



# JUMPSTART 2025 ANNUAL REPORT

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Equipping nonprofits with the coaching,  
community, and technology to build  
lasting fundraising capacity.



# 2025 TOPLINE RESULTS



**2,210**

Coaching hours  
served



**\$7.8M+**

Fundraiser  
revenue growth



**7.4x**

Philanthropic  
ROI

**Individual giving is one of the most resilient sources of nonprofit revenue**, but for most organizations, it remains the least developed. Growing a donor base requires systems, strategy, and staff capacity that many nonprofits simply don't have. And the technology that makes it achievable is still out of reach for too many, particularly smaller, rural, and BIPOC-led organizations hit hardest by the widening digital and AI divide. Meanwhile, government funding cuts and shifting philanthropic priorities are accelerating the pressure on nonprofits to diversify their revenue without providing the tools or support to do it.

The gap is real, and traditional capacity building rarely closes it. Consultants engage and disengage, and one-time trainings don't translate into lasting change. Jumpstart was built to be that sustained partnership. In 2025, that meant **40 funders** invested in cohorts, **214 nonprofits** participated across 17 states, and **\$7.8 million was raised** in net new fundraising revenue. Most importantly, those nonprofit organizations now have the tools and strategy to keep growing and sustaining their mission for the long term.



# WHAT IS JUMPSTART?

Jumpstart is Bonterra's holistic, cohort-based capacity building program. It's the only program of its kind to combine live 1:1 fundraising coaching, monthly peer learning workshops, and integrated AI-powered fundraising technology in a year-round program. Every component is designed to build the habits, systems, and confidence that help nonprofits grow their donor base, reduce their reliance on grants, and sustain that growth long after the program ends.

Funders who sponsor Jumpstart cohorts gain clear visibility into outcomes throughout the engagement. Two cohort-level reports track technology adoption, coaching utilization, revenue growth, and donor growth, backed by direct participant testimonials. For funders looking to maximize their community impact, Jumpstart is designed to support ongoing investment. Funders can bring nonprofits back for additional cohorts to compound the gains of their first year, or expand to new nonprofit partners to broaden their reach over time.

## How the program works



### PERSONALIZED 1:1 COACHING

Each nonprofit is matched with an expert fundraising coach, averaging 20 years of experience. Coaches meet with nonprofits virtually to help them build fundraising strategies, strengthen donor relationships, and drive accountability toward goals.



### GROUP-BASED PEER LEARNING

Twelve virtual workshops bring participants together for expert-led instruction. Monthly sessions build community, provide fundraising and leadership guidance, and offer templates participants can apply immediately.



### FUNDRAISING TECHNOLOGY

Participants gain access to Network for Good, an all-in-one fundraising platform with donor management, email marketing, giving pages, events, and Bonterra Que, an AI assistant purpose-built for nonprofits.

# TWO TRACKS, ONE GOAL

Jumpstart operates through two program tracks, Activate and Accelerate, introduced in early 2025. Both deliver the same coaching and peer learning experience with varying levels of technology access. This gives funders meaningful flexibility. A single cohort can include organizations at different stages without forcing anyone into a model that does not fit. And funders who prefer a less prescriptive approach can still provide substantive support through Activate without requiring a technology commitment from their nonprofit partners.

	ACTIVATE	ACCELERATE
<b>Best for</b>	Emerging nonprofits building their first strategy, organizations without existing tech, or established nonprofits seeking coaching without a platform switch.	Small to mid-sized nonprofits ready to scale their fundraising strategy and adopt all-in-one technology.
<b>Coaching</b>	15 hours of personalized 1:1 expert coaching	15 hours of personalized 1:1 expert coaching
<b>Workshops</b>	12 monthly virtual workshops with expert-led peer learning	12 monthly virtual workshops with expert-led peer learning
<b>Technology</b>	Introductory access: donation pages, peer-to-peer fundraising, basic events	Full Network for Good suite: donor management, email, events, auctions, volunteer tracking, Bonterra Que AI assistant

# 2025 IMPACT AT A GLANCE

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**40** funder partners



**\$1,048,600** total funder investment



**214** nonprofits served



**\$7,801,072** fundraiser revenue growth



**2,210** coaching hours served



**7.4x** return on investment

# WHAT THE NUMBERS MEAN

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When funders invest in Jumpstart, they're not just supporting a program. They're multiplying their impact. The 40 funder partners who invested a combined \$1 million in 2025 enabled 214 nonprofits to generate \$7.8 million in net new fundraising revenue. That 7.4x return compounds over time as each organization carries its new systems, strategy, and donor relationships forward. With Jumpstart, nonprofits build the kind of infrastructure and diversified revenue base that reduces reliance on grants and gives them greater financial sustainability.

