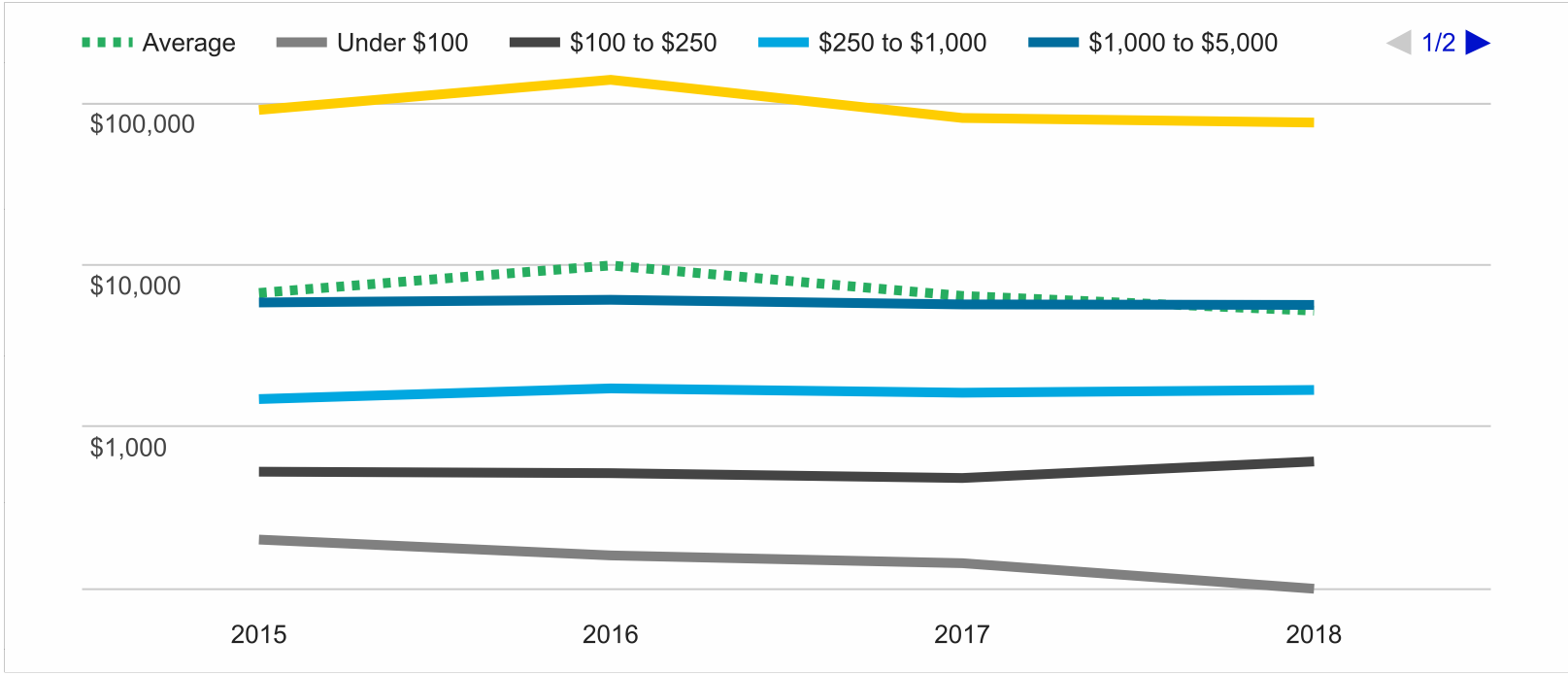
Donor Lifetime Value

$5,240 in 2018

↓-19%



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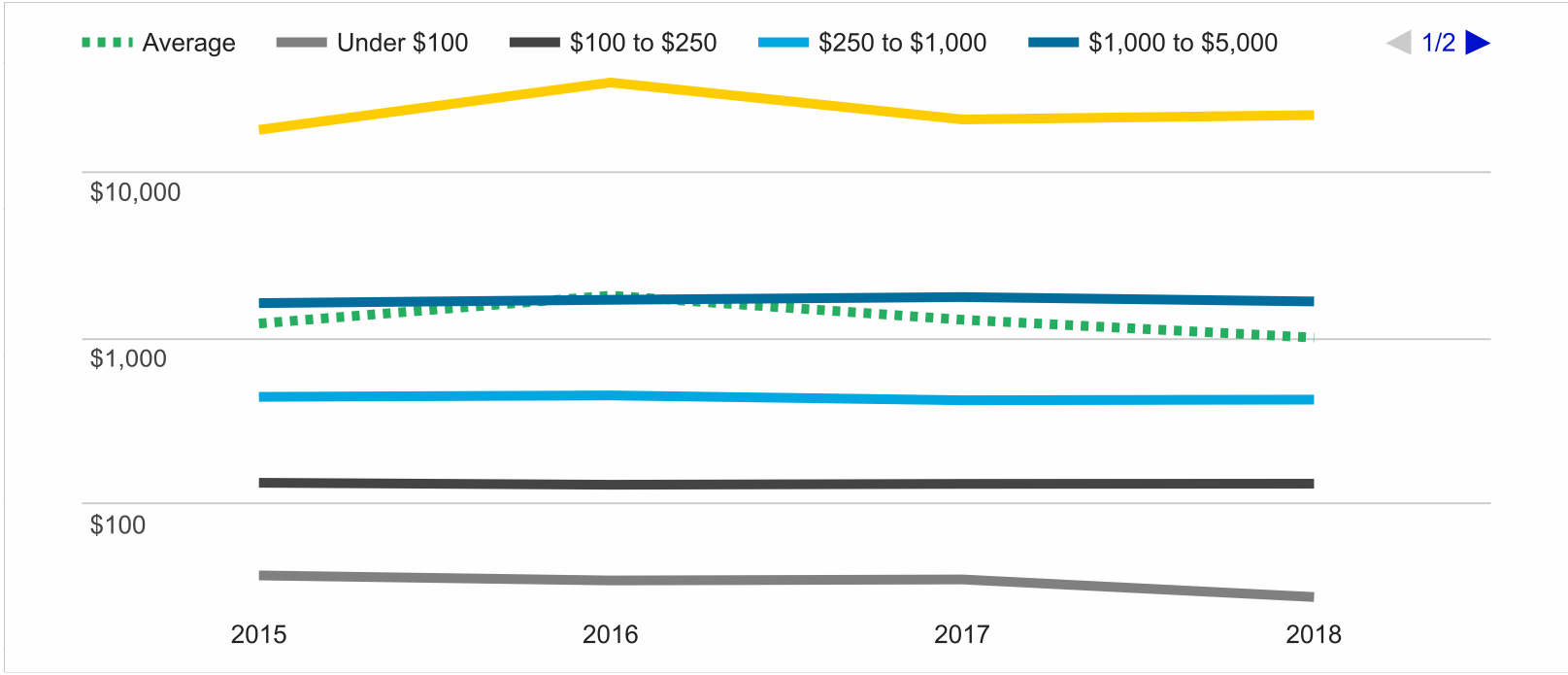
