

# Contributed Income: When Ticket Sales Aren't Enough

Michael Cochran

Theatres, like all nonprofit arts groups, have a mission to provide programming to everyone in our communities, regardless of income levels. In order to be accessible to all, we strive to keep ticket prices low, and that can mean operating at a financial loss.

That is where contributed income comes into play. In fact, for many, if not most theatres, it has become the key source of funding that helps them grow and achieve their missions.

That said, its importance is not always understood by our stakeholders. There is a common misconception that by buying tickets and attending shows they have covered the operating costs just like they do on Broadway.

That's because our economy is primarily based on "for-profit" businesses who charge their customers more than it costs to make their products or provide services. I've had board members at my theatre who work in for-profit companies, and who believe that if we could just increase our show runs and sell enough tickets, or take in enough class fees, then we would break even and wouldn't have to fundraise. The reality, as good nonprofit fundraisers know, is "The more programming you do, the more contributions you need to break even."

The truth is that there are only so many shows we can do a year with the resources we have. If we look at how high ticket prices would have to be to break even, we become acutely aware that many people in our community simply could not afford to attend. Just take a look at Broadway prices if you want to know what for-profit theatre looks like.

Once you embrace this truth, you realize how important it is to raise and increase contributed income in order to keep the doors open.

Contributed income means different things to different groups, although the basic definition is the same: money received from external sources that doesn't derive from ticket sales or programs. For community theatre, this is most often a combination of fundraising events and galas, contributions from individual donors, grants, sponsorships, and in-kind donations. The biggest request asked of AACT is how to raise more money from individuals, fundraising events, grants, or sponsorships.

With that in mind, we set out to find out what is working best for community theatres as a whole, grouped by the size of both budget and community. Our survey brought responses from 109 theatres from 36 states, with all regions of the country represented. This data should be helpful in determining how your own experience compares with other theatres around the country.

## Behind the Data

Community theatres tend to serve smaller population bases, and the largest survey segment (25% of respondents) serve communities of under 25,000 people. The next largest survey group was communities with populations of 25,000-50,000 (16%), followed by theatres serving populations of 100,000-250,000 (14.9%). Overall, the majority of community theatres (55%) in our survey serve communities with populations of less than 75,000.

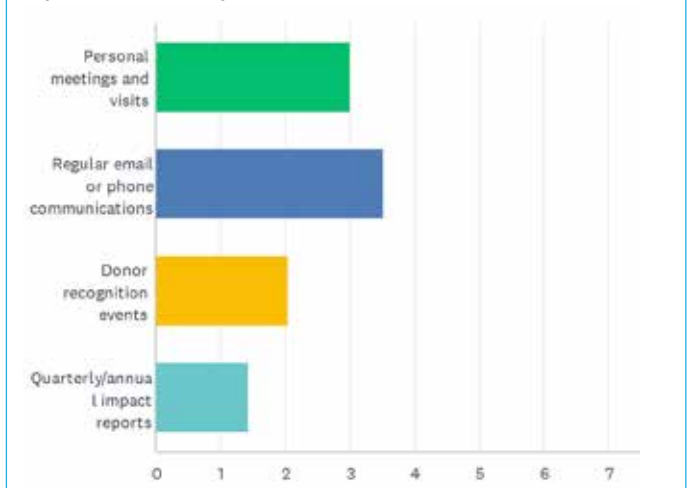
Grouping theatres by budget size is a good way to track how organizations handle contributed income. The largest group of respondents (28.4%) have annual budgets of less than \$50,000. The next largest group (22.9%) have budgets ranging from \$100,000 to \$250,000. The remaining responses break down a little more evenly, with roughly 12% each for groups with \$75,000-100,000, \$250,000-\$500,000, and \$500,000-\$1 million. Only 10% (12 theatres) surveyed have budgets above \$1 million.

Since community theatre boards are often tasked with raising money, the size of a board can make a big difference in contributed income. A little more than a third of respondents (34%) have a board of 6-10 people, and 37% have a board of 11-15 people. Only 15% of those surveyed have five or fewer people, while 14% have more than 15 people on their board.

Small theatres tend to rely more on earned income, such as ticket sales, class fees, and rental income. That fact helps shape the overall survey results to a large degree, with 70% reported receiving less than \$30,000 in contributed income. Only 11% reported receiving no contributed income at all.

The largest source of contributed income for all theatres comes from individual donors (35.5%), followed by grants (26.1%), then events, galas, auctions, and raffles (23.3%), sponsorships (8.4%), and foundations (6.5%).

How do you typically cultivate and maintain relationships with major donors? Rank your methods from most used to least used.



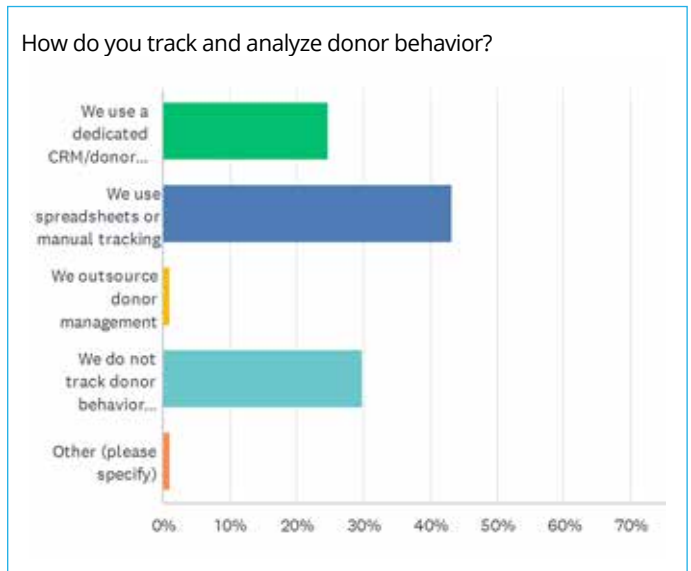
## Key Trends

Our survey results revealed important trends in contributed income:

- **Individual donations.** 47% of respondents reported an increase in income over the past year, with 18.8% reporting no change, and 18.8% reporting a decrease.
- **Grants.** 31.1% reported income had increased, 24.4% reported a decrease, and 14.4% reported no change.
- **Foundation Support.** 27.7% saw no change, 11.1% saw a decrease, and the smallest group 6.6% saw an increase.
- **Fundraising Events.** 21.1% reported a decrease, 16.6% saw no change, and the smallest group (13.3%) saw an increase.

Overall, individual donations are the largest source of contributed income, with almost half of our responding theatres reporting an increase over the previous year. Income from grants saw a slight increase, while gifts from foundations remained stable for most groups. Income from fundraising events dropped, perhaps because the return on investment has not been strong.

Looking towards the future, most theatres look to increase individual donations—most by doing more online/digital fundraising, others by targeting new demographic groups.



- Income from fundraising events or galas saw 69.4% of responding theatres taking in less than \$15,000 each, and 12% between \$15,000-\$30,000. All told, 81% of theatres took in under \$30,000 each.
- Active capital campaigns question showed 72.4% no campaign, 15.3% have an active campaign, while 12.2% have an inactive campaign.”
- In-kind income (non-cash gifts) saw 75% of those surveyed receiving under \$15,000, with just 1% receiving \$50,000-\$100,000, and 7% reporting no in-kind income at all .
- When it comes to fundraising, 34% of respondents said the responsibility fell to their board of directors, while 33% reported a mix of board and staff, 16.5% used staff only, and 6.4% relied on volunteers or a volunteer committee. About 10% of theatres relied on a single staff person.

The entire survey and a detailed breakdown of responses by budget groups is included at [aact.org/survey25](http://aact.org/survey25).

With our missions centered around serving communities and addressing societal needs, understanding the nuances of income sources is crucial for effectively managing operations and fulfilling organizational goals. As our survey shows, contributed income has become a key factor in the growth and development of community theatres around the country.



*Michael Cochran is Executive Director of Market House Theatre in Paducah, Kentucky, and serves on the AACT Board of Directors.*

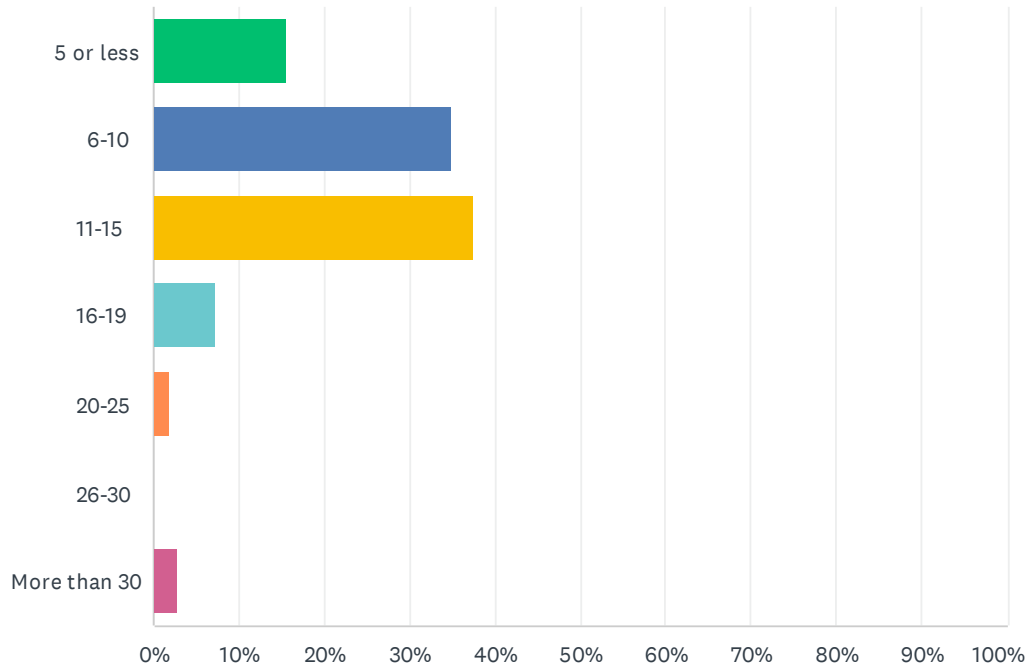
**A Closer Look at the Numbers**

Below is a summary of key results. You’ll also find a detailed report on the survey’s findings on the AACT website at [aact.org/survey25](http://aact.org/survey25).

- A majority of theatres (64.8%) reported online cash contributions of under \$14,999, and 13.8% reported that they do not receive any online contributions.
- Tracking grant income is a bit tricky, because groups often define grants differently. For this survey we focused on government contributions. The majority of respondents do not receive any grant income from any government sources. The National Endowment for the Arts is making a concerted effort to reach smaller groups. One of the challenges for these grants is that you often have to have matching funds to receive a grant.
- Long-term contributions to nonprofits can come in the form of endowments, reserves, and donor engagement. These help theatres plan for the future, invest in programs, and expand their services. In this survey, 75% of respondents do not have an endowment. Of the 25% of theatres who do, 24.1% have endowments of \$15,000-\$50,000, while 17.2% have endowments of \$100,000-\$300,000. Only 10.3% have endowments under \$15,000, while 10.3% reported endowments of \$300,000-\$500,000, and 10.3% reported \$500,000 and above. In terms of interest income from endowments, 18.8% of responding theatres received under \$15,000 annually, and only 3.5% received between \$15,000-\$30,000 annually.
- Cash income from corporate sponsorships saw 53.7% of theatres reporting under \$15,000, 8% between \$15,000-\$30,000, and 18.5% with no sponsorship income at all.

