Let's build the Generosity Generation

We're igniting a movement.

Together, we can mobilize a generation of givers that's driven by purpose, powered by technology, and ready to usher in a new era of impact.

Bonterra™

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Question the status quo

Scott Brighton
CEO, Bonterra

The only constant in life is change, or so the adage goes. Change can be overwhelming and make us feel like the future is out of our control — whether it's due to rapid executive orders, natural disasters, or global conflicts. But seen another way, change can be energizing. It shows us that life doesn't stand still, and neither should we. The status quo can be questioned when it no longer delivers on our needs. Anything is possible. That's what's been on our minds at Bonterra.

Amid all the change over the last 50 years, both positive and negative, why has charitable giving in America stayed the same at 2.5% of the GDP, factoring in donations and the value of volunteer hours?

It's not due to a lack of philanthropic desire. In fact, **Americans want to give more** than ever before. Rather, it's the barriers to giving that stand in the way — erosion of trust, lack of transparency, and, most pressingly, the tumultuous state of the federal government.

But we're innovators, and innovators solve problems. If people want to do more good in the world but are stuck, we believe the right technology must clear their path.

Meet the Generosity Generation

Now is the moment to build and mobilize what we call the Generosity Generation, a multi-age community of donors, volunteers, funders, and nonprofit leaders who are equipped with the necessary tools to break past the giving barrier and make a bigger impact.

By partnering passion with technology, the Generosity Generation can navigate the uncertainty of federal funding and diversify their donor pools, respond to social and environmental crises in record time, build and sustain supporters, and empower corporations to contribute even more to the causes and communities they care about.

We want to see charitable giving and volunteering in America increase from 2.5% to 3% of the GDP by 2033 — our 3% by '33 initiative — and the Generosity Generation can help achieve this mission. Imagine: $141 billion more unlocked each year, nearly enough to lift **every American above the poverty line**, make **public college tuition-free**, and drive unprecedented social progress.

A new era of impact

This year, Bonterra embraced change by reimagining how we share our impact.

You'll still find updates on our progress as a business: We're proud of our customers' achievements and the efficiencies supported by our technology — the Bonterra Network, which helps funders and nonprofits connect and work better together. We're starting with a strong community: supporting thousands of funders and hundreds of thousands of social good organizations. But we're going further, making it easier for people to discover one another, build authentic relationships, and stay meaningfully connected. That means offering software that truly works together and pairing it with the most powerful AI in the industry to deepen those connections — so everyone can spend less time searching and more time changing the world.

But we also wanted to look outward in this report.

We dug deep into our data to distill actionable insights that nonprofit leaders, corporations and foundations, and individuals can use to activate the Generosity Generation — and, in doing so, navigate the pressing challenges and opportunities ahead.

We are committed to supporting you — whether you're a nonprofit director trying to amplify your mission, a corporate executive looking to improve your company's CSR program, or a board member or volunteer eager to make a difference. Together, we can realize the Generosity Generation, end the 50+ years of stagnation in giving, and take a bigger and bolder step toward a more giving world.

Scott Brighton
CEO, Bonterra

How to build the Generosity Generation

Harnessing the full power of technology for good means enabling everyone to use their voices to amplify the causes they believe in. It means tracking the outcome of every dollar and volunteer hour and using insights to improve efficiency and experiences. It means empowering nonprofit leaders with the data they need to prove their impact every day, to every stakeholder who needs to see it. It means corporations finding smart ways to give more, grant more, and match more — with the same rigorous measurement and accountability they use to run their businesses. It means foundations having the data to know where to channel their giving and when to achieve the greatest impact against their missions.

Building the Generosity Generation starts now.

NONPROFITS

Convert prospects into champions

NONPROFITS

Invest in the power of trust

FOUNDATIONS + NONPROFITS

Find your ideal funding match

CORPORATIONS + FOUNDATIONS

Strengthen giving at work

CORPORATIONS + NONPROFITS

Respond to crises in record time

NONPROFITS

Evaluate your fundraising strategy

Read our data methodology

Convert prospects into champions

CHALLENGE
Donor retention

Nonprofits spend a huge amount of time and money seeking donors. And even when they have received that prized first donation, those funders often don't convert into sustained supporters — and so the cycle begins again.

Not only that, **donor retention rates are declining** for US nonprofits, with only 19.4% of new donors being retained. This drop is most prevalent in smaller donor segments, a group that makes up a significant portion of the donor base.

ACTION
Be timely and persistent

Bonterra processes approximately 443K donations daily, and our data shows that there are many ways nonprofits can build more sustained support — successfully converting prospects into longer-term champions of their cause and saving themselves thousands of dollars in outreach.

The key is to focus on converting first-time donors to second-time donors. Our data reveals that sustained giving can be unlocked by doubling down on this pivotal moment in a donor's lifecycle.
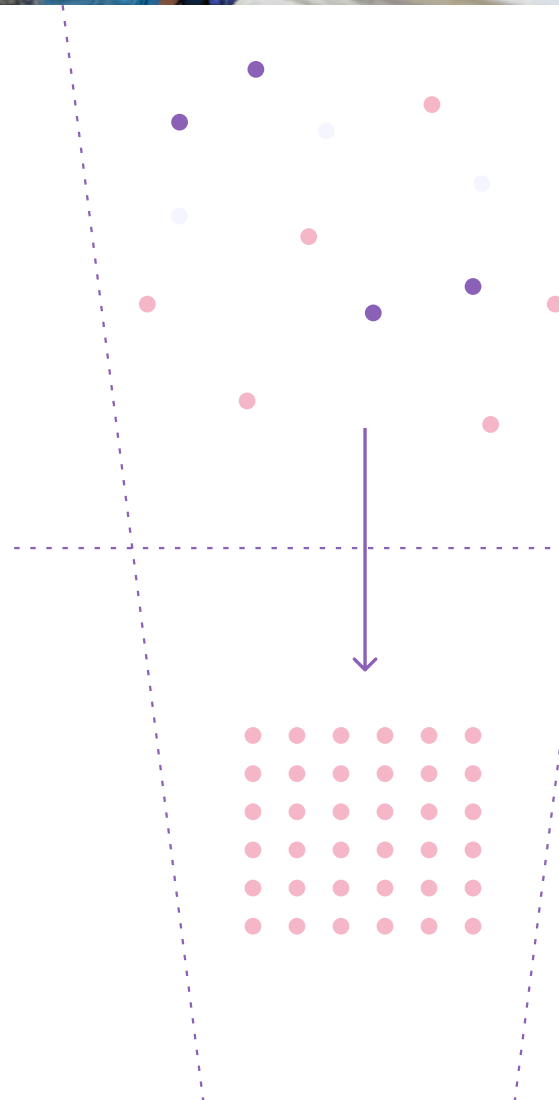
Your key data insights
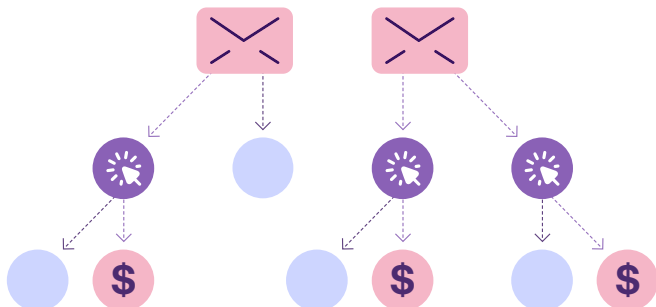
$39 Invest in email. Each email link clicked generates an average of $39 in donations.

25-30%

Pick your moment. Nonprofits see higher engagement when emails are sent mid-morning on Tuesdays and Thursdays. Avoid weekends and late evenings to improve open rates; 25-30% is a benchmark open rate for nonprofits to aim for or above.

Engagement

| Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |

78%

7%
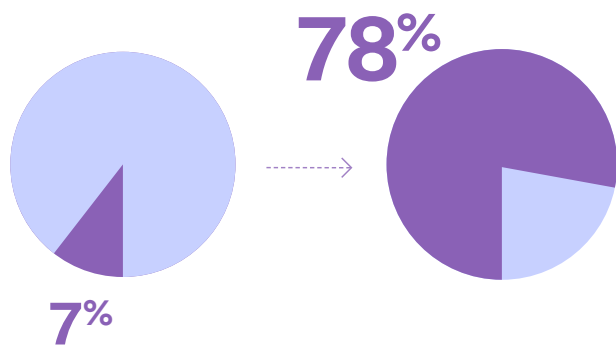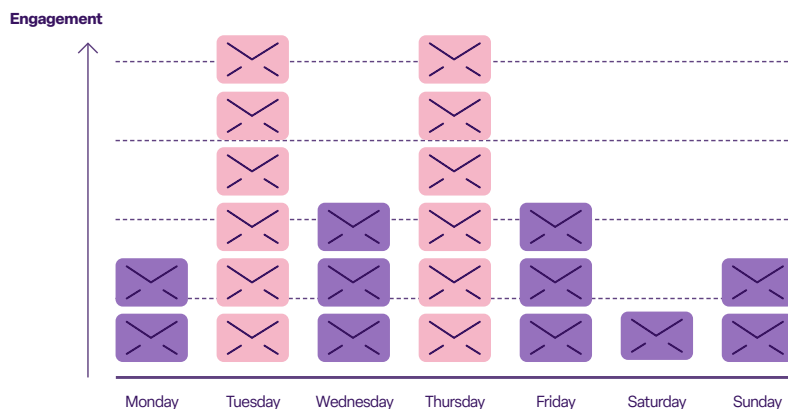
In your initial outreach, ask a supporter to become a recurring donor. While on average 7% of supporters will opt in at that moment, this pool accounts for about 78% of an organization's total recurring donors — making it a crucial opportunity for conversion that you can attain to target.