Average Donation Amount

$1,009 in 2018

↓-22%



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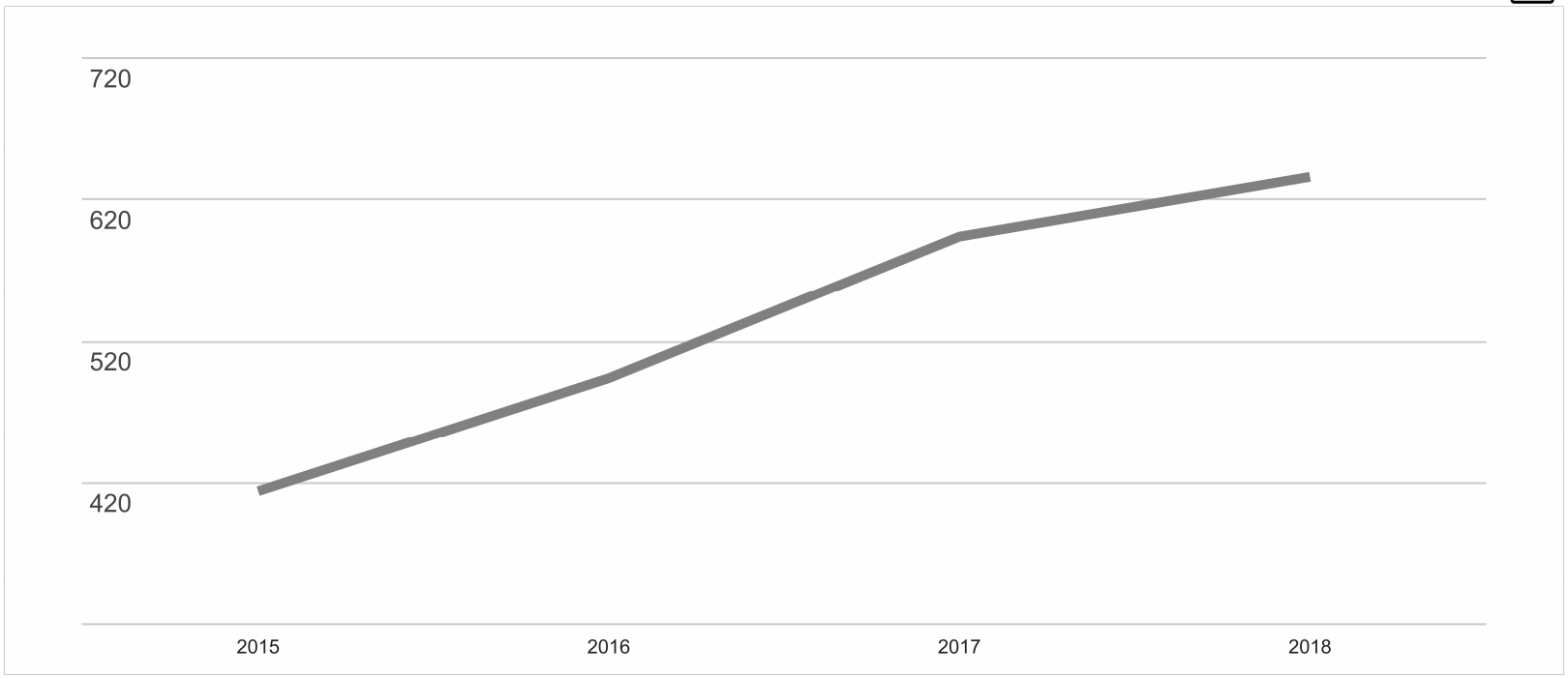
Single Gift Donors