## Q1 How many people serve on your board of directors?

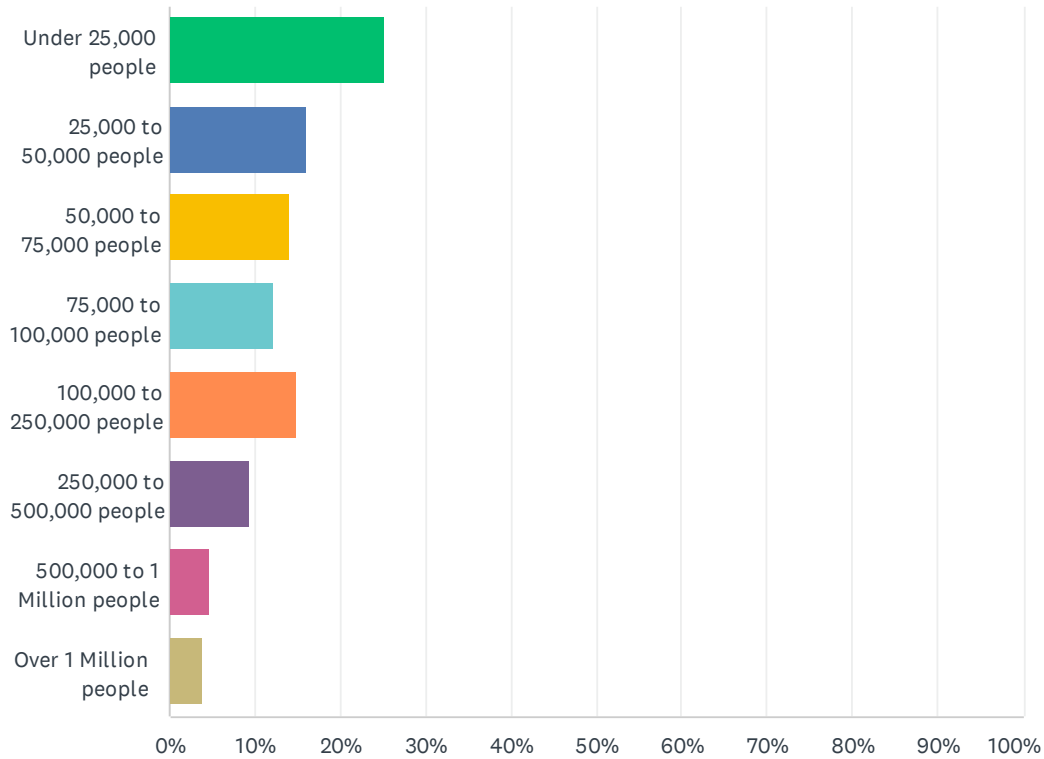
Answered: 109 Skipped: 0



ANSWER CHOICES	RESPONSES	
5 or less	15.60%	17
6-10	34.86%	38
11-15	37.61%	41
16-19	7.34%	8
20-25	1.83%	2
26-30	0.00%	0
More than 30	2.75%	3
<b>TOTAL</b>		<b>109</b>

## Q4 What is the size population area you draw 50-60% or more of your audiences from?

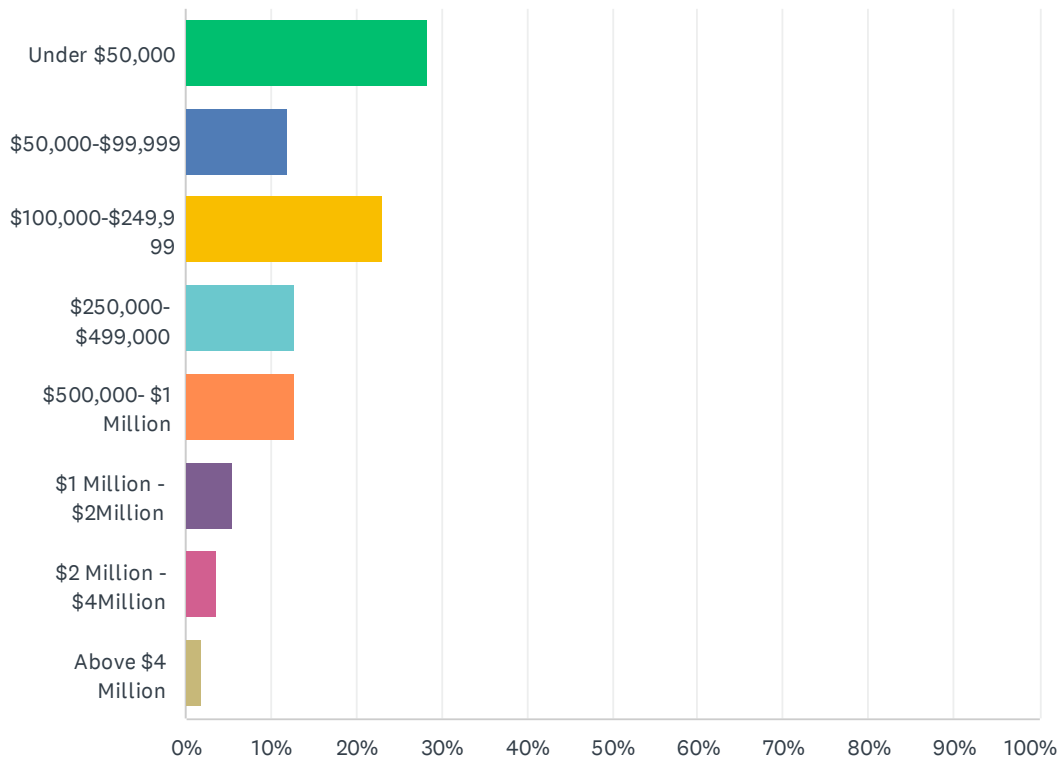
Answered: 107 Skipped: 2



ANSWER CHOICES	RESPONSES	
Under 25,000 people	25.23%	27
25,000 to 50,000 people	15.89%	17
50,000 to 75,000 people	14.02%	15
75,000 to 100,000 people	12.15%	13
100,000 to 250,000 people	14.95%	16
250,000 to 500,000 people	9.35%	10
500,000 to 1 Million people	4.67%	5
Over 1 Million people	3.74%	4
<b>TOTAL</b>		<b>107</b>

## Q5 What is the current annual budget size of your theatre?

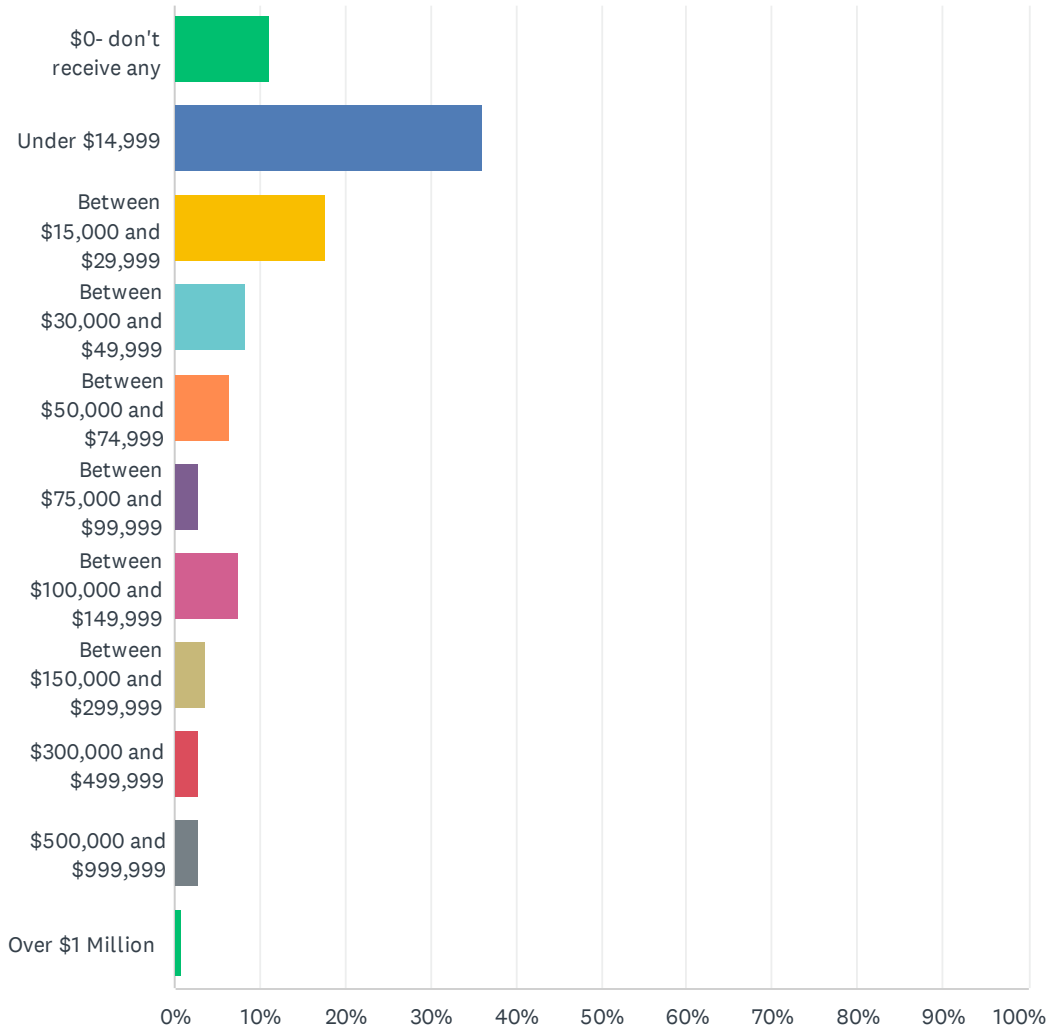
Answered: 109 Skipped: 0



ANSWER CHOICES	RESPONSES
Under \$50,000	28.44% 31
\$50,000-\$99,999	11.93% 13
\$100,000-\$249,999	22.94% 25
\$250,000- \$499,000	12.84% 14
\$500,000- \$1 Million	12.84% 14
\$1 Million - \$2Million	5.50% 6
\$2 Million - \$4Million	3.67% 4
Above \$4 Million	1.83% 2
<b>TOTAL</b>	<b>109</b>

**Q6 In your current fiscal year, what is the total annual cash income from INDIVIDUAL CONTRIBUTIONS (not donated services or in-kind and excluding fundraising events) you expect to receive used for annual operating expenses only.**