Don't wait to ask again.

First-time donors are more likely to give again if you re-engage within the first two months. Just make sure you highlight the impact of their first gift and thank them before asking for continued support.

First gift
Day 0

Thank you
Day 30

Follow-up
Day 60

Sustained donors

Second-gift donors

First-time donors

Persistence pays off. Donors who give second gifts are nearly 5x times more likely to become sustained donors.
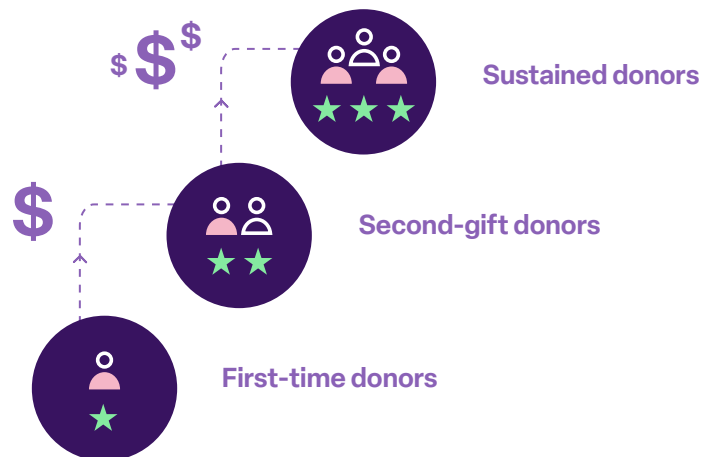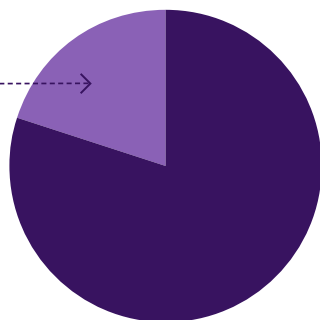
Give more than annually
20%

Give annually
80%

Don't give up on non-responders.
The cyclicality of donors varies, with an average of 270 days between gifts. While a large majority of donors give on an almost yearly basis, about 20% of donors give beyond that annual cadence. It's important to reach out beyond the annual cycle and include that group of supporters.

Don't ignore your sustainers.
Sustained donors increase giving by approximately 1.5% on average per gift. Find creative ways to thank them for their increased support and incorporate additional, thoughtful asks along the journey.

+1.5%

+1.5%

+1.5%

Ask 1   Ask 2   Ask 3
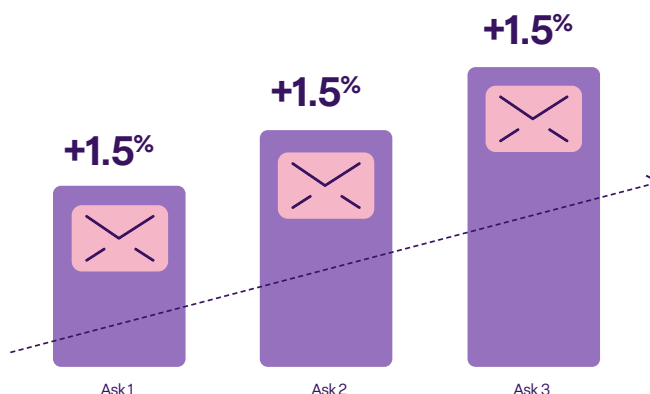
In your Bonterra toolkit

EveryAction and Network for Good

Optimized Ask, a tool within Bonterra's fundraising and engagement solutions, employs AI-powered, targeted donation requests to realize an 11% increase in dollars raised per form load.

Learn more

DonorDrive

A peer-to-peer fundraising platform that gives donors the option to increase their donation to offset processing and technology costs: 78% of donors elect to cover processing fees when enabled by default, resulting in a 2.41% revenue lift for customers.

Learn more

Customer spotlight

NATIONAL
Wildlife Refuge
ASSOCIATION

Making organic movements

How the National Wildlife Refuge Association mobilized grassroots support

About the National Wildlife Refuge Association
Founded in 1975, the National Wildlife Refuge Association provides essential habitats for endangered species, supports biodiversity, and offers communities natural flood and storm protection, as well as clean water.

Leader
Eden Taylor,
Director of Communications and Marketing

"It's really important to diversify your funding stream. The ecosystem of foundations is changing a lot, but the grassroots networks are more important now than ever, and we have more technology to tap into those networks than we did before."

The National Wildlife Refuge Association (NWRA) was founded 50 years ago by a group of retired US Fish and Wildlife Service refuge managers to create an external advocacy arm for the National Wildlife Refuge System — an unparalleled network of public lands and waters across America that provides some of the best wildlife viewing opportunities on Earth.

Given the different laws and stipulations around advocacy, the founders saw a need to create an external organization to educate congressional leaders and the general public about the refuge system. This founding mission has never been more relevant and needed than today: Changes in current political power are having an immediate impact on the NWRA and its 570 refuges across America.

"The refuge system has already been subject to budget cuts for the last 15 years, and now these mass firings," says Eden Taylor, director of communications and marketing for NWRA. "We're going to be seeing things like no access for hunting and fishing, no endangered species monitoring, no one to manage volunteers."

"We've noticed that the back end makes moving through things very simple. We also like the reports that EveryAction has," says Eden.

In response to federal funding uncertainty and turbulence, NWRA is doubling down on diversification efforts, using smart tools to build a base of individual private funders and grassroots supporters.

"Our main goal right now is to build up that grassroots network of supporters that care about the national wildlife refuges," Eden says. While NWRA has great partnerships with other organizations that help at the local level, individual donors remain an important funding source. "We used to have some federal funding, but over time, we have wanted to wean ourselves off that. We've been trying to build out our foundation arm a lot, and also relying more heavily on sustaining donors, as well as individual donors."

To build a diverse base of supporters, NWRA needed to step up its digital infrastructure. Individual donors require ease and intuitive interfaces to more easily commit to long-term support. The system it used previously only offered basic email and clunky forms that didn't offer a positive user experience. NWRA leadership knew it was time to make a switch.

The team embraced a new fundraising platform — Bonterra EveryAction — that makes it simpler for team members to manage their workload. "We've noticed that the back end makes moving through things very simple. We also like the reports that EveryAction has," says Eden. "The way that you move through things like confirmation emails and how things are set up for us is really nice, and it's helpful for a small team to be able to have automation.

We're using it to speak to our supporters, segment our audiences, and talk to our friend groups. And we use it to build our webinar forms to get people interested."

Most importantly, the user experience makes it easy and fun for supporters to get involved. "One of our main goals is to build the next generation of conservationists — reaching out to kids and getting them involved with nature," says Eden. The platform helps engage friends of the program at every age, letting them know about opportunities that range from storytelling to beach cleanup.

Eden and the team at NWRA are thankful to have technology that helps them meet the moment and respond nimbly to protect vulnerable wildlife. Old methods of advocacy no longer cut it. "We're seeing a lot of the advocacy that we used to do as nonprofits isn't quite working anymore; we need to get more savvy with social media and with media in general because congressional members just aren't paying attention unless it's an uprising that shows their voters care about these things," says Eden.

Leveraging technology and social media, NWRA is building a movement across local networks, educating the public on what's at stake, and harnessing the power of community voices to make change.

Customer spotlight

AMERICAN BATTLEFIELD TRUST ★ ★ ★

Necessity sparks innovation

How the American Battlefield Trust uses new tools to preserve history

About the American Battlefield Trust
Started by historians nearly 40 years ago, the American Battlefield Trust preserves America's historic battlegrounds and teaches the public about the consequences of the Revolutionary War, War of 1812, and Civil War.

Leaders
Lawrence Swiader, Chief Digital Officer
Michael Rosst, Director of Digital Production

"It was really game-changing for us to be able to work in the system that allowed us to do more, better, faster," says Lawrence.

The heart of the mission at American Battlefield Trust (the Trust) is to preserve, educate, and inspire. Around 50 staff members work to conserve historic battle sites and create engaging programming on and offline. Being able to experience those hallowed sites is important — it gives people a perspective of American History they cannot otherwise learn about.

 "We think about these battlefields as outdoor classrooms," says Lawrence Swiader, chief digital officer at the Trust. "You can't easily understand how thousands of moving troops could be silent and hidden until you've been there and understand that acoustic shadows may exist because of undulation of the land."

Despite its focus on real-world experience, the team at the Trust has made huge efforts to be digital-forward in the service of its educational goals. Not only is the organization using digital tools to reach people and encourage them to visit the battlegrounds, but it's also improving the experience through content.

"We are enhancing those battlefield visits with trail creation, sign creation, and especially digital content creation," says Lawrence. "We have more than 30 apps in our ecosystem that we've produced that help people experience the past.

"I think that that's the best way that we create and motivate our donors, by letting them know that the battle to save history isn't over, and we need their help," says Michael.

They have a virtual battlefield guide in their pocket as they're walking around these tracks of land, so that they can really appreciate what's happened around this historic land."

In 2018, the Trust switched over its supporter management system to Bonterra EveryAction, which unlocked a swifter, more targeted way of working — bringing more visitors and driving more support for preservation. "I was really happy for the change," says Lawrence. "EveryAction helped us demonstrate the viability of doing more than just direct mail in the organization. It was game-changing, for us to be able to work in the system that allowed us to do more, better, faster — all in a way that's visually appealing."

Yet new challenges continue to put pressure on its fundraising needs. Preserving and purchasing property is increasingly expensive, as modern expansions like housing developments and data centers encroach on open land. And the pandemic —which caused huge drops in visitor numbers — meant the Trust had to innovate new ways to engage audiences.