That kind of impact comes from meaningful investment in education and resourcing to build sustainability. The 2,210 coaching hours logged point to why Jumpstart is effective and unique. Personalized support allows nonprofits to work on individual goals and challenges

with an expert who can set them up for future success. The 22 funder partners who reinvested in 2025 did so because they had already seen that dynamic play out in their own cohorts. They returned because the outcomes were real.

Jumpstart also directs investment toward the organizations hardest to reach through traditional capacity building: rural and BIPOC-led organizations navigating the digital and AI divide, and emerging organizations priced out of tools that larger peers have access to. When funders invest in Jumpstart, they aren't just building individual nonprofit capacity. They're strengthening the broader ecosystem. The impact stories that follow show what sustainable fundraising capacity looks like when it takes hold.

## IMPACT STORIES

# Michigan Health Endowment Fund

Investment	\$42,600
Nonprofits supported	9 organizations (October 2024 – October 2025)
Individual fundraising revenue growth	\$397,176
Return on investment	9.3x

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Michigan Health Endowment Fund's investment in Jumpstart supported nine health-focused nonprofits with personalized coaching, fundraising technology, and peer learning. Together, those organizations generated \$397,176 in individual fundraising revenue growth, a return of more than nine dollars for every dollar invested. All nine were enrolled in the Accelerate track.

## Nonprofit spotlight: Enriched Living

Enriched Living operates Adult Foster Care homes in West Michigan with a mission to elevate the standard of care for adults with disabilities. When Strategic Growth Manager Katie VanEck joined Jumpstart, the organization was ready to take its fundraising to the next level. Over the course of the program, the team used Network for Good and worked closely with their fundraising coach to sharpen their strategy, strengthen donor relationships, and significantly accelerate their revenue growth.



**\$191,416**

Individual fundraising  
revenue growth



**634%**

Year-over-year  
growth



**66**

New donors  
acquired



**97.75%**

Coaching  
utilization

The coaching relationship Katie built during the program reflects what Jumpstart is designed to produce: an organization that leaves with not just better tools, but a stronger strategic foundation and the confidence to keep building on it.



***Having the CRM has been a great change and very positive for our organization [and] working with [our fundraising coach] was a real pleasure – he taught me a lot from his veteran experience in the industry...I do feel his help will carry forward. We significantly increased our impact this year, [and] I can't imagine tracking those increases without Bonterra.***

**Katie VanEck**, Strategic Growth Manager, Enriched Living

## IMPACT STORIES

# Wyoming Community Foundation

Investment	\$50,000
Nonprofits supported	10 organizations (January 2025 – January 2026)
Individual fundraising revenue growth	\$238,680
Return on investment	4.8x
Overall coaching score	4.5 out of 5 (from 8 responding organizations)

Wyoming Community Foundation invested in the fundraising capacity of ten nonprofits spanning rural communities, human services, housing advocacy, and arts organizations. All ten were enrolled in the Accelerate track. Across the eight organizations where individual fundraising revenue growth could be fully measured, growth reached \$238,680, and the program's coaching element earned an average rating of 4.5 out of 5 from participants.



***Our fundraising coach was outstanding!***

**Josh Watanabe**, Executive Director, Laramie Interfaith

## Nonprofit spotlight: Laramie Interfaith

Laramie Interfaith has served the Albany County, Wyoming community since 1988, providing food and housing assistance. Their mission is to foster a compassionate community where individuals can have their basic needs met with dignity and respect. The organization's results reflect a pattern seen consistently across high-performing Jumpstart participants: strong coaching engagement combined with active technology adoption produces meaningful, measurable growth.