Answered: 108 Skipped: 1

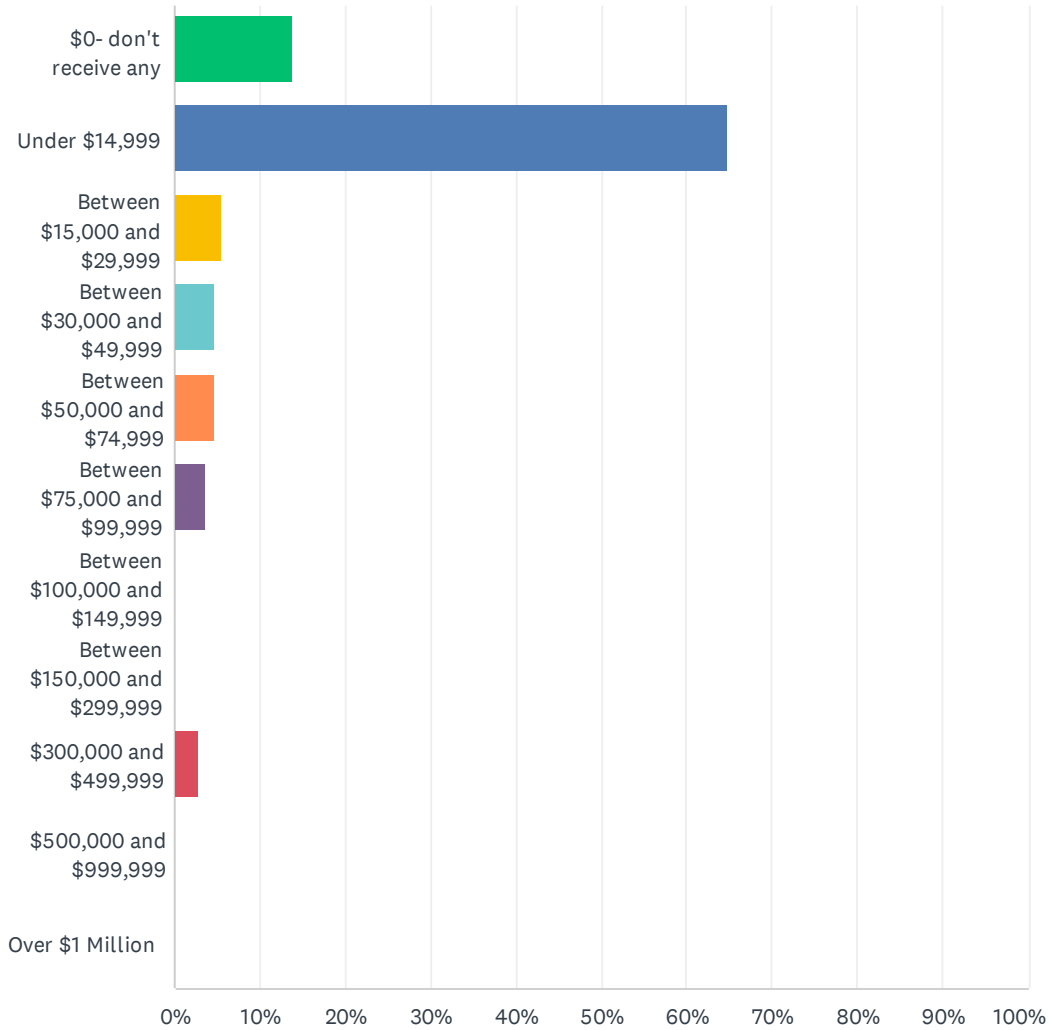


## Community Theatre Contributed Income Survey

ANSWER CHOICES	RESPONSES	
\$0- don't receive any	11.11%	12
Under \$14,999	36.11%	39
Between \$15,000 and \$29,999	17.59%	19
Between \$30,000 and \$49,999	8.33%	9
Between \$50,000 and \$74,999	6.48%	7
Between \$75,000 and \$99,999	2.78%	3
Between \$100,000 and \$149,999	7.41%	8
Between \$150,000 and \$299,999	3.70%	4
\$300,000 and \$499,999	2.78%	3
\$500,000 and \$999,999	2.78%	3
Over \$1 Million	0.93%	1
<b>TOTAL</b>		<b>108</b>

### Q7 In your current fiscal year, what is the annual ONLINE cash contributions from INDIVIDUALS (not donated services or in-kind and excluding fundraising events) you expect to receive used for annual operating expenses only.

Answered: 108 Skipped: 1

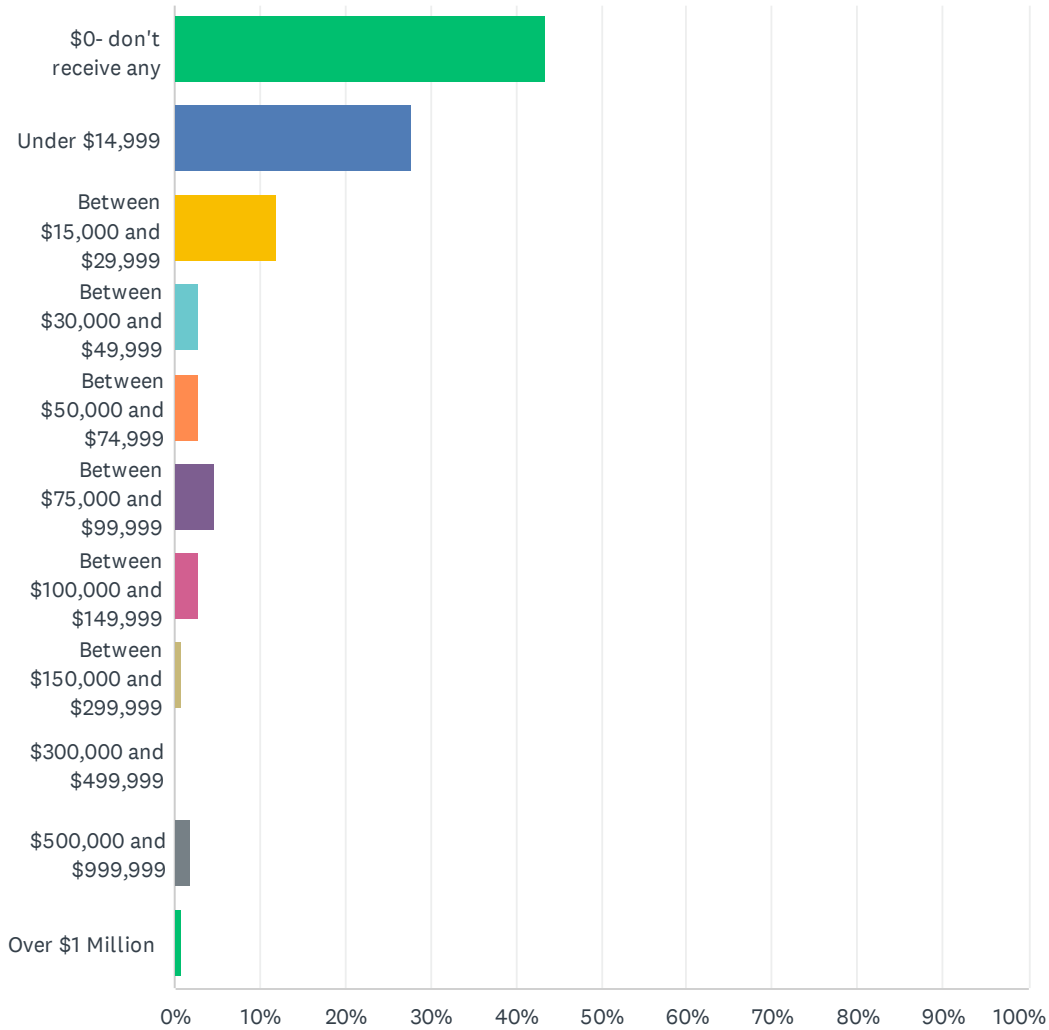


## Community Theatre Contributed Income Survey

ANSWER CHOICES	RESPONSES	
\$0- don't receive any	13.89%	15
Under \$14,999	64.81%	70
Between \$15,000 and \$29,999	5.56%	6
Between \$30,000 and \$49,999	4.63%	5
Between \$50,000 and \$74,999	4.63%	5
Between \$75,000 and \$99,999	3.70%	4
Between \$100,000 and \$149,999	0.00%	0
Between \$150,000 and \$299,999	0.00%	0
\$300,000 and \$499,999	2.78%	3
\$500,000 and \$999,999	0.00%	0
Over \$1 Million	0.00%	0
<b>TOTAL</b>		<b>108</b>

Q8 In your current fiscal year, what is the annual cash income or grants from CITY or COUNTY GOVERNMENT (not donated services or in-kind and excluding fundraising events) you expect to receive used for annual operating expenses only.

Answered: 108 Skipped: 1

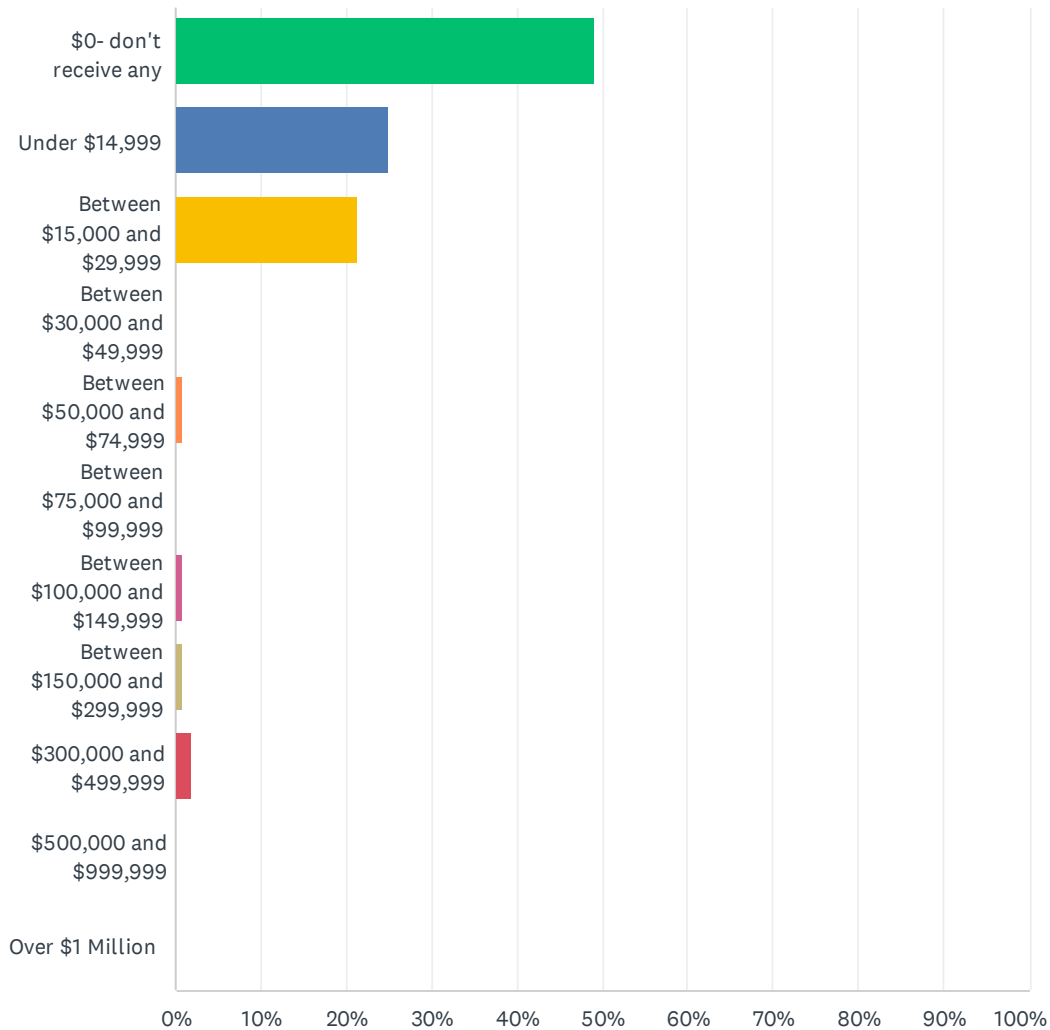


## Community Theatre Contributed Income Survey

ANSWER CHOICES	RESPONSES	
\$0- don't receive any	43.52%	47
Under \$14,999	27.78%	30
Between \$15,000 and \$29,999	12.04%	13
Between \$30,000 and \$49,999	2.78%	3
Between \$50,000 and \$74,999	2.78%	3
Between \$75,000 and \$99,999	4.63%	5
Between \$100,000 and \$149,999	2.78%	3
Between \$150,000 and \$299,999	0.93%	1
\$300,000 and \$499,999	0.00%	0
\$500,000 and \$999,999	1.85%	2
Over \$1 Million	0.93%	1
<b>TOTAL</b>		<b>108</b>

Q9 In your current fiscal year, what is the annual cash income or grants from STATE GOVERNMENT (not donated services or in-kind and excluding fundraising events) you expect to receive used for annual operating expenses only.

