

Campaign summary for 2014

Campaign Type	2014		2013	
	Donors	Total Pledge	Donors	Total Pledge
Corporate	94	180,681.66	111	\$188,794.43
Employee	4178	463,546.08	4550	\$455,848.80
Individual	314	101,802.06	360	\$87,471.55
	<u>4586</u>	<u>\$746,029.80</u>	<u>5021</u>	<u>732,114.78</u>
Other Non-Campaign	0	5,159.43	0	\$1,777.00
Special Events	0	18,355.98	0	\$15,506.39
	<u>0</u>	<u>\$23,515.41</u>	<u>0</u>	<u>\$17,283.39</u>
Total		\$ 769,545.21		\$ 749,398.17

**Total campaigns**

Jefferson	81
Lewis	17
St. Lawrence	23
Total	<u>121</u>

<b>Corporate gifts</b>	Donors	Total Pledge	Donors	Total Pledge
\$10,000 +	4	82,755.00	4	76,000.00
\$5000 +	4	26,446.00	6	39,572.00
\$2000 +	13	37,736.00	12	35,659.00
\$1000 +	16	20,724.00	14	17,704.00
\$500 +	9	6,165.00	20	12,087.00
Less than \$500	48	6,856.00	55	7,772.00
Total	<u>94</u>	<u>\$180,682.00</u>	<u>111</u>	<u>\$188,794.00</u>

<b>Individual gifts</b>	Donors	Total Pledge	Donors	Total Pledge
\$2000 +	14	62,561.00	12	46,224.00
\$1000 +	70	84,760.00	58	71,793.00
\$500 +	152	92,785.00	155	94,861.00
Less than \$500	4,256	325,242.00	4,685	330,442.00
Total	<u>4,492</u>	<u>\$565,348.00</u>	<u>4,910</u>	<u>\$543,320.00</u>

Total gifts	4,586	\$ 746,030.00	5,021	\$ 732,114.00
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**New donors**

\$2000 +	0	-
\$1000 +	3	3,260.00
\$500 +	18	10,454.00
Less than \$500	942	60,742.00
Total	963	\$74,456.00

**Lapsed donors**

did not give in '14      1646      (\$122,936.00)

**Increasing donors**

642      \$61,600.00

**Decreasing donors**

295      (\$18,195.00)