636 in 2018

↑7%



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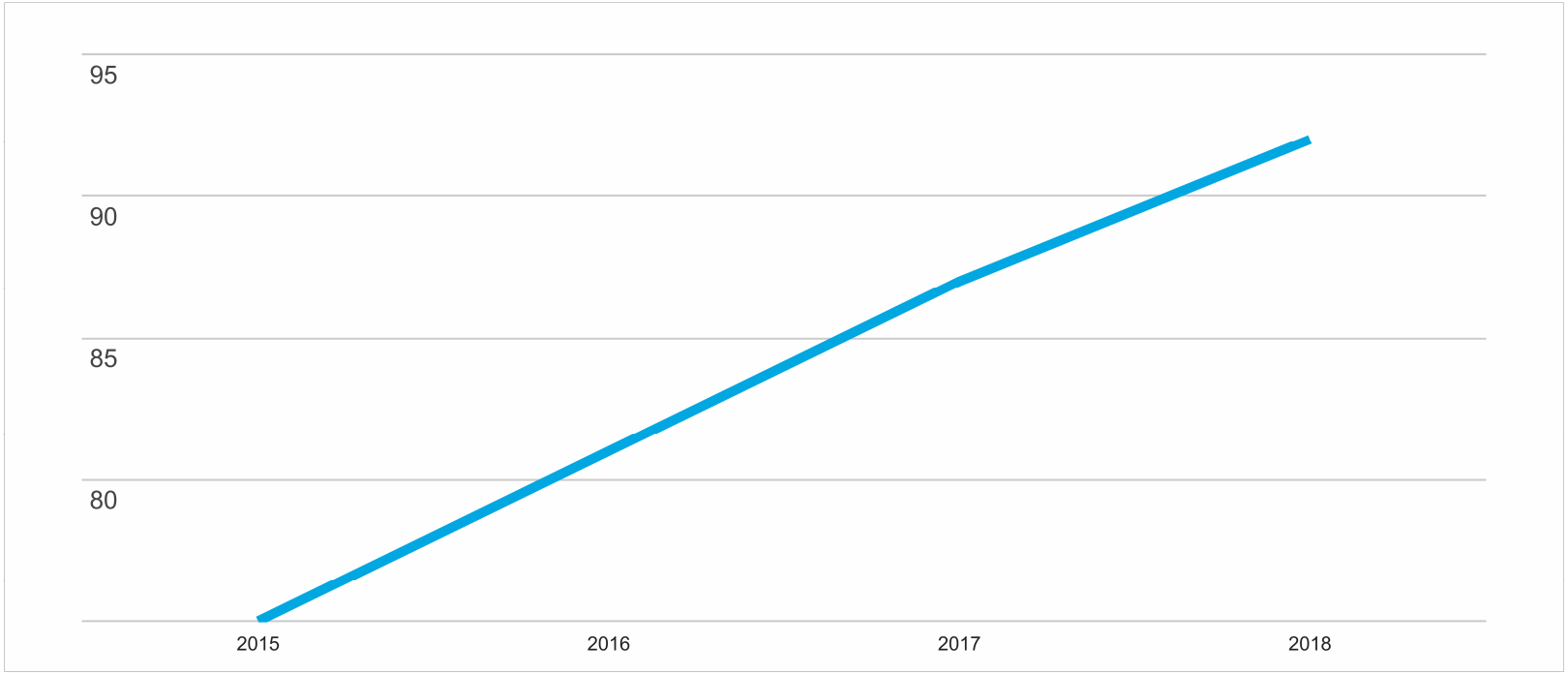
Recurring Donors