Answered: 108 Skipped: 1

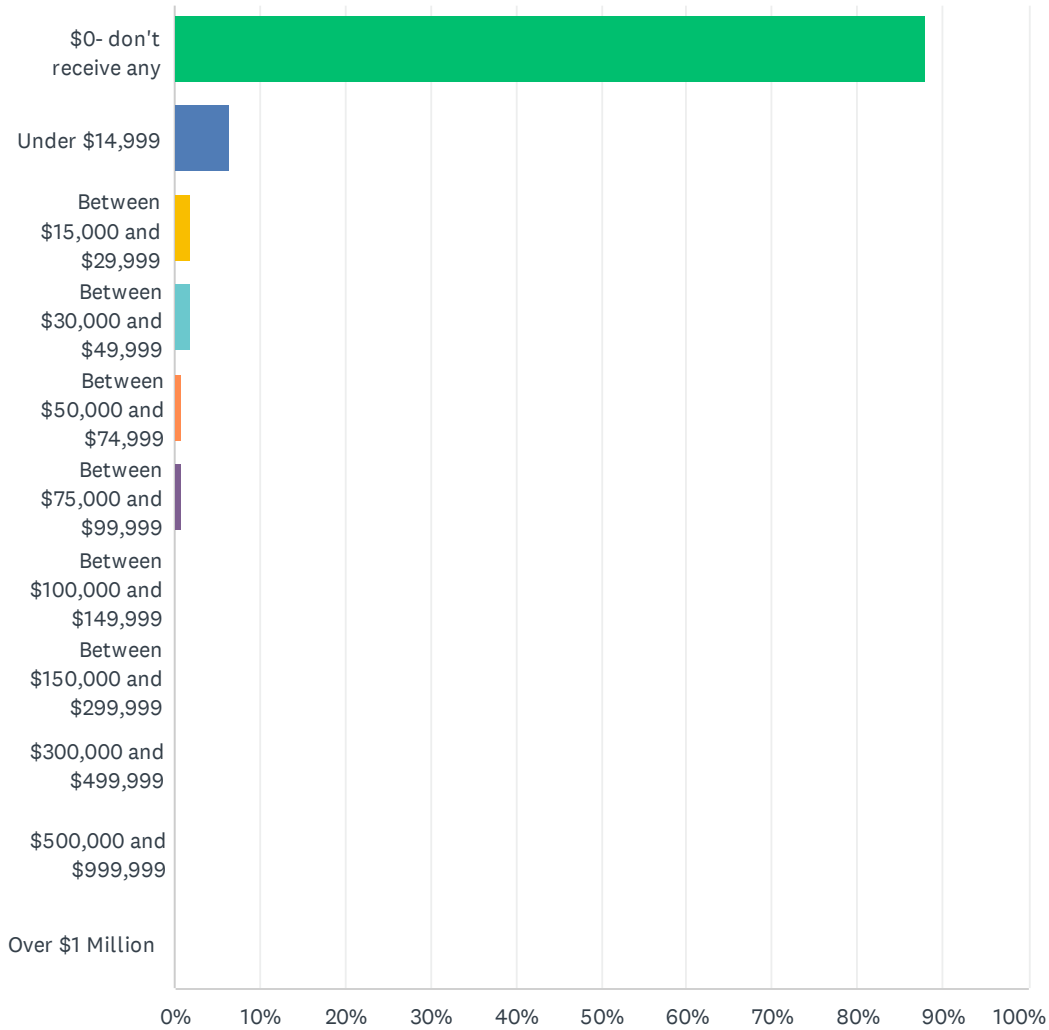


## Community Theatre Contributed Income Survey

ANSWER CHOICES	RESPONSES	
\$0- don't receive any	49.07%	53
Under \$14,999	25.00%	27
Between \$15,000 and \$29,999	21.30%	23
Between \$30,000 and \$49,999	0.00%	0
Between \$50,000 and \$74,999	0.93%	1
Between \$75,000 and \$99,999	0.00%	0
Between \$100,000 and \$149,999	0.93%	1
Between \$150,000 and \$299,999	0.93%	1
\$300,000 and \$499,999	1.85%	2
\$500,000 and \$999,999	0.00%	0
Over \$1 Million	0.00%	0
<b>TOTAL</b>		<b>108</b>

Q10 In your current fiscal year, what is the annual cash income (not donated services or in-kind and excluding fundraising events) you expect to receive from grants from the FEDERAL GOVERNMENT used for annual operating expenses only.

Answered: 108 Skipped: 1

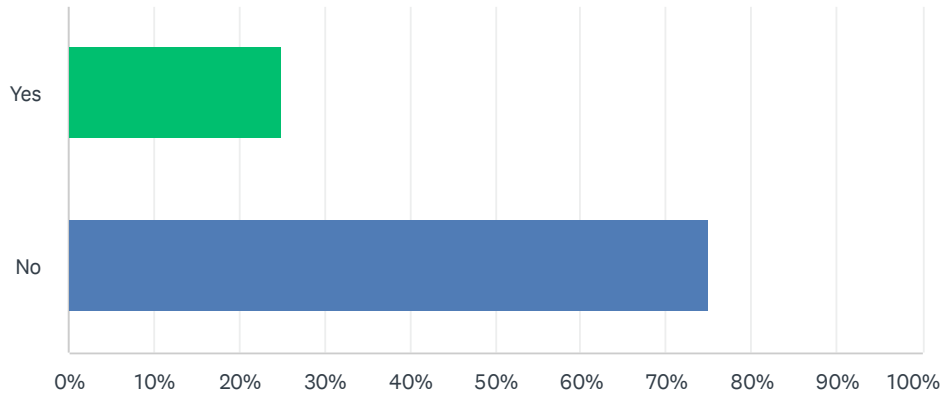


## Community Theatre Contributed Income Survey

ANSWER CHOICES	RESPONSES	
\$0- don't receive any	87.96%	95
Under \$14,999	6.48%	7
Between \$15,000 and \$29,999	1.85%	2
Between \$30,000 and \$49,999	1.85%	2
Between \$50,000 and \$74,999	0.93%	1
Between \$75,000 and \$99,999	0.93%	1
Between \$100,000 and \$149,999	0.00%	0
Between \$150,000 and \$299,999	0.00%	0
\$300,000 and \$499,999	0.00%	0
\$500,000 and \$999,999	0.00%	0
Over \$1 Million	0.00%	0
<b>TOTAL</b>		<b>108</b>

## Q11 Do you have an endowment?

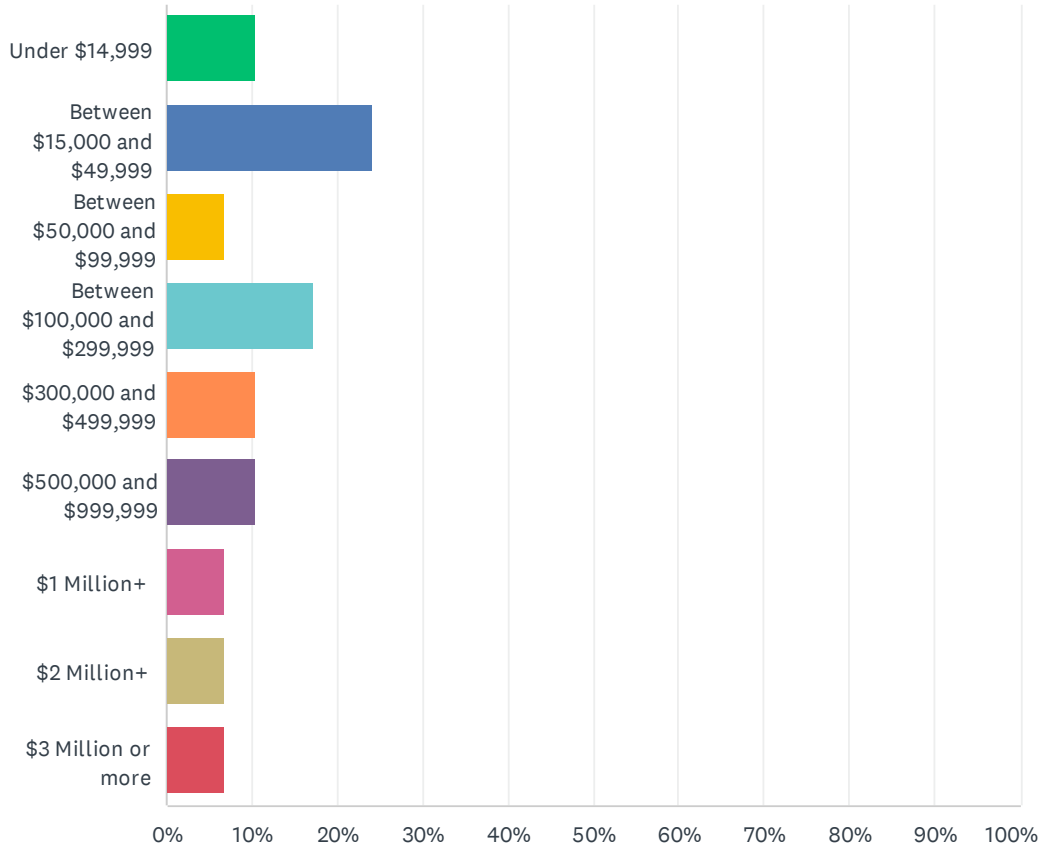
Answered: 108 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	25.00%	27
No	75.00%	81
TOTAL		108