The organization connects with a broad range of people, serving "everybody from history buffs to students who are doing research for classroom activities to destination travelers who are looking for American history," says Michael Rosst, director of digital production. Digital tools have been key to reaching all of them effectively.

"The automation tool that Bonterra provides allows us to put together really targeted emails to folks whenever we need to," says Michael.

The COVID-19 pandemic spurred digital innovation that would otherwise not have occurred — with Michael and the team digging deeper into experimentation with virtual tours. It was so successful, that they've continued to create new virtual content to live alongside in-person tours.

"It was a sort of learn-as-you-go situation," says Lawrence. "We really ramped up our digital presence during that time, and we experimented with some interesting things that took root for the organization. Today we create new virtual tours all the time. We've just created a series of virtual field trips that can take students to battlefields far away from them. We're creating commercial-quality, professional-level productions that feel like they belong on the Travel Channel."

The team has become savvy about using content to sustain support from donors over time. As the 250th anniversary of America approaches in 2026, the Trust is using all its tools to ensure its resources and experiences are easy to find online, and creating original new content to excite audiences.

And the plan is already working. Over the years, the Trust team has developed a proven approach to converting members into committed supporters by leveraging the automation and customization that technology provides.

"We have people who give multiple times per year and the reason they do that is because we put interesting 'gotta-have-it' land preservation appeals in front of them — 10 to 12 over the course of a year," says Michael. "I think that that's the best way that we create and motivate our donors, by letting them know that the battle to save history isn't over, and we need their help."

Find your ideal funding match

CHALLENGE
Time demand

Finding a suitable match for funding — whether it's a nonprofit seeking a potential funder, or a foundation or corporation seeking an appropriate grantee — is hard to do swiftly, and it often demands a lot of staff time. Moreover, 41% of **nonprofits lack the necessary readiness** to manage every phase of the grant process, while the insecurity around federal grants has put more pressure on nonprofits to diversify funding streams.

Accessing tools to do the heavy lifting of finding funders or grantees is essential to avoiding staff burnout in mission-driven organizations.
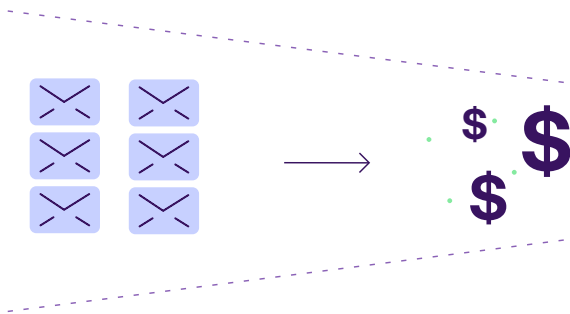
ACTION
Diversify and don't give up

Many nonprofits are missing out on funding because they think they haven't found their right funding partner and stop making requests too quickly after rejection. On the contrary, Bonterra data shows that the winning strategy to receive the most dollars is to use smart tools that allow you to make more applications and keep going until you get results — an approach that can also improve fundraising diversification.

Additional resources would once have been necessary to put this into action — more staff time and manual data entry that most nonprofits could not afford. Now, streamlined digital dashboards and AI-powered grant platforms offer an efficient way to swiftly put a "more is more" approach into action.
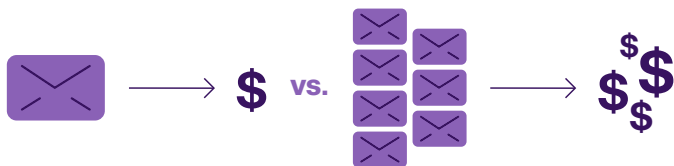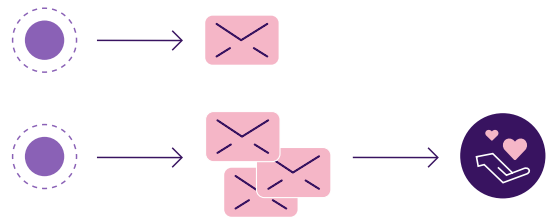
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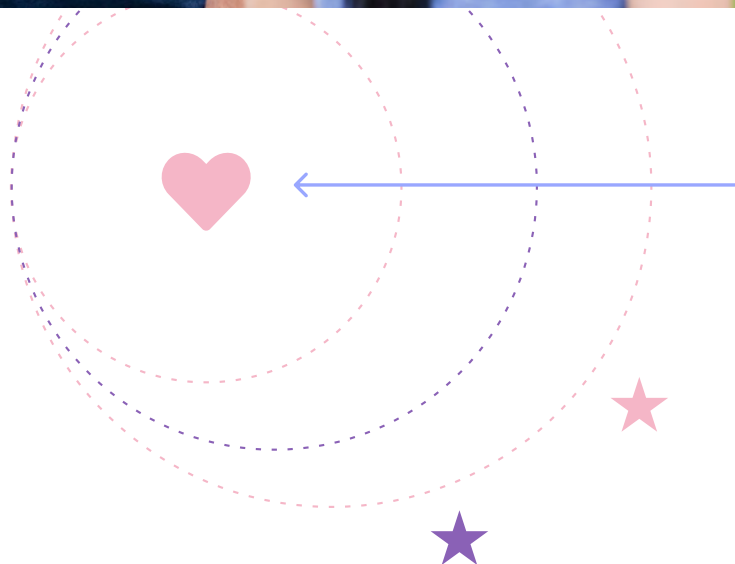
Your key data insights

Make multiple applications.
Nonprofits that apply for more grants receive more funds on average, even if they also receive several rejections.

Try more, smaller requests.
Nonprofits that apply to multiple smaller grants end up receiving more funds on average than nonprofits that apply for one larger grant.

If you think it's the right fit, don't give up after rejection.
63% of nonprofits give up after one rejection. But on average, it takes 1.24 applications to receive funding.

49.13%
funding approved by the same funder

63.74%
funding approved by a new funder

Go back to the well. Overall, 52% of nonprofits that reapply to the same funder or apply to a different funder receive funding.

Applied to the same funder again — 34.7%
Approved by the same funder — 49.13%
Applied to a new funder — 4.99%
Approved by a new funder — 63.74%

In your Bonterra toolkit

CyberGrants

A unified platform for employee engagement and grantmaking that supports the most innovative CSR teams, including 50 of the Fortune 100.

Learn more

Jumpstart

A cohort-based, capacity-building program that enables funders to empower their nonprofit partners to achieve long-term viability. On average, funders experience a 10x philanthropic ROI and participants quadruple their donations from individual giving.

Learn more

Customer spotlight

Capacity unlocks action

How the Michigan Health Endowment Fund helped grantees create capacity where it was needed most

About Michigan Health Endowment Fund
The Michigan Health Endowment Fund works to improve Michigan residents' health and wellness, with a special focus on children and older adults, while reducing the cost of healthcare.

Leader
Veronica Marchese, Program Officer, Community Health & Capacity Building

"If we don't have well-equipped nonprofits, we don't have partners to create impact with."

The Michigan Health Endowment Fund (the Health Fund) was created to expand access to quality healthcare in communities across Michigan, with a particular focus on children and seniors. The Health Fund's mandate digs into eight key issue areas: behavioral health; health services for foster and adopted children; access to healthy food; wellness and fitness; infant mortality; technology enhancements; health-related transportation; and foodborne illness prevention. The Health Fund works with organizations of all sizes, many of which face the same challenge: capacity.

"We know that all of our organizations — rural, urban — are very different, but often constrained by the same thing, which is tighter budgets, restricted funding," says Veronica Marchese, program officer of community health and capacity building at the Health Fund. "So we thought about how else we can equip them outside of grantmaking."

In 2020, when COVID-19 was spreading globally, the Health Fund needed to offer its grantees active support to make sure they were able to keep operating. So, the Health Fund invested in Bonterra Jumpstart, which offers grantees a combination of coaching and technology, empowering them with the skills and tools they need for long-term viability and success.

"We saw a lot of requests for fundraising, fund development, and adding development staff, and it wasn't a request that we could keep up with," says Veronica. "Every organization that we serve and those that we don't serve could benefit from some fundraising support and strategy. Jumpstart equips them with those things that will allow them to focus on their mission."

As a funder, the Health Fund didn't have the skill set or resources to offer the amount of hands-on support that its community of nonprofits needed. Having the ability to offer coaching unlocked new levels of efficiency and productivity that grants alone couldn't achieve.

"Most of our partners are constrained for capacity, and often we hear from them that they would just love a thought partner. The coach provides that for them, as well as the technology tools, the resources, and the technical assistance to strengthen those skill sets. Offering that is huge," says Veronica. "I don't have that within my skill set. Being able to set them up with a coach that is dedicated to them has been really, really great."

In particular, expert thought partnership has proven to be transformational for the smaller nonprofits that the Health Fund supports, where leaders are required to give their attention to many different tasks. In the face of unstable federal funding, this need for coaching is timely and urgent, as nonprofits are eager to diversify their funding streams.

Veronica recalls one example of a nonprofit partner — Alpena Senior Citizen Center —that's seen a huge impact from leveraging digital fundraising tools: "They started with just a few thousand dollars for their year-end campaign, and after going through JumpStart, they ended up with $30,000 — and they had only amazing things to say about how exciting it was to see that huge growth," says Veronica.

Another Health Fund grantee, MiGen, focuses on supporting the elder LGBTQ+ community in Michigan. Right now, MiGen is feeling the instability of current political turbulence and is grateful to be better equipped to respond to the moment through support from the Jumpstart program.