92 in 2018

↑6%



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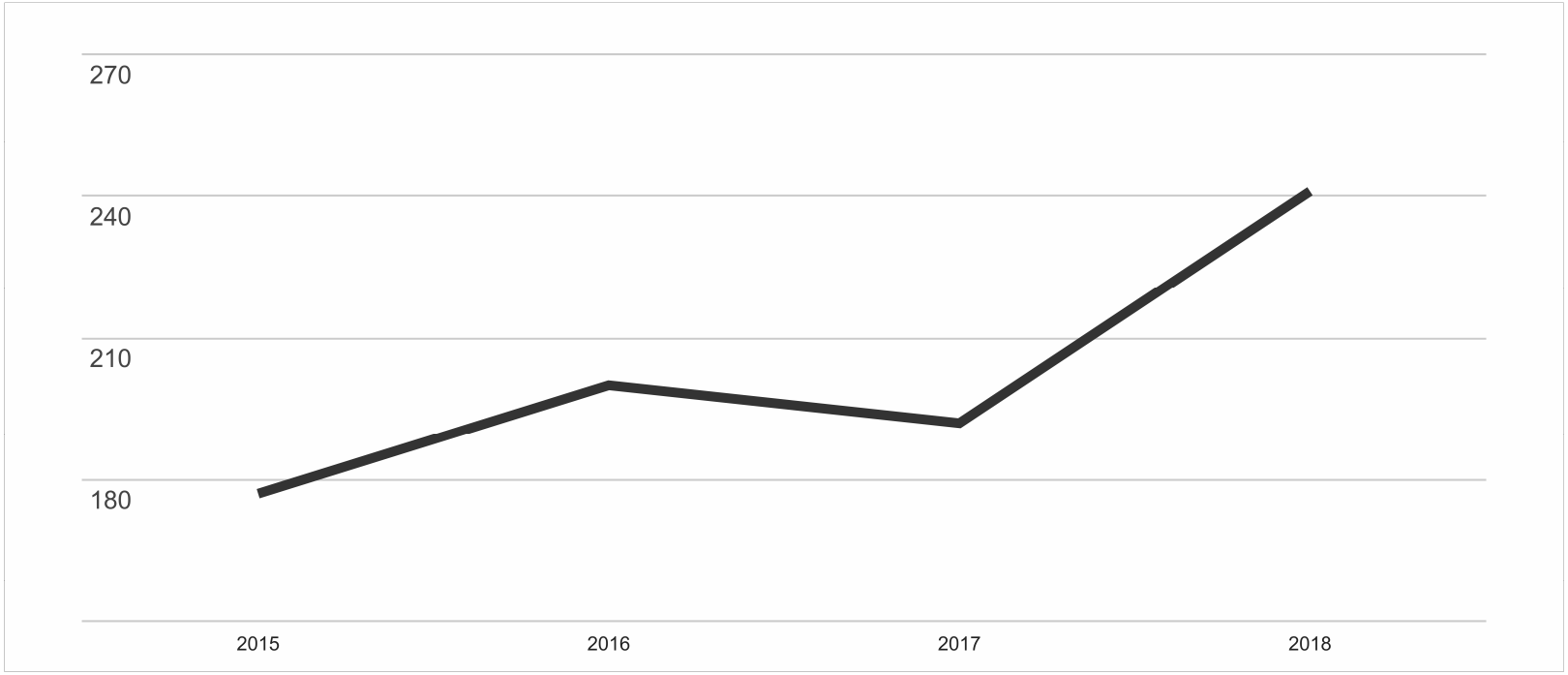
Multi Gift Donors

