

# ANGEL FOUNDATION™ 2024 EFFECTIVENESS ASSESSMENT METRICS

## MISSION DELIVERY



Customer satisfaction score for our services - **98%** of patients surveyed would recommend Angel Foundation™ programming to a friend or family member (surveys from Financial Cancer Care, Emergency Financial Assistance, Adult and Family Programs and Angel Packs™ combined).

## DEVELOPMENT

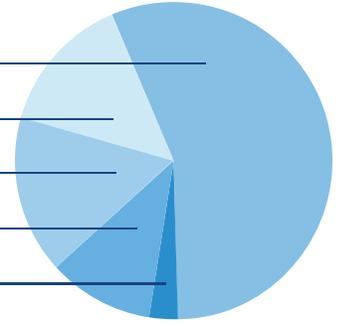
● Number of Donors	<b>2019</b>
● Average Gift Size	<b>\$801.72</b>
● Donor Retention Rate	<b>52.59%</b>

- According to the Fundraising Effectiveness Project, the overall donor retention rate for nonprofits in 2024 is approximately 42.9%, reflecting a 2.6% drop from 2023.

# OPERATIONS / FINANCIAL METRICS

## Revenue Diversity

Special Events/Third Party Events	\$2,062,358	56%
Individual/Major Donors	\$495,125	14%
Grants	\$588,954	16%
Org/Corporate	\$409,169	11%
In-kind	\$104,754	3%



\* It is important to note we get many individual gifts that show up in special event revenue as well as corporate sponsorships.

## Budget

**GOAL : \$3,591,382**

**ACTUAL : \$3,660,360**

### ● Cost to Service Ratio

- 81 cents on every dollar is invested in our mission and programs.

**81 : 100**

### ● Direct Expense Ratio for Special Events

- Efficient Range: 10% to 25% of funds raised is considered efficient.

**\$399,484 : \$2,062,358 = 19%**

### ● Financial Reserves

- Based on expenses in 2024 this would equate to 11 months of reserves.
  - The average across the sector clusters around 4–6 months. The majority have 3 months or less.
- Source: National Council of Nonprofits

<b>2023</b>	<b>2024</b>
<b>\$3,087,683</b>	<b>\$3,469,962</b>

**12%**  
Growth

**GAIN of \$382,279**



### ● Total Assets-Growth Year-Over-Year

- The industry standard for nonprofit growth in 2024 was 1.9%.
- Total charitable donations rose by approximately 1.9% year-over-year. However, when adjusted for inflation, this increase was effectively neutral, indicating that the real value of donations remained flat.

<b>2023</b>	<b>2024</b>
<b>\$4,751,536</b>	<b>\$5,182,618</b>

**9%**  
Growth

**GAIN of \$431,082**



## WATCHDOG SCORES

● Candid

**Platinum Seal**

● Charity Review Council

**Highest Level of Standard**

## BOARD OF DIRECTORS

● Board Representation | Ethnic/Racial Diversity