"The needs of the community are immense, and decades of pent-up need have meant we have had to scale up quickly, but there is still so much room to go," says Executive Director Angela Gabridge, who started with MiGen three and a half years ago, from the grassroots up.

"Participating in Jumpstart meant we had the space to take a risk and see if the technology worked out for us without the outlay of additional cash resources. It also meant being able to access discounted pricing moving forward and access to a coach who was instrumental in helping us unlock the full potential of the platform," says Angela. "The rich engagement data we are able to pull from the platform is outstanding, and reporting is so nimble and does not require a 'middleman.' Our engagement metrics, event ticket sales, sponsorships, and individual donations have all more than doubled as a direct result of participating in Jumpstart."

Veronica is happy to see this support in action. She is also clear-eyed about the need for more — more tools and more coaching support to keep progress moving in pace with her community's needs and the changes across the country.

"It's critical that we're committed to working with the nonprofit sector that we have in our state, and that we're investing in its strength and its resources," says Veronica. "If we don't have well-equipped, well-resourced nonprofits around the state, we don't have partners to create impact with. Having this particular resource to support them in the most critical area — their ability to keep operating — that is a really huge need, and something that we're really happy to be able to fulfill."

Respond to crises in record time

CHALLENGE

Under pressure

When a crisis occurs — whether it be a natural disaster or a court ruling — people across the world are moved to support. It's a moment when communities turn to nonprofits and their institutions, asking them to help them help others. The majority of Americans who donate **give to charities supporting disaster relief**, and Bonterra data shows that, during 2020–23, relief organizations often saw a substantial increase in giving soon after natural disasters and significant cultural moments.

This demand can create a lot of pressure. How do you make people aware of the proper channels? How do you handle the increase in donations and offers to volunteer? How do you keep up with the changing needs on the ground? For example, 52% of Americans say that when a crisis occurs, they **don't know where to find reputable information** on how to direct a monetary donation to support those in need.
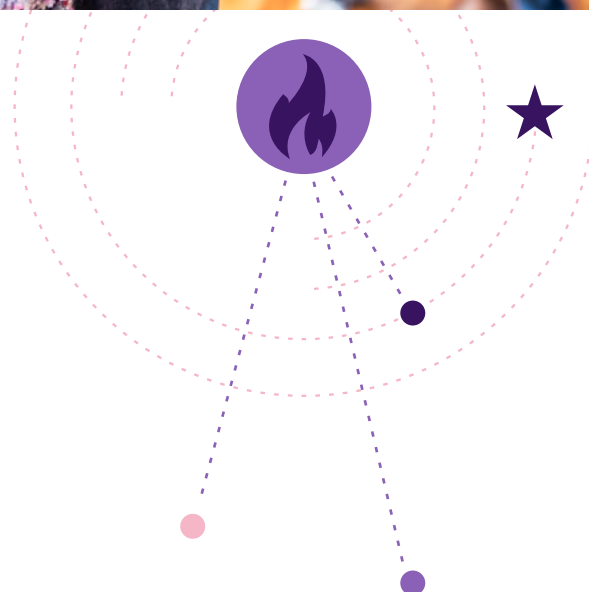
ACTION

Plan ahead and be bold

Having the right tools implemented is key to activating your donor base when a crisis hits, ensuring they can provide as much support as possible — whether that's sending donations to communities impacted by a natural disaster or providing support for a critical social movement response. Be prepared for fast-paced pivots, increased donations, and the opportunity to expand your long-term supporter base.

Your key data insights

Start fundraising early.

In the case where a crisis or significant cultural moment is predicted (e.g., a hurricane hitting a coast or a judgment from the Supreme Court being delivered), nonprofits that start fundraising ahead of time often experience a surge in donations up to one day before and three days after.

Based on data in response to 2022-23 hurricanes, nonprofits experience an average 1,308% surge in funding the week before and up to three days after the storm — so it pays to ask for larger amounts immediately, and more regularly.

1,308%

Event/crisis

Fundraising

Prediction

Prepare for new donors.
Nonprofits in our community see an average 1,735% increase in new donors at the peak of a natural disaster due to a dramatic lowering of trust barriers and increased need. In the two weeks after the murder of George Floyd in 2020, Black Lives Matter (BLM) and aligning organizations attracted over 400,000 new donors.

Be ready to focus locally.
Based on data analysis of the Dobbs ruling in 2022, local organizations experienced an average 2,105% increase in total donations around the leak date and an average 5,170% increase around the Supreme Court decision.

5,170%
increase in donations

2,105%
increase in donations

Leak date

Supreme Court decision
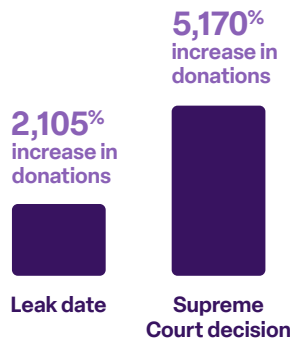
Expect big surges for social crises.
Nonprofits aligned to racial inequity saw an average 7,190% surge in the total amount of donations when major social justice milestones occurred in 2020, compared to regular days.

7,190%
surge in amount of donations

Major social justice milestones
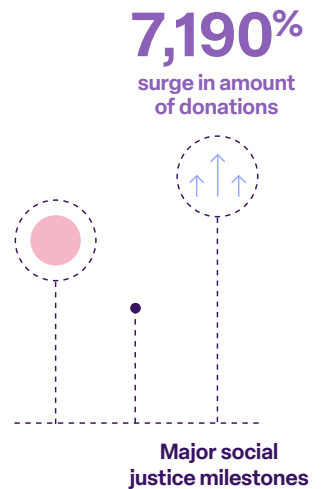
In your Bonterra toolkit

CyberGrants

FrontDoor, a solution within CyberGrants, features a connective platform where nonprofits and corporations can meet, with 160,000 rigorously vetted organizations looking for sponsors.

Learn more

EveryAction

Reach your audience with confidence using EveryAction's email marketing, backed by exceptional sending infrastructure with a 99% delivery rate.

Learn more

Network for Good

With best practices and coaching built into an all-in-one fundraising solution, Network for Good delivers measurable results and a 480% ROI.

Learn more

Customer spotlight

Nimbleness requires readiness

How Texas Diaper Bank used digital tools to manage a hurricane of help

About Texas Diaper Bank
Founded in 2013, Texas Diaper Bank is a nonprofit dedicated to providing diapers, incontinence supplies, and essential resources to families, seniors, and individuals in crisis across Texas.

Leader
Jorge Medina, CEO and Founder

"Disasters happen so quickly. If we didn't have this software as part of our operations, we wouldn't be able to react and respond."

Jorge Medina, CEO and founder of Texas Diaper Bank, recalls the day when his organization entered rapid expansion mode. It was August 25, 2017, the day Hurricane Harvey made landfall as a Category 4 hurricane, setting off catastrophic flooding throughout Texas. Within days, Jorge's small nonprofit operation providing diapers and personal care supplies became the center of national attention.

"When a disaster happens and people are being evacuated, the last thing that they're going to pack are these types of essentials," says Jorge. "They arrive at a shelter and they are welcomed with a warm bed and some food, but none of these essentials are being provided."

This was the first time the organization had addressed a disaster as large and widespread as Harvey. The team quickly sent out a press release outlining the imminent needs of their community. NPR picked up the story that night, and by the next morning, everything changed.

"Having this type of software is imperative. This is something that you need to have because when something like this does happen, you need to have the right software in place to be able to handle this flood of donations that's going to come," says Jorge.

"We started getting phone calls from different places — foundations, celebrities — wanting to donate," says Jorge. "It was almost like a hurricane in itself, a good hurricane, where we were inundated with people wanting to help with either money, product donations, or their time." Thankfully, Jorge had recently decided to integrate Bonterra Network for Good, in part to be able to accept online donations and manage donors.

"Bonterra Network for Good software was so important for us because it allowed us to have a way of managing this multitude of donors," he says. It also made it possible to process monetary donations fast, which was integral to hiring staff and procuring warehouse space to address the influx of product donations. "We couldn't have done that if we couldn't tap into the actual dollars being donated." Based on his experience, Jorge is a passionate advocate for nonprofits of any size to adopt fundraising software. "You need to have the right software in place to be able to handle a flood of donations," says Jorge.

Texas Diaper Bank, which had previously worked from a 6,500-square-foot facility, now occupies 30,000 square feet, offering diapers plus incontinence and menstrual products. And, it has recently teamed up with DoorDash to offer delivery services.

With its increased capacity, the team is better able to respond to other pressing events, like social crises and demographic shifts, in addition to natural disasters. For example, it serves the growing "silver tsunami" of senior Texans needing care and the influx of refugees into American cities as conflicts and climate impacts ramp up worldwide.

When asked to sum up the value of using digital fundraising software, Jorge comes back to the moment when Hurricane Harvey hit.

Jorge says, "Having this type of software is imperative. This is something that you need to have because when something like this does happen, you need to have the right software in place to be able to handle this flood of donations that's going to come."
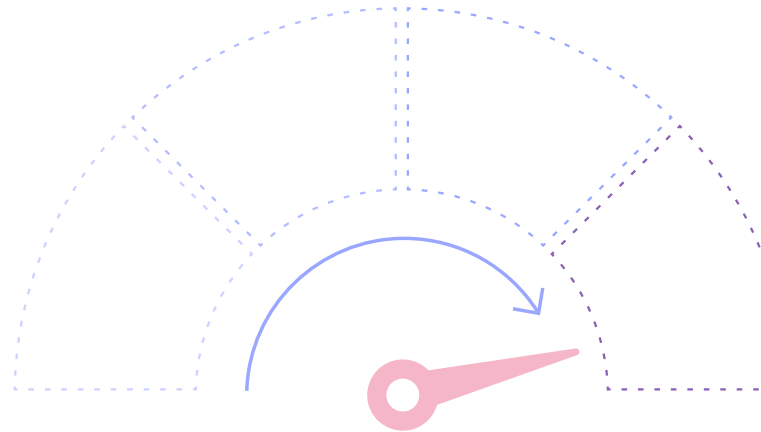
NONPROFITS

Invest in the power of trust

CHALLENGE

Figuring out the formula for trust

Trust is the most prized asset in the impact space — it unlocks greater support over longer periods of time. And while **trust in nonprofits has rebounded by 5 points** after four years of decline, it remains low at 57%.