241 in 2018

↑26%



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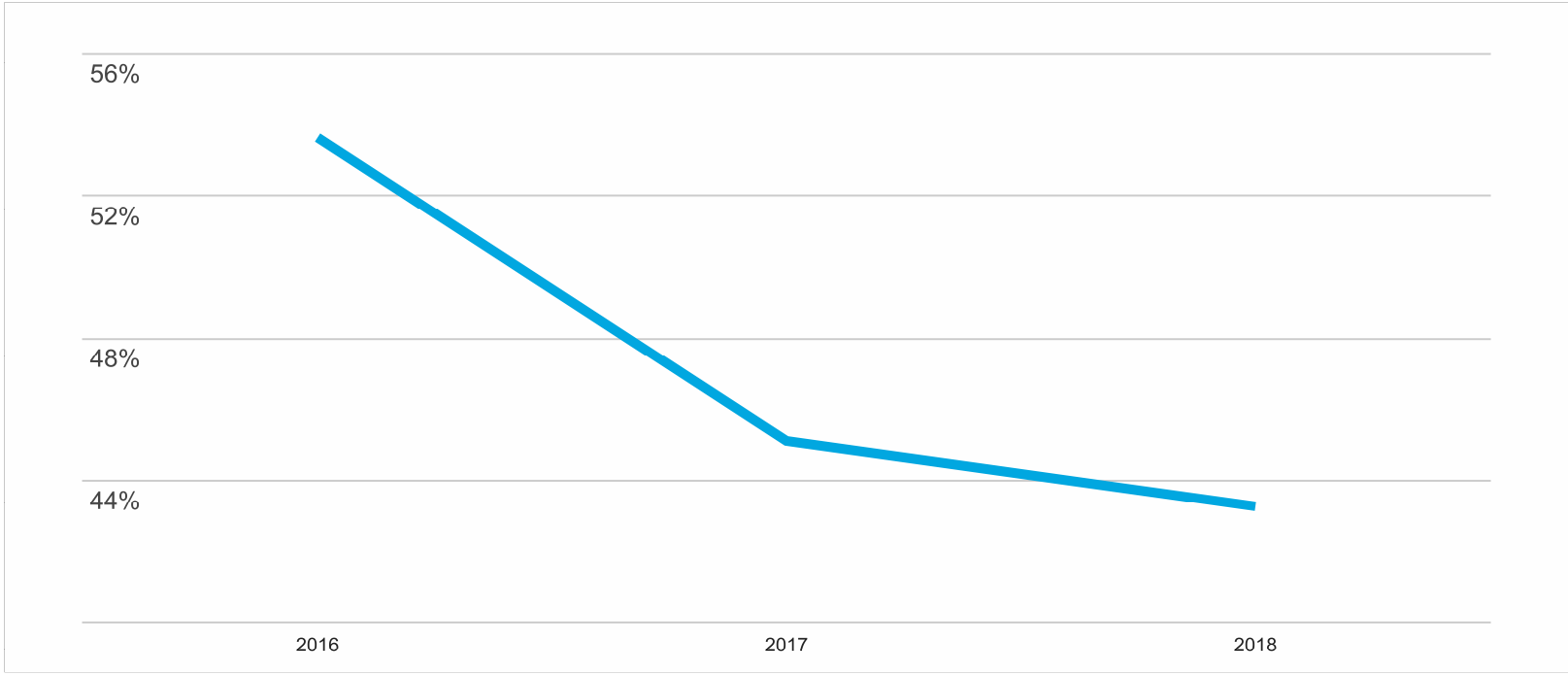
Donor Retention Rate