## Q12 If you answered yes to Question 11 What is the approximate amount of your endowment funds being held.

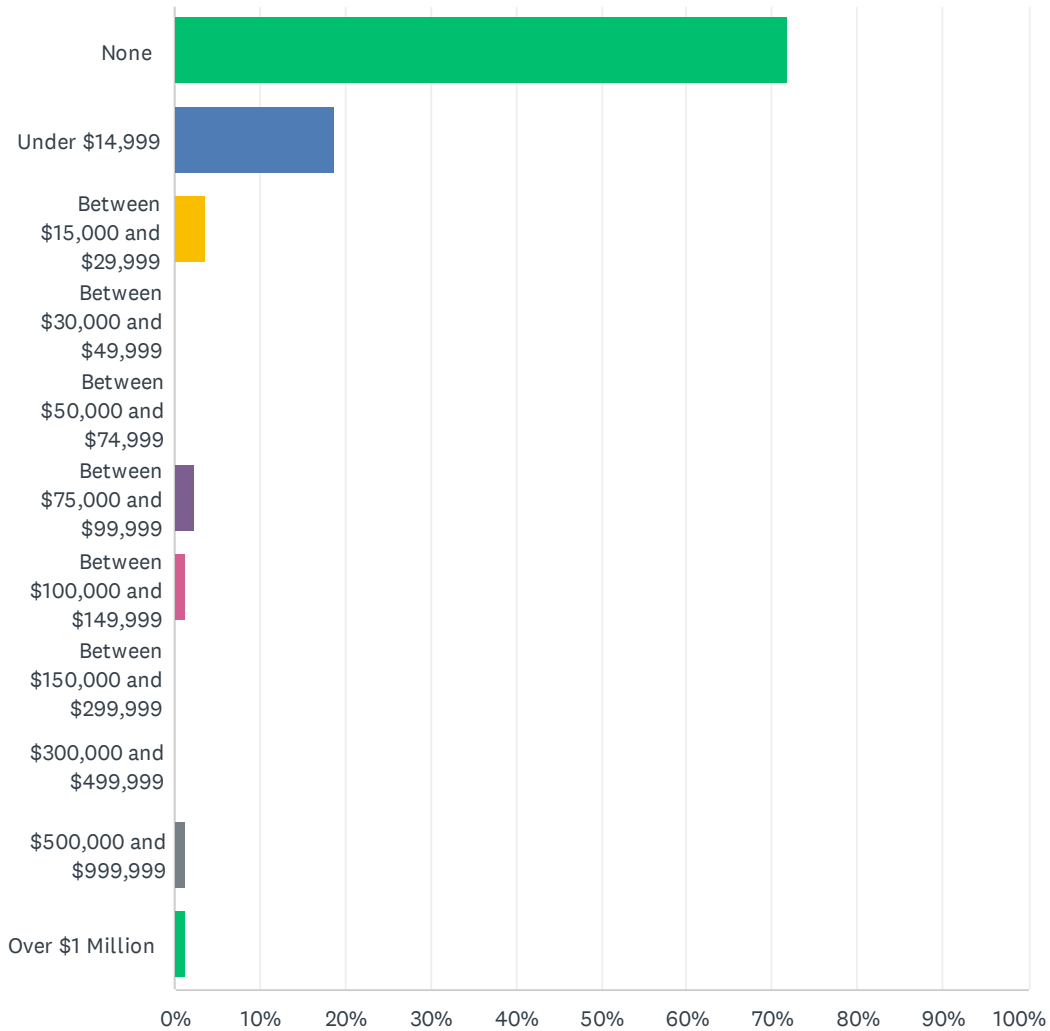
Answered: 29 Skipped: 80



ANSWER CHOICES	RESPONSES	
Under \$14,999	10.34%	3
Between \$15,000 and \$49,999	24.14%	7
Between \$50,000 and \$99,999	6.90%	2
Between \$100,000 and \$299,999	17.24%	5
\$300,000 and \$499,999	10.34%	3
\$500,000 and \$999,999	10.34%	3
\$1 Million+	6.90%	2
\$2 Million+	6.90%	2
\$3 Million or more	6.90%	2
<b>TOTAL</b>		<b>29</b>

### Q13 What is your annual cash income you expect to receive from interest from an endowment used for annual operating expenses only.

Answered: 85 Skipped: 24

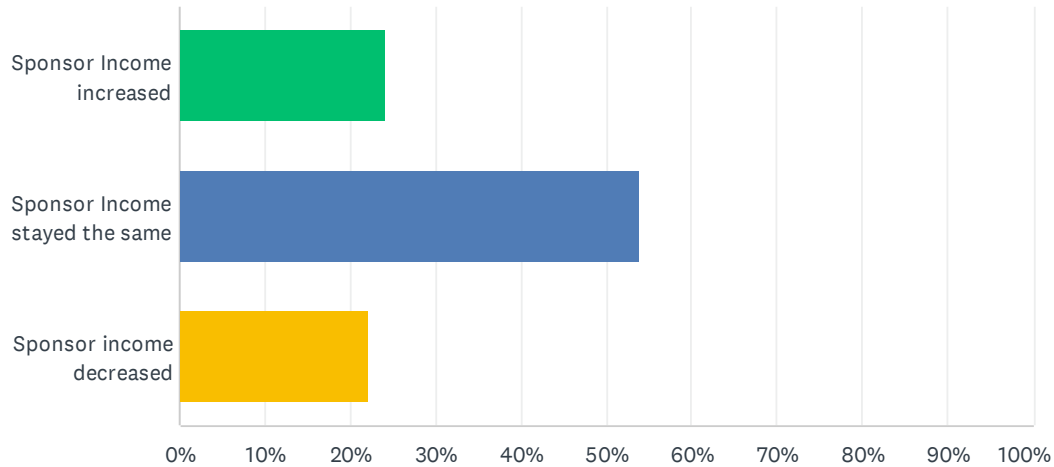


## Community Theatre Contributed Income Survey

ANSWER CHOICES	RESPONSES	
None	71.76%	61
Under \$14,999	18.82%	16
Between \$15,000 and \$29,999	3.53%	3
Between \$30,000 and \$49,999	0.00%	0
Between \$50,000 and \$74,999	0.00%	0
Between \$75,000 and \$99,999	2.35%	2
Between \$100,000 and \$149,999	1.18%	1
Between \$150,000 and \$299,999	0.00%	0
\$300,000 and \$499,999	0.00%	0
\$500,000 and \$999,999	1.18%	1
Over \$1 Million	1.18%	1
<b>TOTAL</b>		<b>85</b>

### Q14 Compared to 2022 has your corporate sponsorship or corporate cash donation income increased, stayed the same, or decreased.

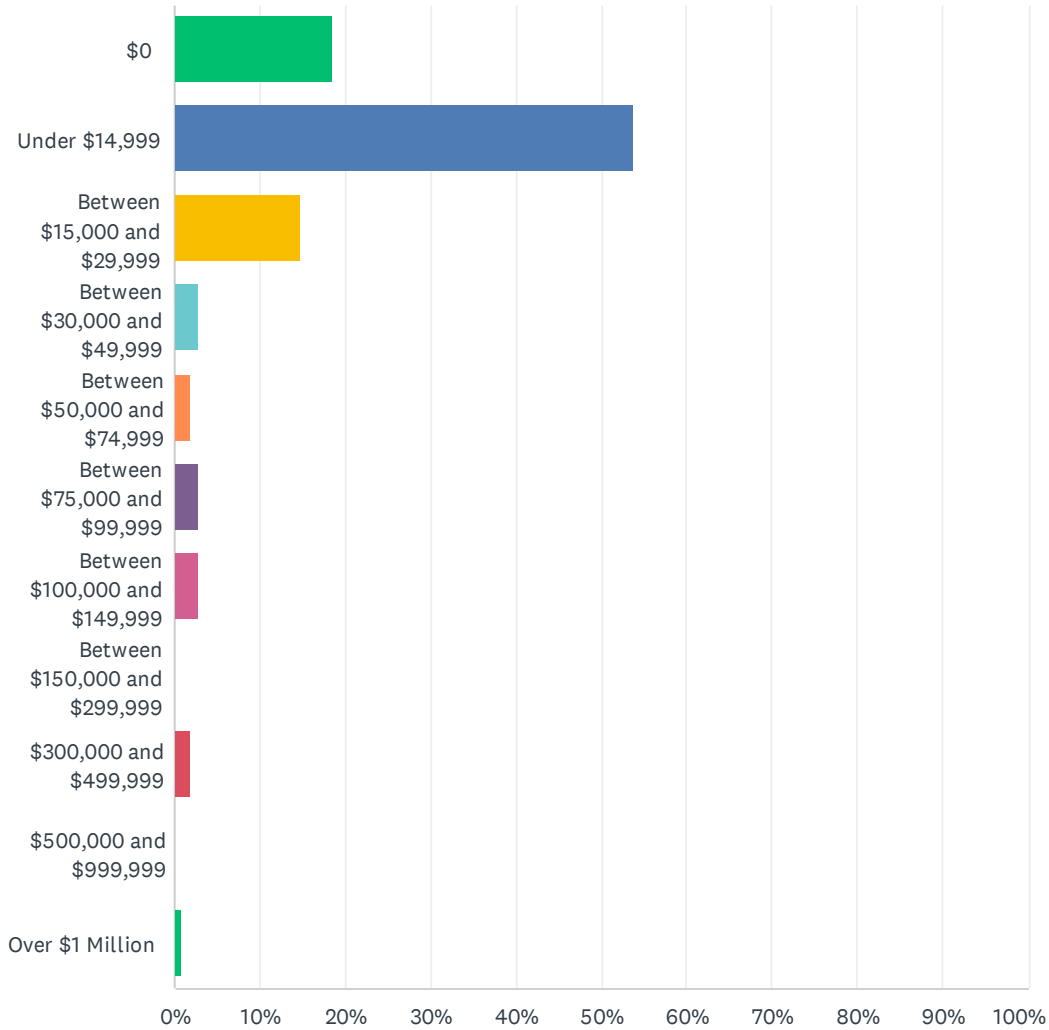
Answered: 104 Skipped: 5



ANSWER CHOICES	RESPONSES	
Sponsor Income increased	24.04%	25
Sponsor Income stayed the same	53.85%	56
Sponsor income decreased	22.12%	23
Total Respondents: 104		

**Q15 In your current fiscal year, what is the annual cash income (not donated or in-kind and excluding fundraising events) you expect to receive from SPONSORSHIPS OR CORPORATE CONTRIBUTIONS used for annual operating expenses only.**