No one knows the precise formula for trust, but Bonterra believes it starts with three key building blocks: listening to needs, being transparent, and following through on what you said you'd do.

ACTION

Get closer and customize

Nonprofits can strengthen their relationships with supporters by personalizing interactions. At the same time, technology can provide insights into the capacity of supporters, allowing nonprofits to engage with them more effectively. Plus, organizations can showcase their impact instantly — real-time data provides proof of results, building trust with communities and giving funders confidence in the mission.

Your key data insights

8x the donations

Year 1 — Year 10
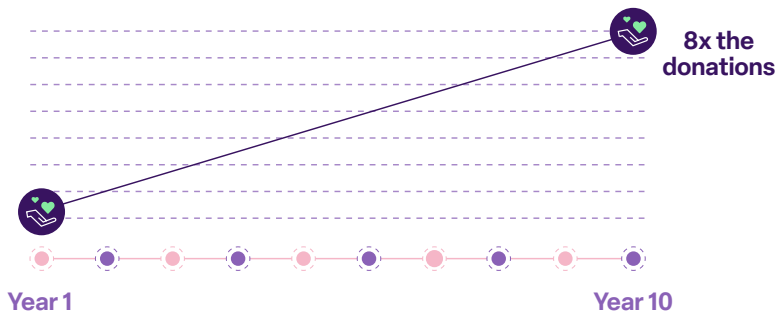
Trust is valuable.
Sustained donors are a tangible measure of trust as they continue to believe in and support your organization. Plus, over the course of approximately 10 years, they give an average of 8x as many donations and 2.5x the amount compared to non-sustainers.

3x more fundraisers   **6x** reduced staff time

Empower trust holders.
Peer-to-peer software allows supporters to build their own network of support for your mission, activating 3x more fundraisers while reducing staff time by 6x.

Targeted requests

Based on personalized donation history

11% increase per donation
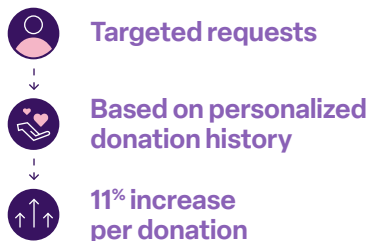
Customize your ask.
Targeted requests based on personalized donation history help increase dollars per donation by 11%.

Health services

Human services

Public societal benefit

53% completion rate

45% completion rate

38% completion rate

Know your program's benchmarks.
Trust plays a significant role in health, human, and social services organizations serving participants in need. Understand your program's average completion rate and weigh it against the sector average:

Health services (e.g. community clinics, rehabilitative care) — 53% completion rate

Human services (e.g. foster care, family violence centers) — 45% completion rate

Public societal benefit (e.g. veterans organizations, public transportation systems) — 38% completion rate

Additionally, the average time for successful completion rate across these sectors was 108-140 days.

See how your program measures up and, if below the benchmark, analyze where case participants are dropping and what interventions you can take to propel them forward.

In your Bonterra toolkit

DonorDrive

The DonorDrive Charity Fundraising App puts powerful peer-to-peer fundraising tools in supporters' hands, increasing the average raised per fundraiser by 154%.

Learn more

Apricot

Case management software designed for caseworkers to streamline operations, automate reporting, and win funding — helping deliver an average of 3.5x more services due to efficiencies gained.

Learn more

COMING SOON

The Bonterra Network will leverage AWS cloud-powered dashboards that track real-time impact and make reporting to your stakeholders and funders easier and faster.

Customer spotlight

Being data-driven is a mission imperative

How Wilmington Alliance leveraged technology to build trust in Delaware

About Wilmington Alliance
Founded in 2019, Wilmington Alliance partners with community, civic, and business leaders to drive economic opportunity and social vitality, addressing economic mobility in Wilmington's communities.

Leader
Renata Kowalczyk, CEO

"If we're going to be result-driven, we have to be data-driven.
And to be data-driven, we have to have the knowledge and discipline and tools."

Renata Kowalczyk, CEO of Wilmington Alliance, is a champion of data integration. Leading a busy, locally focused organization in constant fundraising mode, she prioritizes real-time data-sharing with stakeholders — from funders to community members. The organization's impact dashboard gives her team instant access to what they need, and it frees the team to focus on their program.

"In the past, when we needed to provide updates to the board or founders [all of whom like information in specific formats], we would have to do it manually from spreadsheets," says Renata. The organization's dashboard, powered by Bonterra Apricot, changed that. "We have a very easy way to communicate, not only to our founders but, frankly, to anyone who asks us a question."

Being able to track outcomes and speak to the organization's progress against goals is essential for reporting, and it also builds trust. With decades of experience working in the corporate world, Renata understands what founders and potential investors need to see and know in order to offer their support, as well as the biases people bring when they work with the social sector for the first time. Having data at Renata's fingertips has been transformative in building confidence with new funders — it opens doors that previously would have been closed.

"In the past, when we needed to provide updates to the board or founders [all of whom like information in specific formats], we would have to do it manually from spreadsheets," says Renata.

"Business leaders in the community have told me, 'I'm hearing that you run this shop with an incredible level of data and acumen and transparency. I can't wait to sit down with you and explore what more we can be doing together,'" says Renata.

"It empowers me as the CEO to be much more effective in my role as a champion and advocate and chief salesperson," she adds.

Some might think that data integration is not necessary for every nonprofit. Renata disagrees. Having experienced the transformation that the data dashboard has made for her and her team, she underscores the importance of this type of digital empowerment for the survival of the sector at large.

"We collectively need to get much better, quickly, at sharing and amplifying the work," says Renata, "because we are only going to be asked to do more."

Customer spotlight

Arab-American Family Support Center

Efficiency enables community focus

How Arab-American Family Support Center used data systems to serve people's needs

About Arab-American Family Support
Founded in 1994, Arab-American Family Support Center (AAFSC) provides multi-generational social services to immigrants and refugees with particular expertise in serving Arab, Middle Eastern, Muslim, North African, and South Asian communities.

Leader
Maia Dillane, Senior Director of Strategy and Implementation

"We quintupled our partnership with a major foundation because we were able to meet the precision of information they needed."

For over 30 years, AAFSC has empowered immigrants and refugees relocating to the New York City area. But with rapid changes to federal immigration policy, the team must stay nimble to meet the growing needs of the community.

"I've been with the organization for almost six years, and there has been no greater challenge than the one we're facing," says Maia Dillane, senior director of strategy and implementation at AAFSC. "We're seeing policy changes every single day that impact the communities we serve. That means every one of us — our program teams and those in data and evaluation roles — need to have our systems functioning as efficiently as possible."

AAFSC employs 180 people and serves a community of around 20,000 in 10 different locations. Such scale requires a data ecosystem that can power accurate, rapid reporting to meet case management and fundraising needs. That's why AAFSC began working with Bonterra Apricot in 2017.

"When we first got Apricot, we didn't have anything similar," says Omar Ebid, quality assurance specialist at AAFSC. "I remember boxes and boxes of old cases sitting in closets, and it was a process to just physically locate, collect, and then digitize them. Coming up with a process to do that efficiently while being able to track everything — that was a big deal."

"We've all experienced that moment when a program staff member or program leader sees their data from a macro lens for the first time — it can be very validating and an opportunity to celebrate all of the work they're doing. During these difficult times, we can use that celebration," says Maia.

Because of AAFSC's multiple offices, it's essential to have a centralized data management system powered by cloud technology that maintains seamless communication across each program and location. David Sierra Perez, database evaluation coordinator at AAFSC, says the software has reduced time spent on redundant tasks, allowing staff to focus on what matters. "We'd often run into duplicate profiles. One program may be based in Queens or in the Bronx, and now being able to have a centralized database helps us find the client and not create a second profile."

The investment in data infrastructure paid off — not only is staff time freed up, AAFSC can also more easily attract long-term funders, propelling the organization's scale and ability to help more people. Maia says AAFSC experienced an 80% uptick in referrals for mental health services one month after the new presidential administration took office. With Bonterra Apricot, the team was able to meet this growing demand. The organization says its ability to provide accurate reporting has been directly tied to an increase in federal funding to expand the program.

"We've all experienced that moment when a program staff member or program leader sees their data from a macro lens for the first time — it can be very validating and an opportunity to celebrate all of the work they're doing," says Maia. "During these difficult times, we can use that celebration."

CORPORATIONS + FOUNDATIONS

Strengthen giving at work

CHALLENGE
Low employee engagement

Employees of all ages want to find meaning at work. In fact, 72% say whether the job offers the opportunity to **address social issues is a key consideration**, while 60% who have access to workplace giving programs say they **feel a greater sense of purpose**. However, this vital group of employer-empowered donors and volunteers is under threat as shifts in politics and workplace norms influence behaviors. **A recent poll shows** employee engagement is at a 10-year low, with only 31% of US employees feeling engaged at work in 2024.