43% in 2018

↓-2%



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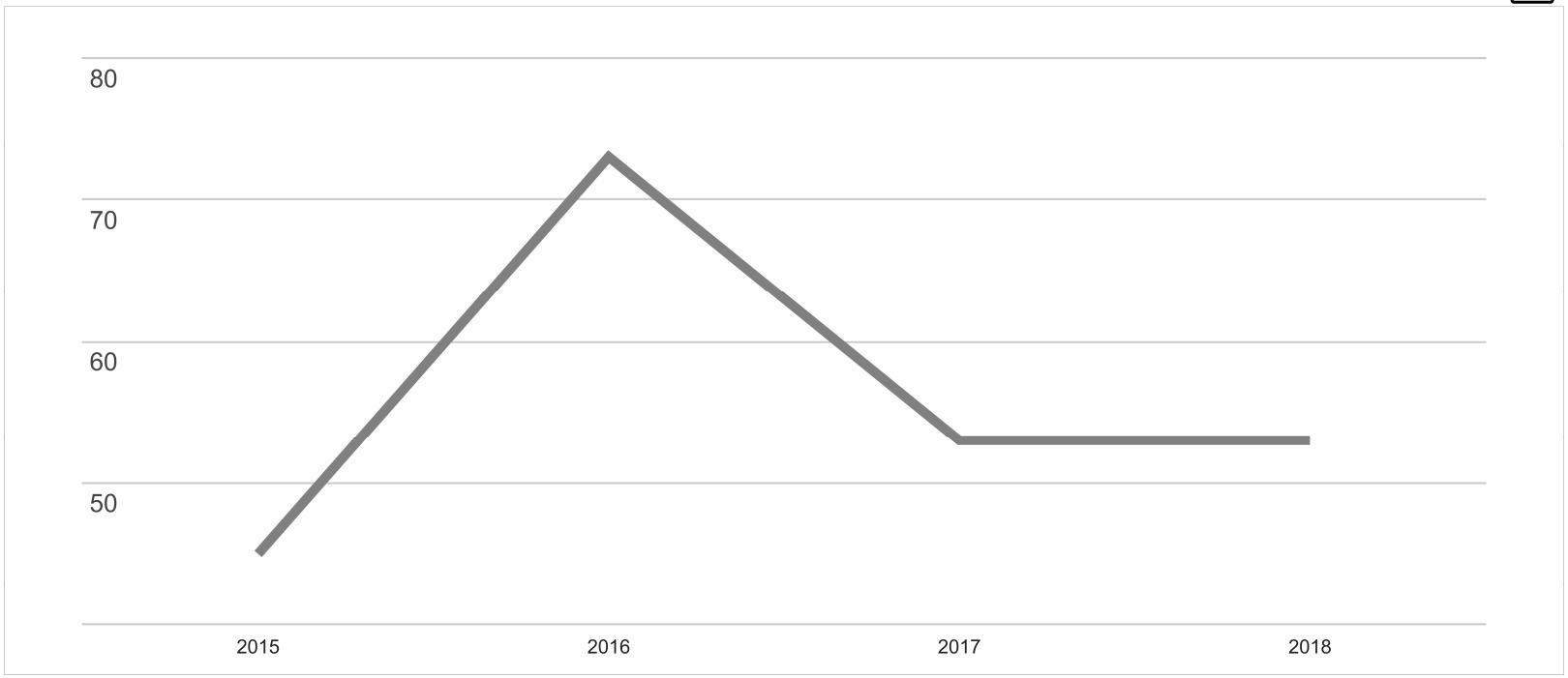
Most Donations

53 in 2018

↓0%



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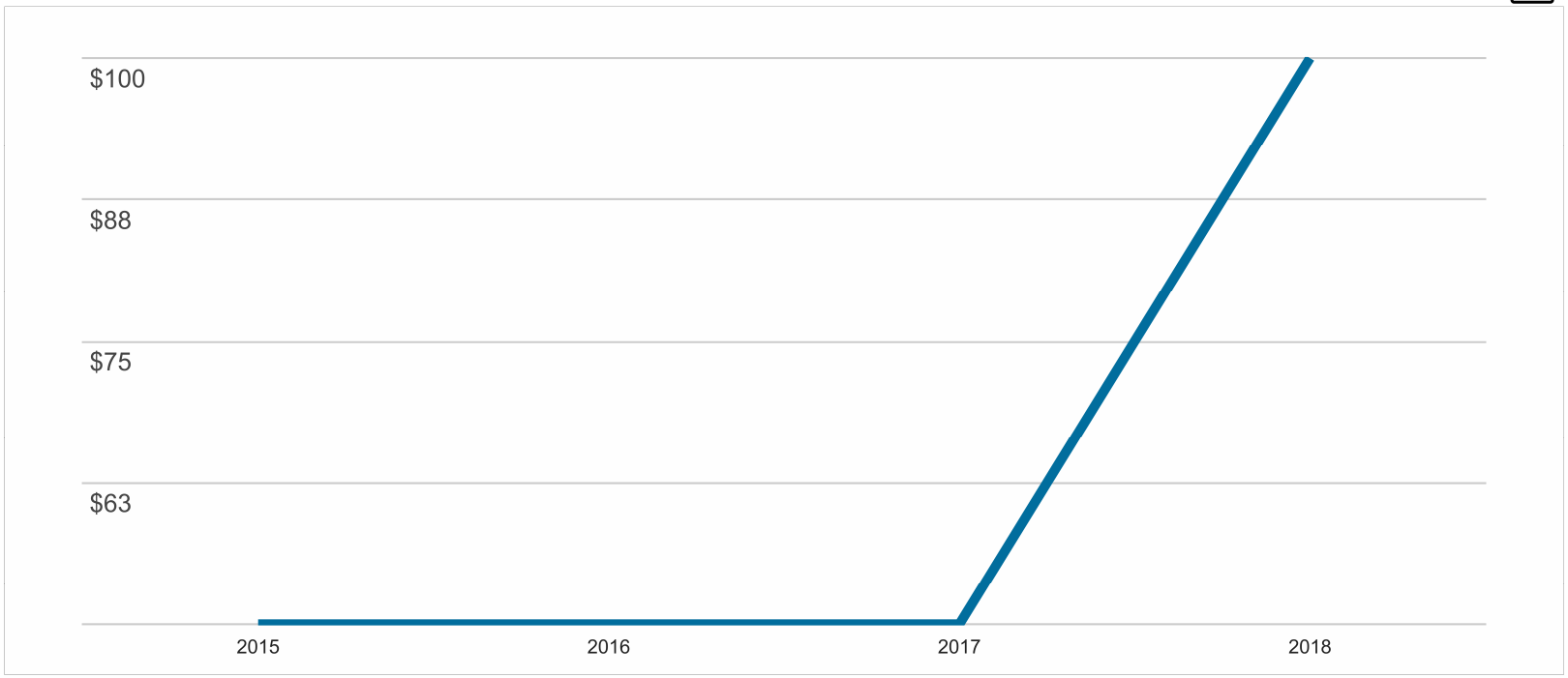
Most Frequent Donation Amount