Answered: 108 Skipped: 1

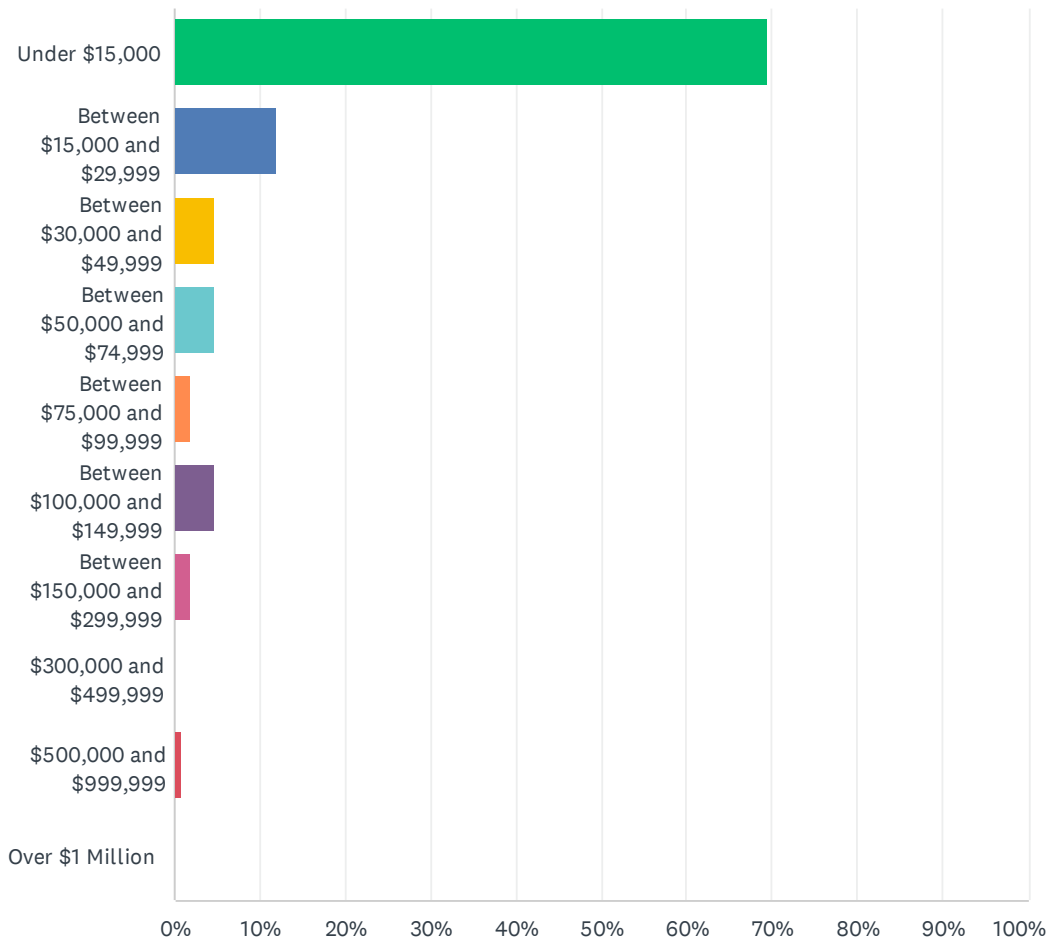


## Community Theatre Contributed Income Survey

ANSWER CHOICES	RESPONSES	
\$0	18.52%	20
Under \$14,999	53.70%	58
Between \$15,000 and \$29,999	14.81%	16
Between \$30,000 and \$49,999	2.78%	3
Between \$50,000 and \$74,999	1.85%	2
Between \$75,000 and \$99,999	2.78%	3
Between \$100,000 and \$149,999	2.78%	3
Between \$150,000 and \$299,999	0.00%	0
\$300,000 and \$499,999	1.85%	2
\$500,000 and \$999,999	0.00%	0
Over \$1 Million	0.93%	1
<b>TOTAL</b>		<b>108</b>

**Q16 In your current fiscal year, what is the annual cash income (not donated or in-kind) you expect to receive from FUNDRAISING EVENTS OR GALAS used for annual operating expenses only. (Include any kind of raffles, auctions, or other income raised through an event or ongoing fundraising event type efforts.)**

Answered: 108 Skipped: 1

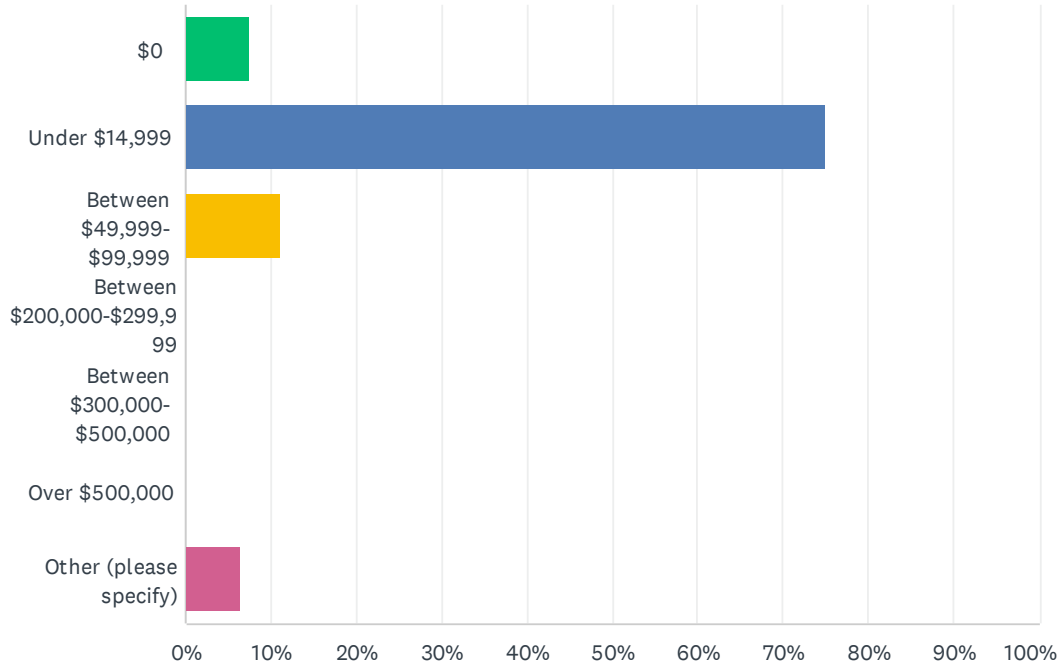


## Community Theatre Contributed Income Survey

ANSWER CHOICES	RESPONSES	
Under \$15,000	69.44%	75
Between \$15,000 and \$29,999	12.04%	13
Between \$30,000 and \$49,999	4.63%	5
Between \$50,000 and \$74,999	4.63%	5
Between \$75,000 and \$99,999	1.85%	2
Between \$100,000 and \$149,999	4.63%	5
Between \$150,000 and \$299,999	1.85%	2
\$300,000 and \$499,999	0.00%	0
\$500,000 and \$999,999	0.93%	1
Over \$1 Million	0.00%	0
<b>TOTAL</b>		<b>108</b>

## Q17 How much do you receive in annual DONATED or IN-KIND donations?

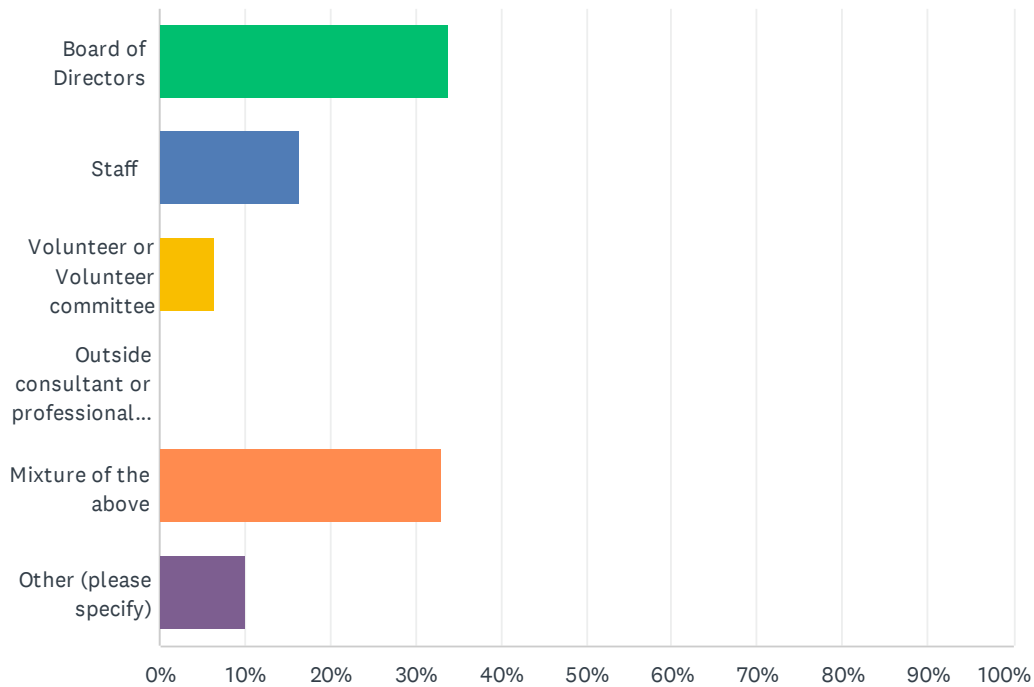
Answered: 108 Skipped: 1



ANSWER CHOICES	RESPONSES	
\$0	7.41%	8
Under \$14,999	75.00%	81
Between \$49,999- \$99,999	11.11%	12
Between \$200,000-\$299,999	0.00%	0
Between \$300,000- \$500,000	0.00%	0
Over \$500,000	0.00%	0
Other (please specify)	6.48%	7
<b>TOTAL</b>		<b>108</b>

## Q18 Who is responsible for raising contributed income?

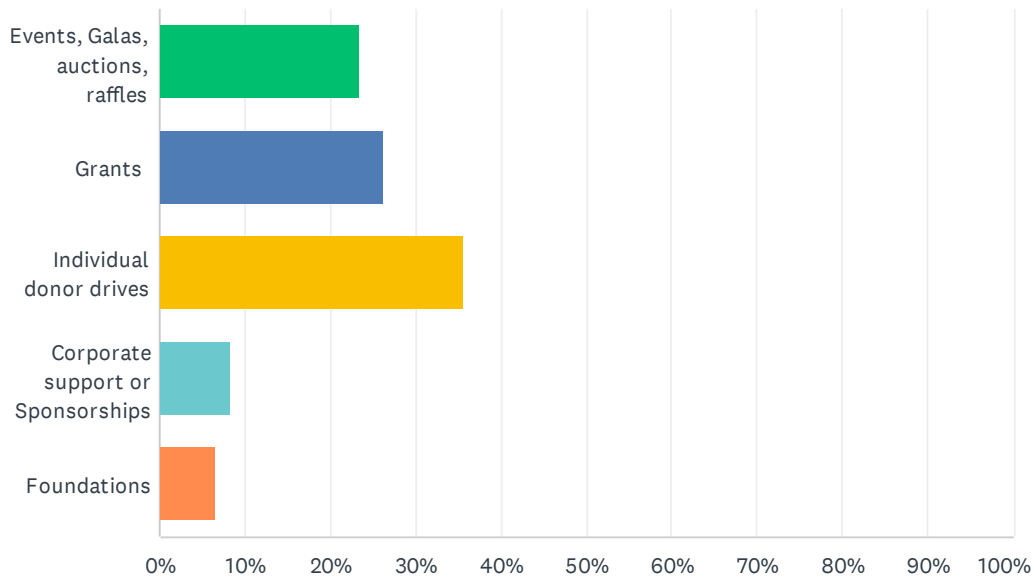
Answered: 109 Skipped: 0



ANSWER CHOICES	RESPONSES	
Board of Directors	33.94%	37
Staff	16.51%	18
Volunteer or Volunteer committee	6.42%	7
Outside consultant or professional fundraiser	0.00%	0
Mixture of the above	33.03%	36
Other (please specify)	10.09%	11
<b>TOTAL</b>		<b>109</b>

