

By Donor Category

Donor Category	Q1	Q2	Q3	Q4	FYTD Current \$	FY Goal	% of Goal	FYTD Last Year \$	% Change vs LY
Individuals-Masons	\$ 69,169.00				\$ 69,169.00	\$ 1,250,000.00	5.5%	\$ 952,183.50	-93%
Masonic Lodges	\$ 207,990.00				\$ 207,990.00	\$ 850,000.00	24.5%	\$ 682,318.52	-70%
Grand Lodge	\$0.00				\$ -	\$ 25,000.00	0.0%	\$ 25,000.00	-100%
NC Masonic Foundation	\$ 191,964.00				\$ 191,964.00	\$ 450,000.00	42.7%	\$ 432,320.00	-56%
Individuals-Genl Public	\$ 118,922.00				\$ 118,922.00	\$ 850,000.00	14.0%	\$ 570,268.34	-79%
Corporations	\$ 103,056.00				\$ 103,056.00	\$ 1,000,000.00	10.3%	\$ 806,655.21	-87%
Foundations/Grants	\$ 59,875.00				\$ 59,875.00	\$ 200,000.00	29.9%	\$ 179,466.66	-67%
Estates/Legacies	\$ 287,920.00				\$ 287,920.00	\$ 1,250,000.00	23.0%	\$ 1,218,828.35	-76%
					\$ -				
<b>Total</b>	<b>\$ 1,038,896.00</b>	<b>\$ -</b>			<b>\$ 1,038,896.00</b>	<b>\$ 5,875,000.00</b>	<b>17.7%</b>	<b>\$ 4,867,040.58</b>	<b>-79%</b>

By Fund Type

Gift Fund Type	Q1	Q2	Q3	Q4	FYTD Current \$	FY Goal	% of Goal	FYTD Last Year \$	% Change vs LY
Annual/Expendable	\$ 660,997.00				\$ 660,997.00	\$ 4,000,000.00	17%	\$ 3,468,745.57	-80.9%
Restricted/Expendable	\$ 11,891.00				\$ 11,891.00	\$ 100,000.00	12%	\$ 179,466.66	-93.4%
Capital Improvement	\$ -				\$ -	\$ 300,000.00	0%	\$ 100,000.00	-100.0%
Endowment	\$ 366,008.00				\$ 366,008.00	\$ 3,000,000.00	12%	\$ 1,218,828.35	-70.0%
<b>Total</b>	<b>\$ 1,038,896.00</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 1,038,896.00</b>	<b>\$ 7,400,000.00</b>	<b>14%</b>	<b>\$ 4,967,040.58</b>	<b>-79.1%</b>

By Project

Project	Donor Count	Gifts Received	Response Rate	Average Gift	No. Mailed	Total Cost	Cost per Piece	ROI	CTRD
2025_Calendar Campaign	761	\$ 95,108.00		\$ 125.00					
2025_Back to school - Letter 1	640	\$ 149,232.00	4.12%	\$ 233.18	15,530	\$ 7,999.88	\$ 0.515	18.7	\$ 0.05
2025_Back to school - Letter 2	807	\$ 107,610.90	5.20%	\$ 133.35	15,530	\$ 7,999.88	\$ 0.515	13.5	\$ 0.07
2025_Cups for Kids (new recurring)	49	\$ 6,954.00							
2025_St. John's Gala	120	\$ 117,621.20		\$ 980.18		\$ 43,803.00			
2025_EOY Appeal-Donors	451	\$ 70,587.34	22.74%	\$ 156.51	1,983	\$ 1,567.65	\$ 0.791	45.0	\$ 0.02
2025_EOY Appeal-SYBUNT	84	\$ 29,210.00	7.87%	\$ 347.74	1,067	\$ 843.51	\$ 0.791	34.6	\$ 0.03
2025_EOY Appeal-Masons	533	\$ 62,136.39	2.27%	\$ 116.58	23,464	\$ 18,549.31	\$ 0.791	3.3	\$ 0.30
2026_Cup for Kids (new recurring)	7	\$ 4,164.00							
2026_St. John's Gala	10	\$ 13,930.00	5%	\$ 1,393.00	220	\$ 43,000.00		0.32	\$ 3.09
2026_Give the Gift of Play - Letter 1	268	\$ 36,096.00	2%	\$ 134.69	14,444	\$ 8,402.41	\$ 0.58	4.30	\$ 0.23
2026_Give the Gift of Play - Letter 2	71	\$ 11,885.00	0.10%	\$ 167.39	14,451	\$ 9,543.22	\$ 0.66	1.25	\$ 0.80