$100 in 2018

↑100%



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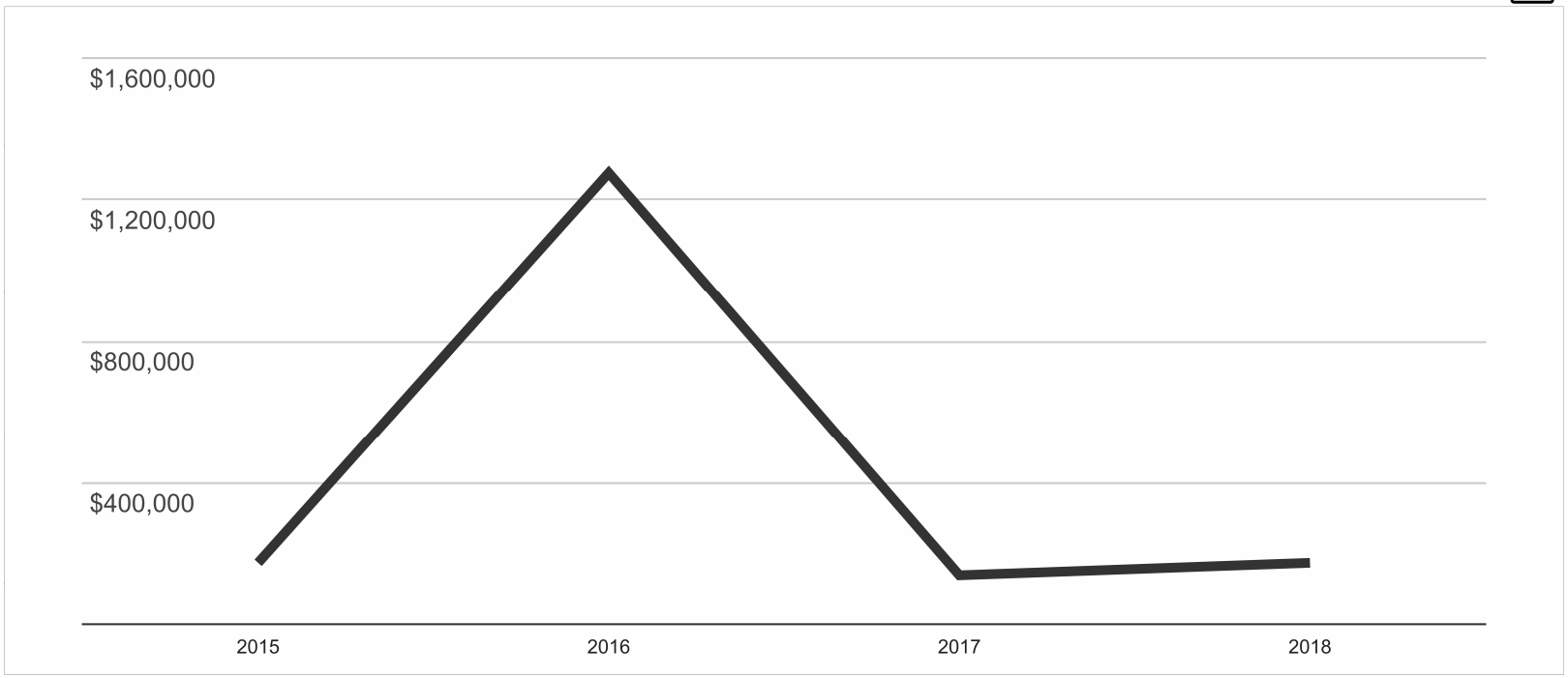
Largest Individual Donation