But the stakes remain high. If workplace giving is not prioritized, employers will lose talent, and nonprofits will miss out on vast amounts of individual donations and volunteer time, including matched giving, which **contributes over $2.5 billion each year**.
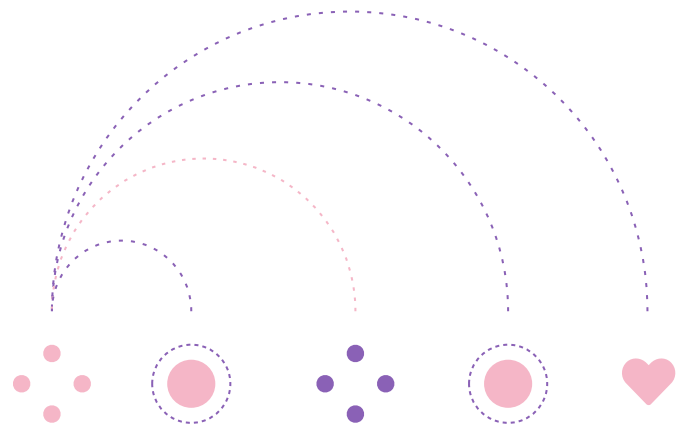
ACTION
Share stories and get competitive

In a time of economic turbulence, empowering employees to donate and volunteer offers a clear pathway to increase engagement and job retention. Bonterra data shows that CSR teams should bring digital trends from outside the workplace into the office — making donations frictionless with digital platforms, catching employees' attention with bite-size content and other social storytelling, and harnessing people's inherent love of competition by gamifying their impact experience.

Your key data insights

Make it social. Social feeds of company impact drive approximately 89% higher employee engagement rates within CSR programs.

89%
higher employee engagement
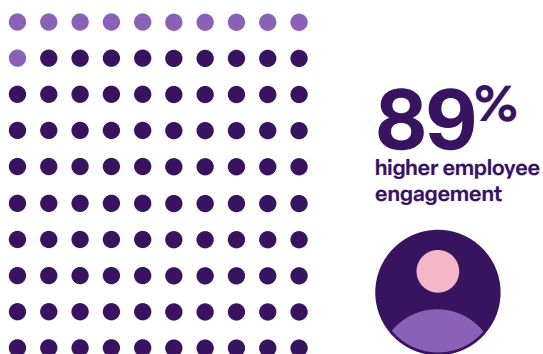
Use content to boost volunteering. Companies that use social feeds to engage their employees in impact work see an approximate 50% increase in volunteer hours.
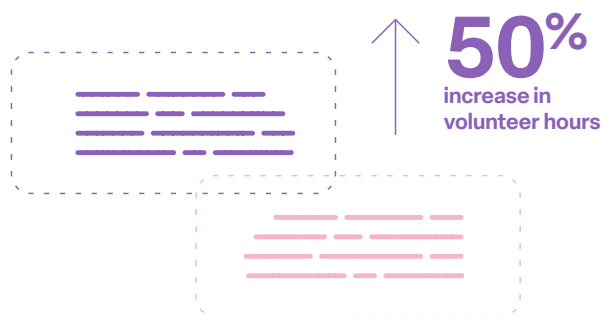
50%
increase in volunteer hours

Gamify giving. Matching gift participation rates increase by approximately 22% and payroll giving participation rates increase by approximately 20% when companies use leaderboards to track giving activity across the company and motivate employees through gamification, inspiring them to hit higher targets.
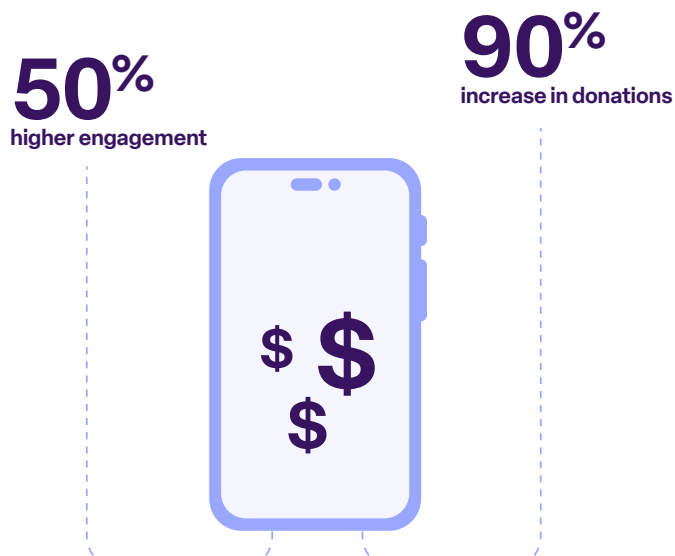
22%
matching gift participation increase

20%
payroll giving participation increase

Digitize to drive donations. Companies that empower employee giving using digital wallets see approximately 50% higher engagement rates and approximately 90% increase in donation amounts.

50%
higher engagement

90%
increase in donations

Increase your donor count. Social feeds help increase donor count by approximately 50%, while the use of digital wallets helps increase donor count by approximately 14%.
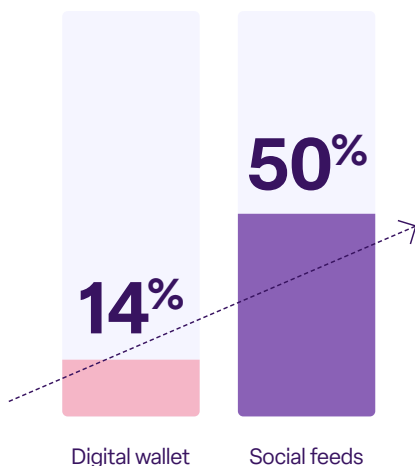
Match your employees. Corporations that offer employee donation matching see approximately one more donation per donor and an approximately 3x higher average amount per gift than those that don't.

50%

14%

Digital wallet

Social feeds

3x
higher
average amount

In your Bonterra toolkit

CyberGrants

In 2024, CyberGrants customers collectively delivered more than $8B in grants, 8 million volunteer hours, and $1 billion in employee giving to nonprofits.

Learn more

DonorDrive

Passing the megaphone to peer-to-peer supporters, DonorDrive helps share meaningful connections to nonprofits causes. Fundraisers who personalize their stories increase the amount they raise by 376% on average.

Learn more

Mobilize

A volunteer management platform that taps into a shared network of mission-driven organizations to drive up to 45% more signups — without added outreach effort.

Learn more

Customer spotlight

Harnessing a culture of giving for greater good

How Ally Financial uses technology to exceed employee engagement expectations

About Ally Financial
Ally Financial is a 100-plus-year-old financial institution and is home to America's largest all-digital bank.

Leaders
Lynne Walters,
Senior Director of Corporate Citizenship,
Ally Financial

"It's a slam-dunk tool. Being able to demonstrate a positive community presence and outcomes for nonprofits — that's what people want to see."

Ally Financial, a financial services company founded over 100 years ago, has a "Do It Right" spirit that runs through the entire business. In its hometown markets of Detroit, MI, and Charlotte, NC, the Ally Charitable Foundation is active in supporting economic mobility — with a particular focus on affordable housing, workforce development, and financial education. In addition, the business makes corporate donations across all 50 states.

Home to the nation's largest all-digital bank, the team at Ally is technology-forward, and strives to be targeted and intentional about how it drives impact. The organization was an early adopter of Bonterra CyberGrants, and the tool allows it to put nonprofits first. "Our goal is always to be the Fairy Godmother, and our Cinderellas are the nonprofits that should get the spotlight," says Lynne Walters, senior director of corporate citizenship at Ally.

As part of Ally's broader Corporate Citizenship team, Lynne leads a team of five that provides operational excellence, data analytics, and governance, as well as brings volunteer and giving programs to life. One of the group's key roles is to bridge the gap between business and impact, and leverage technology to scale its efforts. Bonterra CyberGrants allows the team to make a compelling case to key Corporate Citizenship decision-makers internally. "If we can't demonstrate the ROI, executives at the top could have a difficult time understanding the nuance of why our support is important," says Lynne. "This tool — particularly the implementation of Insights — has been a game-changer."

"Our goal is always to be the Fairy Godmother, and our Cinderellas are the nonprofits that get the spotlight," says Lynne.

Having Insights on hand allows the Ally team to understand how it performs compared to its competitors in employee community engagement, which creates ongoing momentum for impact work and shines a light on Ally's secret sauce: company culture. Starting from the top with its CEO — who "leads with a balance of head and heart," Lynne says — Ally shows up with impressive levels of commitment to the communities it serves. And now it has the data to prove it.

"Our employee giving last year showed 73% of our employees engaged in some way in the community. Looking at comparative organizations in the financial industry, the benchmark is 32%, so we are a clear head-and-shoulders above," says Lynne. "The power of Insights is a slam-dunk. Being able to demonstrate a positive community presence and outcomes for nonprofits — that's what people want to see."

Ally has 128 team members across the company who coordinate employee impact projects locally, as volunteer leaders, enabling Ally's deep engagement levels. The Corporate Citizenship team can't be everywhere at once, so Bonterra's tools are crucial to empower these driven volunteer leaders across the country, helping them to organize events, to track outcomes, and see who signed up. "It's a one-stop shop," says Lynne.

As the capacity to give back has increased, so has the recognition of the team's effort. Last year, Ally was awarded the Silver Halo Award from Engage for Good for its giving-back culture and community engagement. Lynne is thrilled. "For me, it was a mic-drop moment," she says.

"Now we can report and tell the story of impact on nonprofits in our metropolitan statistical areas," says Lynne.

"It is working. If we didn't have tools like this, I can guarantee you we would have far, far less engagement."

