

## APPENDIX A

### ANNUAL APPEAL COMPARISON 2006 - 2007

	2006					2007				
	# of Donors	Total Gifts	Average Gift	% of Donors	% of Total Campaign	# of Donors	Total Gifts	Average Gift	% of Donors	% of Total Campaign
<b>DONORS</b>										
Monthly	11	\$ 1,230.00	\$ 111.82	0.96%	1.52%	11	\$ 715.00	\$ 65.00	1.23%	1.03%
Staff	10	\$ 1,794.00	\$ 179.40	0.88%	2.22%	5	\$ 1,237.64	\$ 247.53	0.56%	1.78%
Anonymous	9	\$ 130.00	\$ 14.44	0.79%	0.16%	12	\$ 180.25	\$ 15.02	1.34%	0.26%
New	82	\$ 5,639.52	\$ 68.77	7.18%	6.97%	46	\$ 3,344.05	\$ 72.70	5.14%	4.80%
Previous	930	\$ 50,300.50	\$ 54.09	81.44%	62.18%	751	\$ 43,011.00	\$ 57.27	83.91%	61.79%
Every Year	100	\$ 8,715.00	\$ 87.15	8.76%	10.77%	70	\$ 4,590.00	\$ 65.57	7.82%	6.59%
<b>Total Donors</b>	<b>1142</b>	<b>\$ 67,809.02</b>	<b>\$ 59.38</b>	<b>100.00%</b>	<b>83.82%</b>	<b>895</b>	<b>\$ 53,077.94</b>	<b>\$ 59.30</b>	<b>100.00%</b>	<b>76.25%</b>

#### FUNDRAISING ACTIVITIES. ETC.

	Gift Total	% of Gift Total	% of Campaign Total	Gift Total	% of Gift Total	% of Campaign Total
Donation Boxes	\$ 1,282.27	9.79%	1.58%	\$ 1,148.99	6.95%	1.65%
United Way, etc.	\$ 554.80	4.24%	0.69%	\$ 540.47	3.27%	0.78%
Socrates Pins	\$ 180.00	1.37%	0.22%	\$ 60.00	0.36%	0.09%
Toonie Treasure/Blue Sky	\$ 1,704.90	13.02%	2.11%	\$ 400.80	2.42%	0.58%
Events	\$ 9,369.56	71.57%	11.58%	\$ 14,379.50	86.99%	20.66%
<b>Activity Total</b>	<b>\$ 13,091.53</b>	<b>100.00%</b>	<b>16.18%</b>	<b>\$ 16,529.76</b>	<b>100.00%</b>	<b>23.75%</b>
<b>GRAND TOTAL</b>	<b>\$ 80,900.55</b>		<b>100.00%</b>	<b>\$ 69,607.70</b>		<b>100.00%</b>

	2006		2007	
	Item Description	Amount	Item Description	Amount
Campaign Costs	\$	6,941.99	Campaign Costs	\$ 21,076.57
Stewardship Pins	\$	4,104.00	Activity costs	\$ 371.36
<b>Totals</b>	<b>\$</b>	<b>11,045.99</b>	Books2Eat Costs	<b>\$ 2,778.45</b>
				<b>\$ 24,226.38</b>