$175,000 in 2018

↑25%



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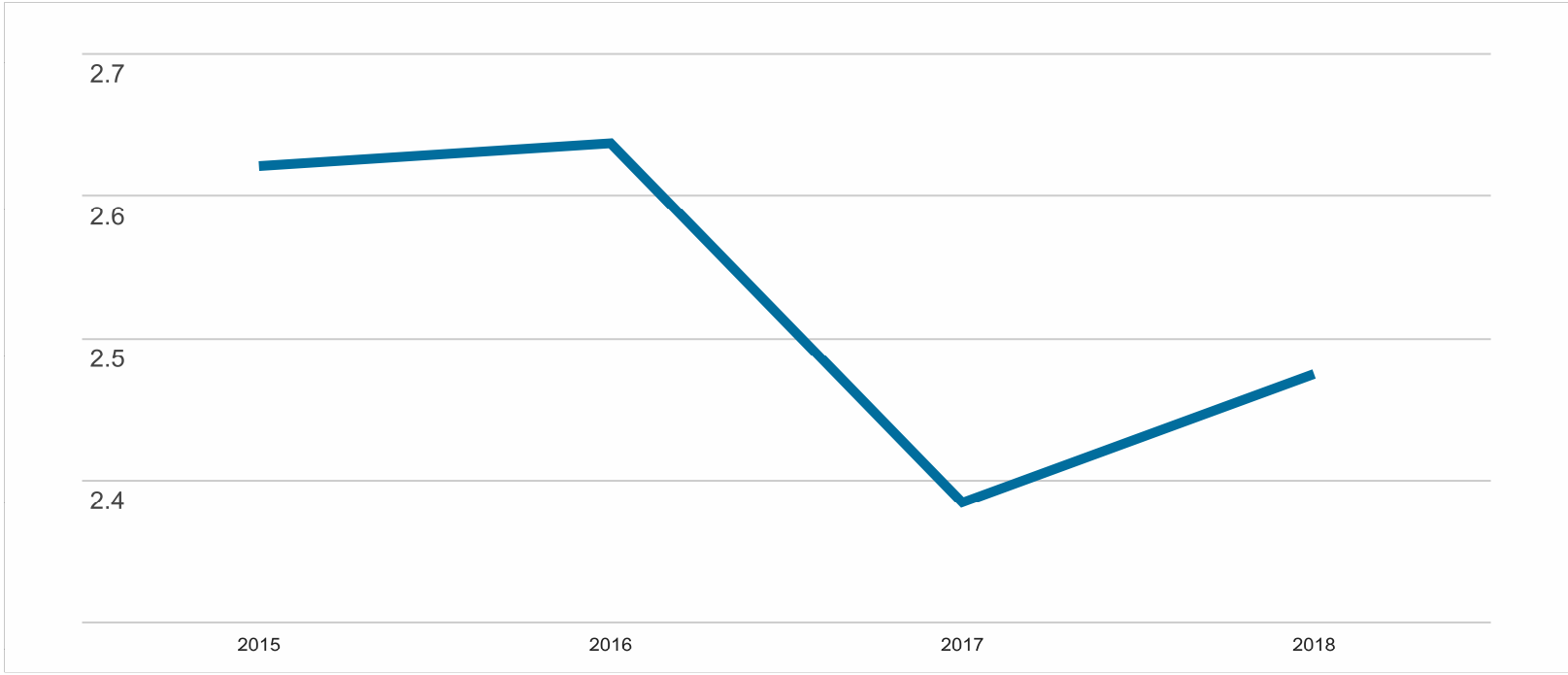
Donation Frequency

2.47 in 2018

↑4%



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