The benefit of having Insights at the team's fingertips extends beyond internal stakeholders. "Now we can report and tell the story of impact on nonprofits in our metropolitan statistical areas," says Lynne, "which is helpful for a variety of purposes, including with elected officials who want to know, 'What are you doing in my district?'"

Ally is focused on growing its impact, and the efficiency and creativity that tools like CyberGrants have brought to the team.

"The tool allows us to meet employees where they are, no matter where they are," she says. Employees at Ally love the easy interface of CyberGrants, which makes it possible to "fish" for causes to support; and Lynne and her team save time by using automated communication templates to keep staff up to date on opportunities for impact. This gives employees more space to innovate and deepen engagement, explains Lynne. "For example, we donate $25 for every hour served to a nonprofit of their choice, up to a cap of $1,000 per person. That's huge. Our teammates actively volunteer, but they also get the benefit of financially supporting the nonprofit, beyond our team volunteer events."

Using smart technology and tools to drive impact has been a win-win for Ally. "Corporations get better at making funding decisions and telling stories," says Lynne, "and nonprofits have more access to funds that are available. Rather than two ships passing in the night, we are meeting them right where they are."

Evaluate your fundraising strategy
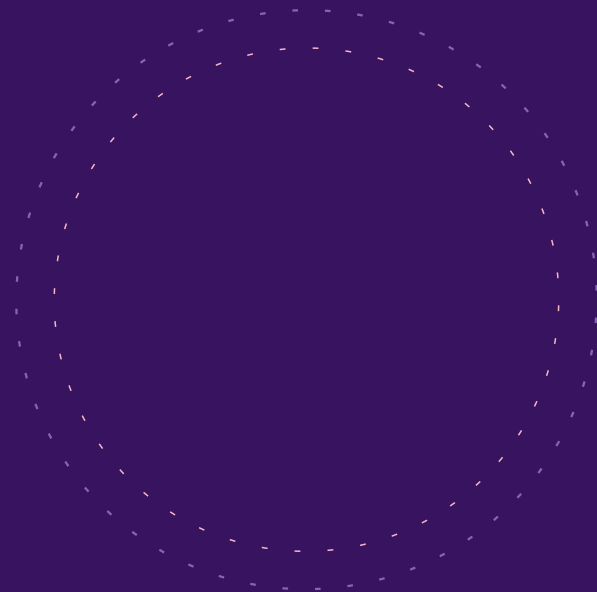
How is your nonprofit's fundraising strategy measuring up to sector benchmarks?

Now more than ever, it's critical for nonprofits to diversify their donation streams and lean into private grant funding. Our interactive tool will measure your fundraising strength and opportunities by analyzing a handful of simple data points, plotting you in one of four quadrants, and then providing actionable insights on how to improve performance.

Take your fundraising to the next level.

Get your personalized insights

What now?

In the coming years, Bonterra will continue to deliver the technology and solutions that will power the social good sector and achieve revolutionary impact. Throughout that process, we must remember that the Generosity Generation isn't just a moniker assigned to one group of givers, funders, or service providers. It's all of us.

The best practices and insights featured in this report shed light on the most innovative organizations we have the pleasure of working with — but they certainly aren't all of them. An entire ecosystem of doers is inspiring philanthropy around the world.

By taking these actionable steps and understanding your organization's impact readiness, we hope you're better equipped to tap into the Generosity Generation. Only together can we raise charitable giving in the US, better serve our communities, and, ultimately, make this planet a safer place to live and thrive.

Let's achieve the greatest good.

Building tools to power big ambitions

Since 2021, Bonterra's mission has been to propel every doer of good to reach their peak impact. We measure that impact against our vision to increase the giving rate as a percentage of US GDP from 2.5% to 3% by 2033. Together, with our innovative base of customers and partners, we believe this is an achievable goal.

By creating the most comprehensive network of givers, volunteers, nonprofits, and funders, and equipping them with advanced technological tools, we enable a continuous cycle of sustained and unprecedented giving. We offer robust capabilities in case management, fundraising and engagement, and corporate social responsibility that meet multiple functions for every social good organization. Our innovative approach brings together world-class and trusted brands like Network for Good, CyberGrants, EveryAction, DonorDrive, and Apricot, among other powerhouse players.

Built on a legacy of supporting corporations, foundations, grantmakers, nonprofits, and public agencies, our solutions empower our clients to focus more of their resources on what matters most: driving impact and advancing social good.

Bonterra's dedication to our mission speaks for itself. In the remainder of this report, you'll find our annual impact data as an organization for the last year, and how we're positioned to drive more progress in the year ahead.

THE FOLLOWING SECTIONS OF THE REPORT WILL OUTLINE:

- **Our ongoing commitment to diversity, equity, inclusion, belonging, and accessibility**

- **Our annual performance data and contributions to progress in the social good ecosystem**

- **Where we're headed next**

DEIB: Advancing people, culture, and community

From commitment to impact

In 2024, Bonterra made significant strides in embedding diversity, equity, inclusion, and belonging (DEIB) into its culture, operations, and long-term strategy. By strengthening accountability, integrating DEIB into systems and policies, and fostering employee engagement, the company laid a strong foundation for sustainable progress.

Laying the foundation

A key focus in 2024 was establishing clear metrics and accountability measures to track DEIB progress with transparency. Bonterra refined workforce demographic data collection, enhancing representation insights and ensuring leaders had access to real-time workforce composition data. This monthly updated DEIB dashboard informed decision-making and set the stage for actionable progress to support all Bonterrans.

With these insights, Bonterra introduced initiatives to reduce bias in hiring, improve career development pathways, and strengthen retention efforts.

Key actions included:

- **Enhancing hiring and evaluation processes** through structured rubrics, inclusive language audits, and bias training
- **Providing workforce composition reports** to senior leaders, reinforcing visibility
- **Addressing performance evaluation gaps** by linking manager accountability to performance review completion
- **Reducing systemic barriers** that disproportionately impacted underrepresented employees, strengthening retention and enhancing the workplace experience for all Bonterrans

Beyond workforce initiatives, Bonterra embedded DEIB into AI governance, supplier diversity, and branding efforts, ensuring equity is reflected across all business functions.

Dionn Schaffner,
Chief Diversity Officer &
Sr. Vice President of Social Impact
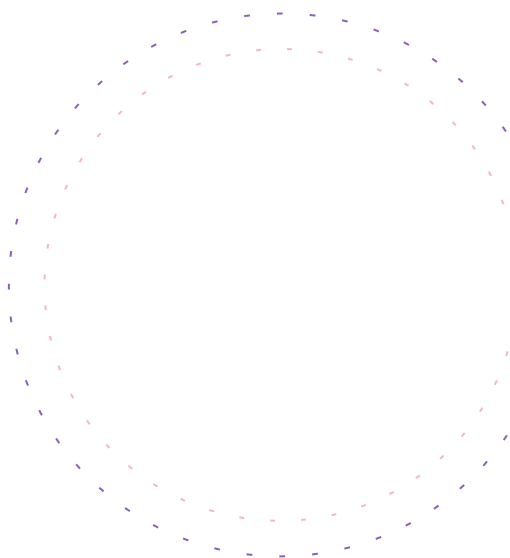
Embedding DEIB across the business

Bonterra's approach to DEIB extends beyond tracking metrics — it's about integrating inclusion into the company's core business strategy.

Structural changes in 2024 included:

- **AI governance and bias mitigation** — Ensuring AI tools and automation are developed with inclusivity in mind
- **Supplier Diversity Program** — Expanding procurement practices to increase access for a broader range of businesses, especially those aligned with our mission and values
- **Strengthening culture and inclusion in onboarding** — Implementing structured programs that foster early employee engagement and belonging

These initiatives established long-term systems for accountability and inclusion, making DEIB an operational priority.

Fostering an inclusive culture

Beyond policies and systems, Bonterra worked to cultivate a culture of belonging where employees feel valued and engaged. In 2024, the company expanded participation in DEIB initiatives through:

- **DEIB committees** that led key engagement efforts across teams
- **The Volunteer Impact Program**, which saw increased participation through accessibility improvements
- **Recognition programs** like the Sarah Bain Excellence in Mentorship Award, reinforcing inclusive leadership
- **Employee-led initiatives**, including Lunch and Learns and OneBonterra Spirit Day, which strengthened peer-to-peer engagement

By fostering open dialogue and psychological safety, Bonterra ensured that employees had trusted spaces to share concerns and contribute to solutions, further strengthening workplace inclusion.

Improvements in inclusivity and representation

- **At the executive level, employees identifying as women increased from 27.6% to 34.5%**

- **At the senior leadership level, notable growth in representation:**
    - Latina/Latine/Latino/Latinx or Hispanic employees (+36%) from 2.7% to 3.7%
    - Asian employees (+63%) from 5.4% to 8.8%

- **Notable growth in representation of Black or African employees:**
    - Net hire ratio has significantly improved, from a challenging -12.7% to 3.3%
    - Overall representation increased from 5% to 6.4%

- **99.89% of Bonterrans report their legal gender marker**, reflecting a significant improvement in transparency and inclusivity

Looking ahead: Transforming commitment to impact

In 2025, Bonterra is moving beyond commitment to measurable, sustainable progress. By embedding DEIB into every aspect of the business — from leadership accountability to product innovation — we are creating meaningful change that extends beyond internal goals to broader social impact.

A relentless focus on data-driven accountability, strategic action, and innovation will continue to shape Bonterra's efforts in recruitment, talent development, and employee engagement. Our commitment to 3% by '33 reflects a long-term investment in equity — not just at Bonterra but across the social good sector. Because when inclusion, innovation, and outcomes align, Bonterra doesn't just build a stronger workplace — we drive meaningful change for the greatest good.

