

CVESC Direct Ask Campaign Report 2021

as of May 4, 2021

Total VALUE of online donations \$ 7,380.00
 Total NUMBER of online donations 128

ANALYSIS

Lowest online donation amount \$ 10.00
 Highest online donation amount \$ 500.00
 Average online donation amount \$57.66

Transaction fee (2.8%) -\$206.64
 Total online revenue after fees \$7,586.64
 Cheque donation via school \$ 1,500.00

| | |
|--|-------------------|
| Total Raised in Direct Ask Campaign Period* | \$9,086.64 |
|--|-------------------|

*TBC once final cheque is received from OCDSB

| Donation Amounts | # | Donation Categories | # | % of TOTAL number (x/128) | Value | % of TOTAL value (x/\$7,380) | Notes / Take Aways |
|------------------|----|---------------------|----|---------------------------|---------|------------------------------|---|
| \$500 | 1 | > \$100 | 4 | 3% | \$1,250 | 17% | 8 large donations (over \$100) equating 6% of all donations made up 26% of total raised |
| \$250 | 3 | | | | | | |
| \$200 | 2 | | | | | | |
| \$150 | 2 | | | | | | |
| \$100 | 23 | > \$50 | 24 | 19% | \$2,360 | 32% | 62% of donations were between \$21-100 and made up 64% of total raised |
| \$60 | 1 | | | | | | |
| \$50 | 33 | > \$20 | 55 | 43% | \$2,340 | 32% | |
| \$40 | 7 | | | | | | |
| \$30 | 7 | | | | | | |
| \$25 | 8 | | | | | | |
| \$20 | 32 | < \$20 | 41 | 32% | \$730 | 10% | 32% of donations were between \$10-20 making up 10% of total raised |
| \$10 | 9 | | | | | | |