## Q19 What is the largest source of your contributed income.

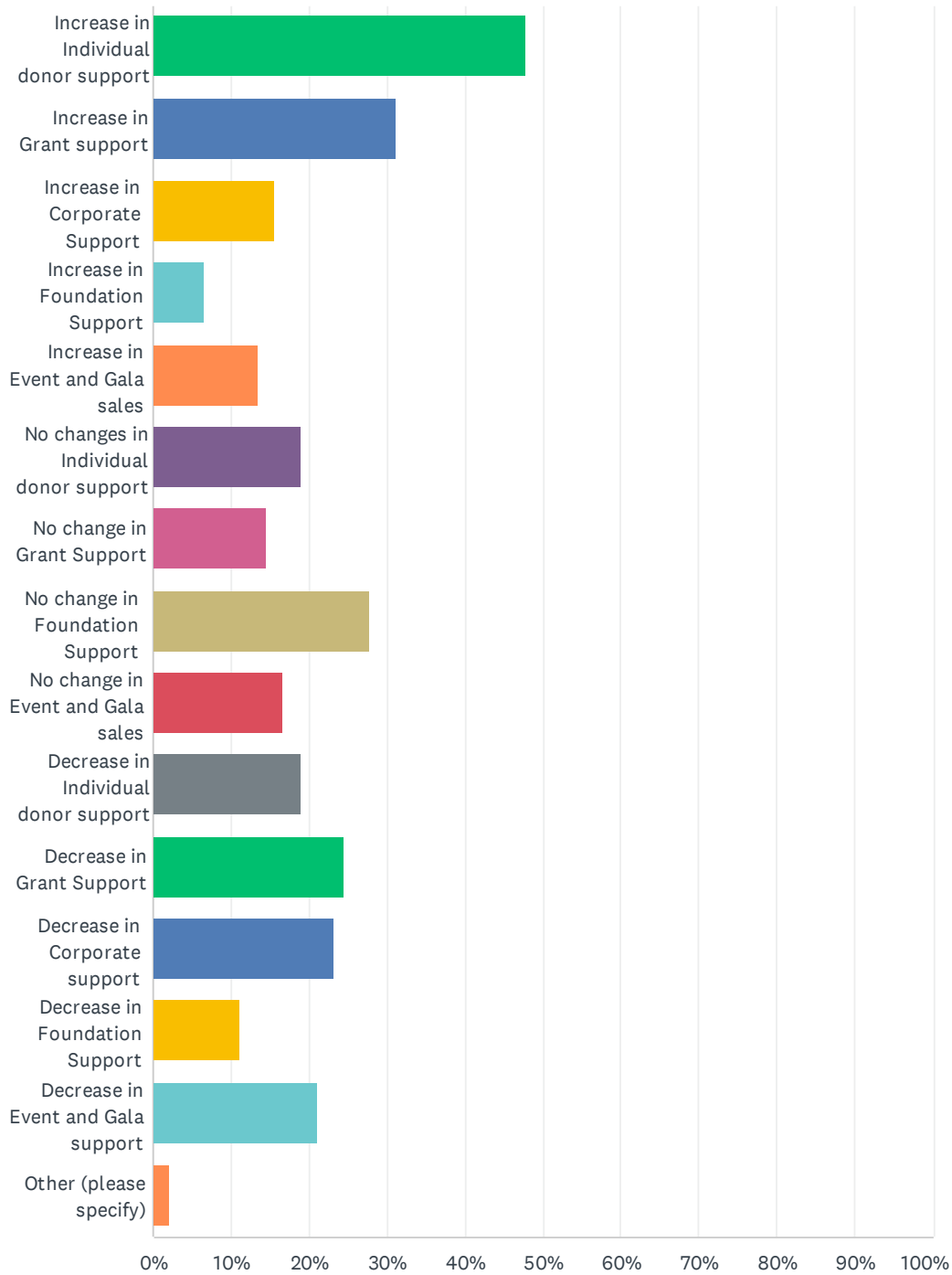
Answered: 107 Skipped: 2



ANSWER CHOICES	RESPONSES	
Events, Galas, auctions, raffles	23.36%	25
Grants	26.17%	28
Individual donor drives	35.51%	38
Corporate support or Sponsorships	8.41%	9
Foundations	6.54%	7
<b>TOTAL</b>		<b>107</b>

## Q20 What trends are you seeing in contributed sources of income? Select all that apply.

Answered: 90 Skipped: 19

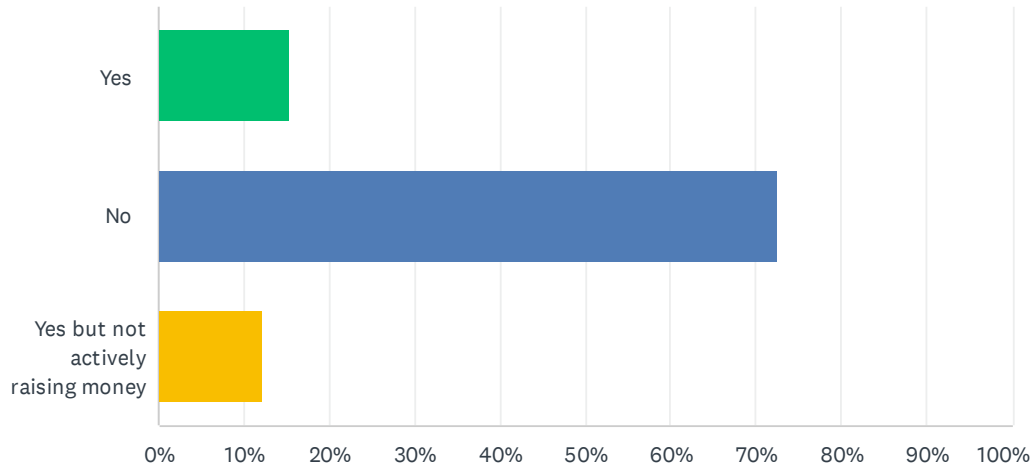


## Community Theatre Contributed Income Survey

ANSWER CHOICES	RESPONSES	
Increase in Individual donor support	47.78%	43
Increase in Grant support	31.11%	28
Increase in Corporate Support	15.56%	14
Increase in Foundation Support	6.67%	6
Increase in Event and Gala sales	13.33%	12
No changes in Individual donor support	18.89%	17
No change in Grant Support	14.44%	13
No change in Foundation Support	27.78%	25
No change in Event and Gala sales	16.67%	15
Decrease in Individual donor support	18.89%	17
Decrease in Grant Support	24.44%	22
Decrease in Corporate support	23.33%	21
Decrease in Foundation Support	11.11%	10
Decrease in Event and Gala support	21.11%	19
Other (please specify)	2.22%	2
Total Respondents: 90		

## Q21 Do you currently have a Capital Campaign that is actively raising funds?

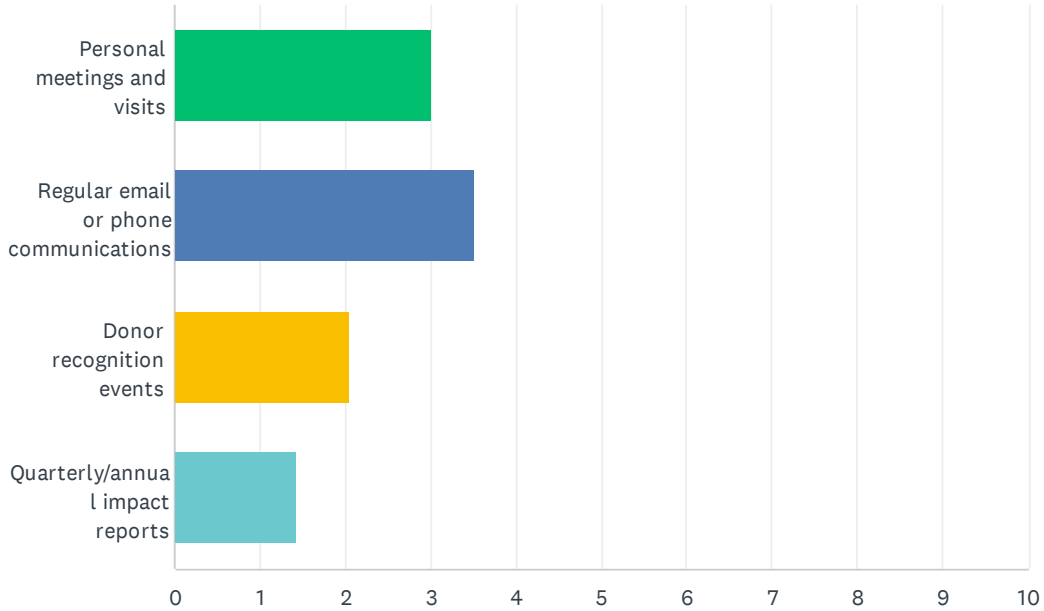
Answered: 98 Skipped: 11



ANSWER CHOICES	RESPONSES	
Yes	15.31%	15
No	72.45%	71
Yes but not actively raising money	12.24%	12
<b>TOTAL</b>		<b>98</b>

## Q22 How do you typically cultivate and maintain relationships with major donors? Rank your methods from the most used to least used.

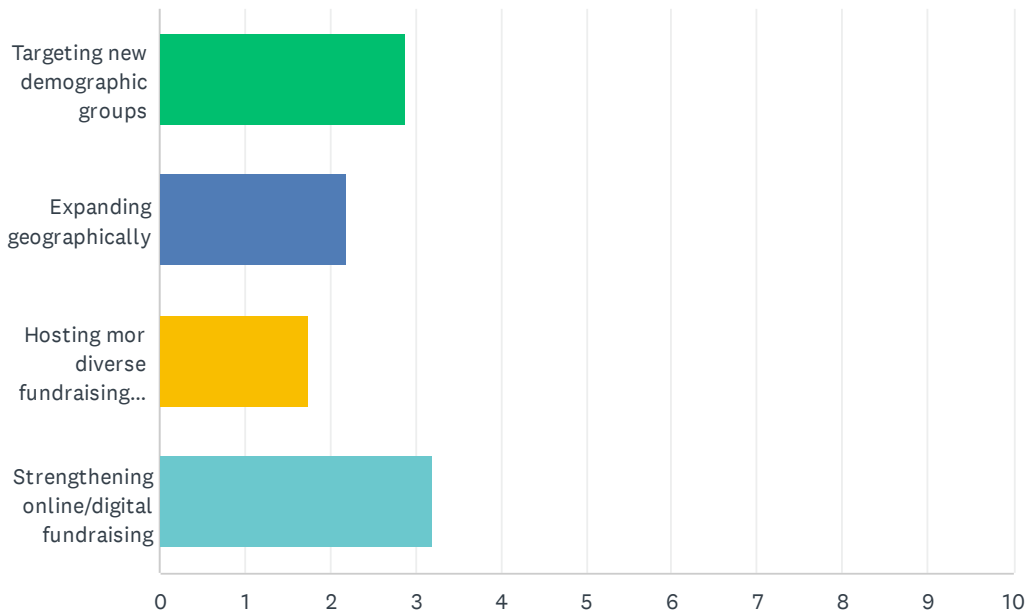
Answered: 92 Skipped: 17



	1	2	3	4	TOTAL	SCORE
Personal meetings and visits	30.43% 28	44.57% 41	19.57% 18	5.43% 5	92	3.00
Regular email or phone communications	63.04% 58	27.17% 25	7.61% 7	2.17% 2	92	3.51
Donor recognition events	4.35% 4	20.65% 19	51.09% 47	23.91% 22	92	2.05
Quarterly/annual impact reports	2.17% 2	7.61% 7	21.74% 20	68.48% 63	92	1.43