To reach 3% by 2033, all giving and volunteering across the ecosystem must increase by 77% over the next 10 years. That equates to a 5.87% growth annually.

Bonterra 2025: Impact highlights

Vision	Increase charitable giving to 3% of the US GDP by 2033.

Mission	Propel every doer of good to their peak impact.

Values	Elevate doers of good. Innovate courageously. Cultivate inclusivity. Own the outcome. Do well by doing good.

18.6K+ customers including 12.4K+ nonprofits

437K+ nonprofits supported

731 new social good organizations joined in 2024

50 of the Fortune 100 companies in network

4.8M+ lives touched

$28B+ annual giving supported

$8.5B in grants raised or received across Bonterra solutions

$100K Bonterra-matched donations supporting victims of the LA wildfires

77 virtual events, 16 in-person events, 4 virtual events with official partners

Holistic social good

Our software has helped nonprofits, corporations, foundations, and governments — among other groups — create positive, global change.

Top customer industries

1.	Foundations and nonprofits	12,482
2.	Political	3,453
3.	Corporation	471
4.	Government	447
5.	Healthcare	76
6.	Educational institutions	72
7.	Banking	39
8.	Other	1,564

In 2024, Bonterra helped our nonprofit customers engage with over **38 million new donors.**

Product	2024 new donors
ActionKit	111,54,246
CyberGrants	63,342
EveryAction	2,404,432
GiveGab	535,080
Network for Good	790,451
NGP	23,257,416
Salsa	274,789
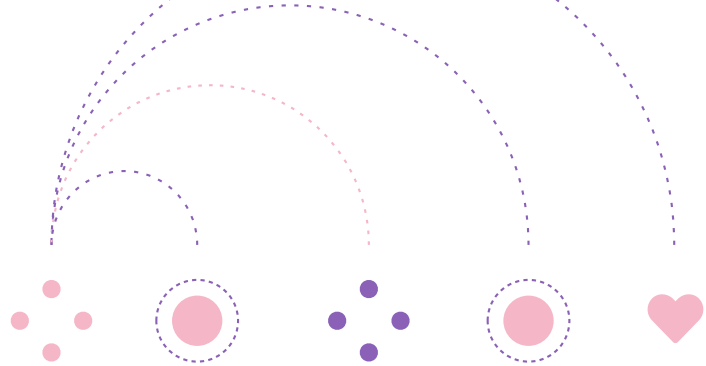
Meanwhile, Bonterra's case management solutions continue to deliver essential on-the-ground services:

1,905 organizations using enrollment services

57,156 programs

4,870,940 individuals currently receiving services

61% successful program completion rate

CORPORATE SOCIAL RESPONSIBILITY
CyberGrants   WeSpire

FUNDRAISING AND ENGAGEMENT
everyaction   Network for Good.   GiveGab
salsa   Mobilize   ActionKit
DonorDrive

CASE MANAGEMENT
apricot   eto   penelope

are now
Bonterra
For the greatest good.

Welcome, DonorDrive!

DonorDrive, a peer-to-peer fundraising platform, joined Bonterra in 2024, further enhancing our comprehensive product and solution offerings.

3,264,705 donations processed in 2024

$**123.67** average one-time donation amount

$**104.51** average recurring donation amount

171 customers

Peer-to-peer fundraising by the numbers

9,778 events

977,163 fundraisers

174,608 teams

$**550.13** average raised per fundraiser

$**2,721.42** average raised per team

Giving breakdown

Donor causes

Human services	35.4%
Public, societal benefit	14.5%
Education	11.4%
Health	11.3%
Environment and animals	10.1%
Arts, culture, and humanities	7.1%
International foreign affairs	5.1%
Faith-based	4.9%
Other	0.1%

Gift size

Gift range	Percent	Total amount
$1 to $50	78.3%	$348,852,244.07
$51 to $250	16.9%	$505,078,875.92
$251 to $500	2.34%	$246,879,022.45
$501 to $1,000	1.24%	$270,408,916.48
$1,001+	1.21%	$4,903,136,272.98

Giving by payment type

Payment type	Percent	Total amount
Cash	0.65%	$622,342,648.70
Credit Card	70.24%	$1,388,227,705.64
Debit Card	0.03%	$4,292,950.63
Electronic funds transfer	4.29%	$1,399,292,138.54
Venmo	0.03%	$401,460.83
PayPal	5.32%	$65,713,996.03
Mobile wallet	1.8%	$41,550,151.73
Wire transfer	0.09%	$360,532,479.60
Paycheck deduction	4.35%	$23,972,657.81
Stock	0.01%	$55,614,255.69
Offline	1.15%	$295,582,648.80
In-kind	0.2%	$78,153,836.16
Unknown/other	11.9%	$1,938,678,401.74

Giving at large

2024 saw incredible increases in generosity across the philanthropic ecosystem, with staggering YoY results in political giving due to the presidential election.

Individual giving (all products except NGP and ActionKit)

	2024	YoY change
Number of donations	21,585,044	+1.71%
Total amount	$5,919,733,874.48	+19.6%
Average donation amount	$274.25	+17.59%

13% of all donations were recurring and **87%** donations were not.

Political giving (NGP VAN and ActionKit only)

	2024	YoY change
Number of donations	140,687,050.00	+148.96%
Total amount	$14,051,220,355.32	+183.97%
Average donation amount	$99.88	+14.07%

Corporate/foundation giving

	2024	YoY change
Total grant amount	$8,474,132,492	+15.62%
Average grant amount	$40,282	+39.87%
Recipient count	74,404	-16.36%

Empower communities through capacity-building

Become a more impactful grantmaker

In 2024, 50 community and corporate funders supported 217 nonprofit organizations through Bonterra Jumpstart, a program that provides grantmakers with effective fundraising capacity-building support for their grantees to create transformational change.

These funders invested $1,047,500, resulting in $5,872,000 net new funds for the organizations — a 4.6x return on investment. The Jumpstart model of technology coupled with expert fundraising coaching works: Those who actively meet with their coaches and participate in the program typically see higher returns.

Big wins for Bonterra Jumpstart

10x philanthropic ROI for funders

4x increase in donations for participants

3.5x increase in donor base for participants

**25% increase in funds raised per hour of coaching utilized**

Maximizing corporate impact

Corporate social responsibility (CSR) has evolved into a strategic necessity — not only to support societal well-being but also to attract and retain top talent in an increasingly values-driven workforce. Companies that actively engage in CSR initiatives are often viewed more favorably by potential employees, enhancing their reputation and competitiveness in the job market.

Employee giving/volunteering	2024
Total donors	669,729
Total donations and matches	$1,136,976,848
Total volunteers	740,200
Total volunteer hours	8,788,970

On average, **4.2%** of employees donate or volunteer.
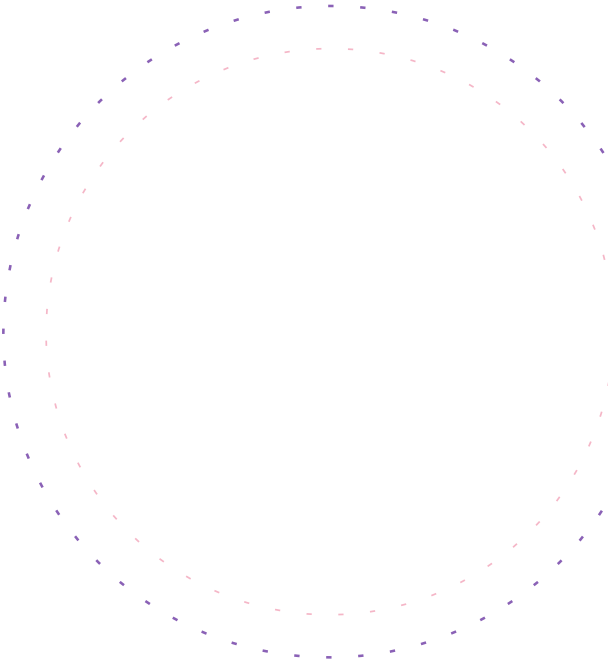
Mobilizing volunteers

CyberGrants

66,797 organizations

415,013 participants

4,202,976.18 volunteer hours

39,258.50 matched hours

Mobilize

379 organizations

123,145 participants

441,500.75 volunteer hours

8,290 volunteer opportunities

28% in-person opportunities

Driving purpose through partnerships

In 2024, the Partnerships Program at Bonterra underwent a significant transformation. We introduced new processes that enabled us to track success, streamline internal operations, and simplify the referral process for our partners.

WE REIMAGINED WHAT IT MEANS TO BE A PARTNER AT BONTERRA BY CREATING SEVEN CATEGORIES:

1. **Referral**
2. **Consultation**
3. **Reseller**
4. **Implementation**
5. **Integration**
6. **Marketing**
7. **Strategic**

Although Bonterra continues to have a broad network of about 82 partners, we are now focusing on deeper collaboration with a select group to drive greater success.

Where we're headed

Looking ahead, Bonterra is creating a comprehensive digital network that uses AI technology to connect nonprofits, funders, and supporters in a way never before possible.

The first phase of the Bonterra Network will revolutionize grant discovery and applications with AI-driven insights and Bonterra's proprietary database, matching nonprofits with private funders and streamlining applications.

This network is at the heart of Bonterra's plan to overcome industry barriers and connect nonprofits, funders and supporters, and accelerate social impact.

Philanthropic giving has been stuck at 2.5% of US GDP for decades; **Bonterra made it a mission to facilitate an increase to 3% by 2033.**

It will not be achieved by one company, one nonprofit, or one form of emerging technology. It will take everyone together, using every tool available, and with a continued dedication to achieving positive outcomes for every community in need.

Bonterra