› Individual fundraising revenue growth	\$122,000
› New donors acquired	150
› Coaching utilization	80%
› Coaching rating	5/5

## Nonprofit spotlight: Cody Partners

Cody Partners is a grassroots Wyoming nonprofit that provides work opportunities, recreational activities, and community connections for adults with disabilities in Park County. When board member Janet Hoar joined Jumpstart on behalf of the organization — which operates without an Executive Director, with the board stepping in to lead fundraising efforts — the team had very little prior fundraising experience. In their time with Jumpstart, they used Network for Good and worked with their coach to build a fundraising program from the ground up, learning how to grow individual giving and refine their strategy along the way.

› Individual fundraising revenue growth	\$55,000
› New donors acquired	68
› Coaching utilization	91.25%
› Coaching and overall experience rating	5/5

## IMPACT STORIES

# Virginia G. Piper Charitable Trust

Investment	\$110,000
Nonprofits supported	15 organizations (March 2025 – March 2026)
Individual fundraising revenue growth	\$654,665 (across 8 of 15 organizations where individual giving growth could be fully measured)
Return on investment	5.9x

Virginia G. Piper Charitable Trust has been a Jumpstart partner since 2021 and is now in their fifth year of investment, supporting 15 Phoenix-area nonprofits with their most recent investment. The cohort included organizations enrolled in both the Activate and Accelerate tracks, spanning food security, housing, music education, arts, and human services. Across the eight organizations where Individual fundraising revenue growth could be fully measured, total net new revenue reached \$654,665, a return of nearly six dollars for every dollar invested.



***I like the tools and the responsiveness of the staff. I like being able to see our donors, how much they've given and see how much we've raised each day. My coach [was] awesome — she has great ideas and helps me immensely.***

**Nina Targovnik**, Arizona Kosher Food Pantry

## Nonprofit spotlight: **Arizona Kosher Food Pantry**

The Arizona Kosher Food Pantry has been serving the Phoenix community since 2015 as a program of Ezras Cholim of Arizona. Their mission is to ensure that every individual has access to food, including kosher food, with dignity and respect. Their commitment extends beyond pantry services to include mobile hot meals for the unhoused, a cooling center, and patient meal delivery. Over their Jumpstart engagement, the organization fully utilized their coaching hours and became power users of the Network for Good platform, raising \$121,000 through online giving alone.

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**\$250K**

Individual fundraising  
revenue growth

**450**

New donors  
acquired

**100%**

Coaching  
utilization

**5/5**

Coaching & overall  
experience rating

# CAPACITY BUILDING FOR LONG-TERM IMPACT

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Jumpstart has been building nonprofit fundraising capacity since 2016, and the results speak for themselves. Hundreds of funders and thousands of nonprofits have participated in the program over that time. On average, nonprofits raise \$10 for every \$1 funders invest, a return that reflects the quality of the program and the commitment of the organizations in it.

The value to funders extends beyond the ROI. When a nonprofit completes Jumpstart, they leave with a stronger fundraising strategy, better donor stewardship practices, and greater confidence that do not expire. These are the building blocks for sustained

revenue growth that continues to serve the organization and the communities funders care about long after the program ends. And for funders who want to go further, Jumpstart is built for it. Bringing nonprofits back for additional cohorts compounds the gains of their first year, while expanding to new nonprofit partners broadens the reach of a funder's capacity building efforts over time.

Looking ahead, Jumpstart continues to evolve to serve a wider range of nonprofit communities and funding contexts. The two-track model gives funders more flexibility in how they structure cohorts, allowing them to tailor the program to best suit the needs of each organization. Technology is central to that promise: Bonterra's Network for Good platform is built to grow with organizations over time, and includes Bonterra Que, an AI-powered assistant purpose-built for nonprofits. Que helps participants save time on everyday tasks and build fundraising confidence so they can focus on building the donor relationships that drive long-term growth. Many funders invest in Jumpstart specifically because of this technology access, and for good reason: when 1:1 coaching is paired with tools that nonprofits can continue using long after the program ends, that is where real transformation takes hold. Bonterra is committed to introducing these tools responsibly and in direct service of the missions nonprofits exist to advance.

# READY TO INVEST IN LASTING NONPROFIT CAPACITY BUILDING?



Learn how Jumpstart can deliver measurable, sustainable impact for your nonprofit partners.

Email Vice President of Foundation Partnerships, Ladye Anne Wofford ([ladyeanne.wofford@bonterratech.com](mailto:ladyeanne.wofford@bonterratech.com)), to schedule a consultation with the team.

[Schedule a consultation](#)





Bonterro