## Q23 Rank the strategies you use to diversify your donor base?

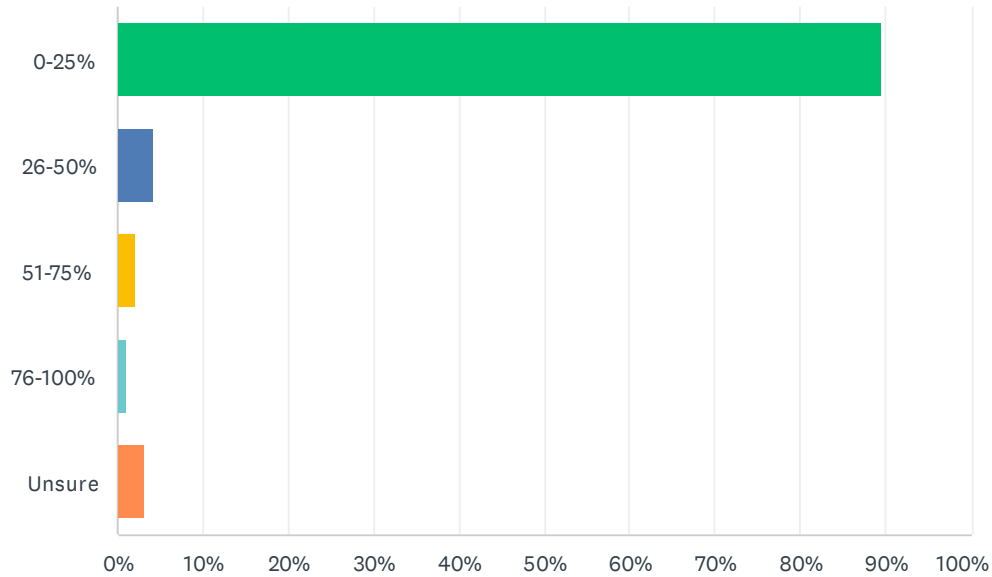
Answered: 91 Skipped: 18



	1	2	3	4	TOTAL	SCORE
Targeting new demographic groups	25.27% 23	43.96% 40	24.18% 22	6.59% 6	91	2.88
Expanding geographically	16.48% 15	16.48% 15	37.36% 34	29.67% 27	91	2.20
Hosting mor diverse fundraising events	6.59% 6	15.38% 14	23.08% 21	54.95% 50	91	1.74
Strengthening online/digital fundraising	51.65% 47	24.18% 22	15.38% 14	8.79% 8	91	3.19

## Q24 What percent of contributed income is restricted (funds designated for specific purposes)?

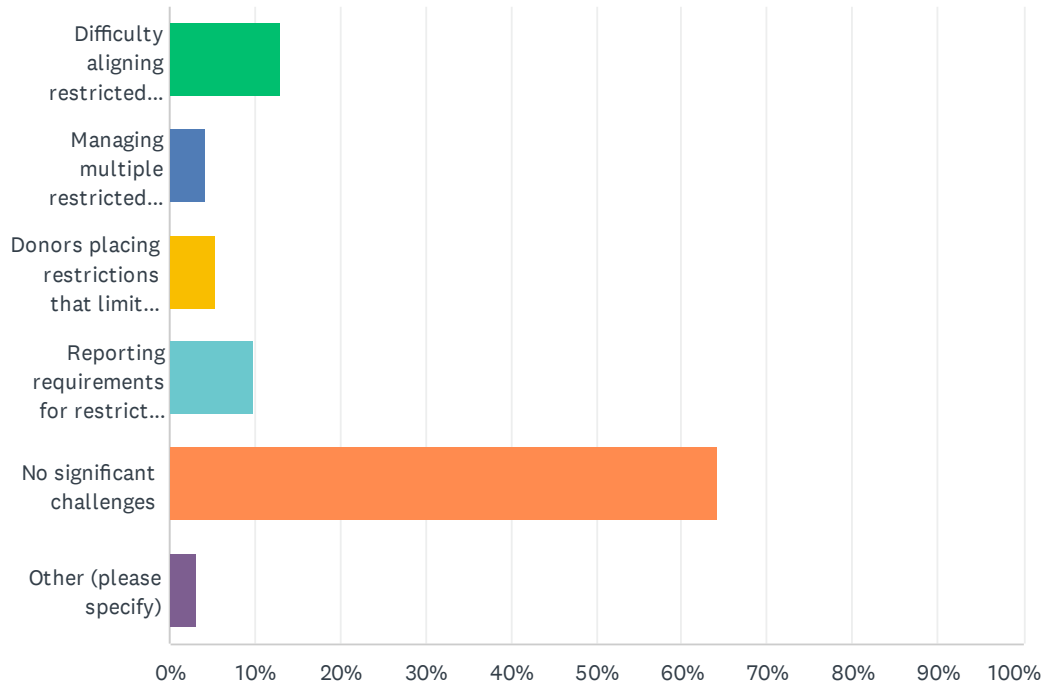
Answered: 96 Skipped: 13



ANSWER CHOICES	RESPONSES	
0-25%	89.58%	86
26-50%	4.17%	4
51-75%	2.08%	2
76-100%	1.04%	1
Unsure	3.13%	3
<b>TOTAL</b>		<b>96</b>

## Q25 What is the primary challenge you face with restricted income (funds designated for specific purposes)?

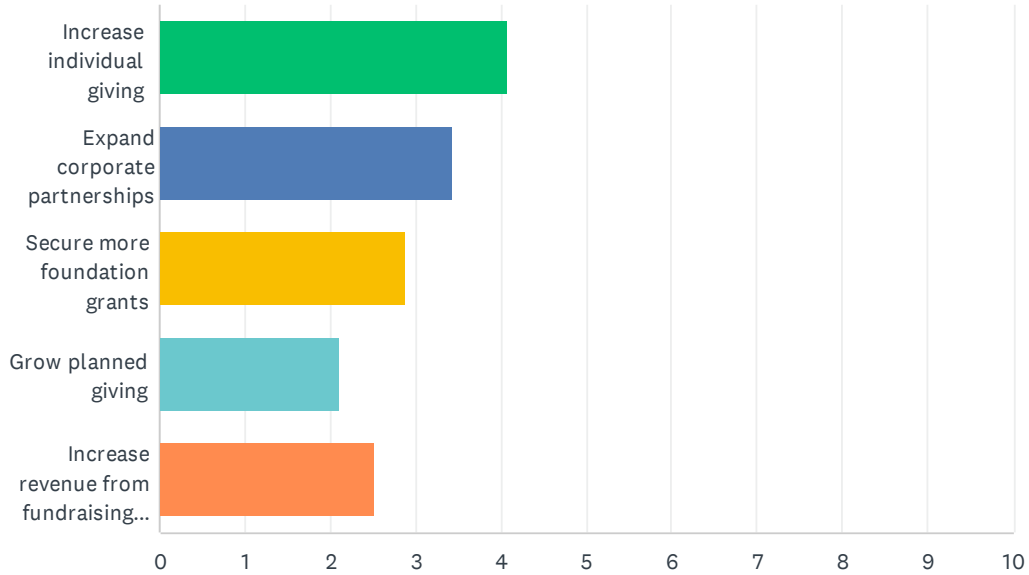
Answered: 92 Skipped: 17



ANSWER CHOICES	RESPONSES	
Difficulty aligning restricted funds with organizational needs	13.04%	12
Managing multiple restricted grants	4.35%	4
Donors placing restrictions that limit flexibility	5.43%	5
Reporting requirements for restricted funds	9.78%	9
No significant challenges	64.13%	59
Other (please specify)	3.26%	3
<b>TOTAL</b>		<b>92</b>

## Q26 Rank your organization's primary goal for growing contributed income in the next 3-5 years?

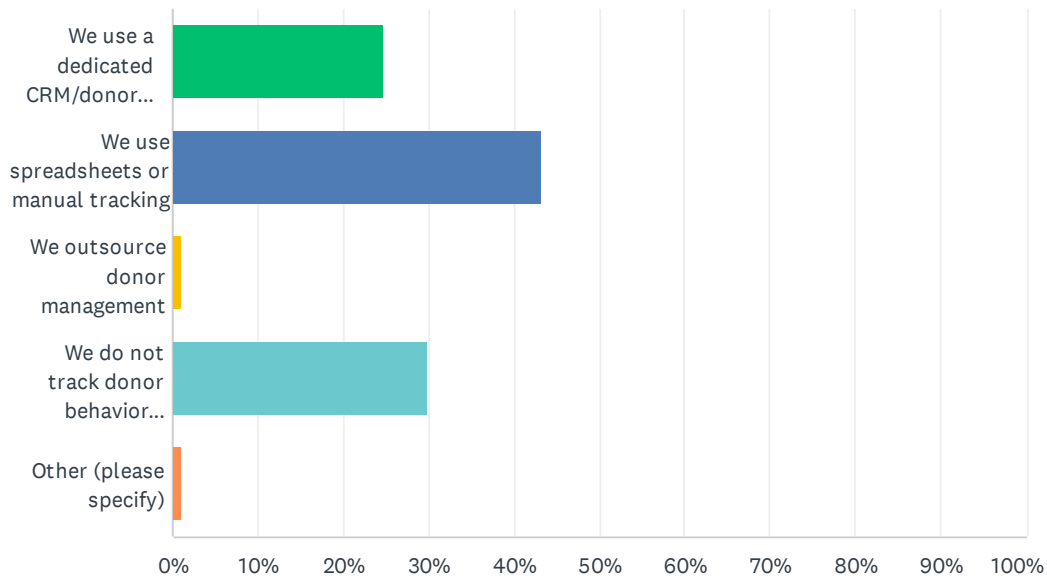
Answered: 94 Skipped: 15



	1	2	3	4	5	TOTAL	SCORE
Increase individual giving	48.94% 46	25.53% 24	12.77% 12	9.57% 9	3.19% 3	94	4.07
Expand corporate partnerships	25.53% 24	24.47% 23	24.47% 23	18.09% 17	7.45% 7	94	3.43
Secure more foundation grants	10.64% 10	20.21% 19	31.91% 30	20.21% 19	17.02% 16	94	2.87
Grow planned giving	6.38% 6	10.64% 10	13.83% 13	25.53% 24	43.62% 41	94	2.11
Increase revenue from fundraising sources	8.51% 8	19.15% 18	17.02% 16	26.60% 25	28.72% 27	94	2.52

## Q27 How do you track and analyze donor behavior?

Answered: 97 Skipped: 12



ANSWER CHOICES	RESPONSES	
We use a dedicated CRM/donor management system	24.74%	24
We use spreadsheets or manual tracking	43.30%	42
We outsource donor management	1.03%	1
We do not track donor behavior systematically	29.90%	29
Other (please specify)	1.03%	1
<b>TOTAL</b>		<b>97</b>

Table 1

	Group 1	Group 2	Group 3	Group 4	Group 5	Group 6	Group 7
Budget Size	Under \$50,000	\$50-\$100,000	\$100-\$250,000	\$250-\$500,000	\$500-\$1Million	\$1Million-\$2 Million	\$2Million +
Theatres	31	12	25	14	14	7	6
<b>Population Size</b>	13 Under 25k 41% 6 25-50k 19% 3 50-75k 9% 3 75-100k 9% 3 100-250k 9% 2 250-500k 6% 1 500-1M 3%	3 under 25k 25% 3 25-50k 25% 3 50-75k 25% 1 250-500k. 8% No answer 16%	7 under 25k 28% 3 25-50k 12% 3 50-75k 12% 6 75-100k 24% 2 100-250k 8% 1 500-1M. 4% 3 Over 1M. 12%	2 under 25k 14% 3 25-50k 21% 2 75-100k 14% 4 100-250k 28% 2 250-500k 14% 1 Over 1M 7%	2 under 25k 14% 2 25-50k 14% 3 50-75k 21% 4 100-250k 28% 2 250-500k 14% 1 500-1M. 7%	1 50-75k 14% 2 75-100k 28% 2 100-250k 28% 2 250-500k. 28%	1 50-75k 16% 1 100-250k 16% 1 250-500 16% 2 500-1M 32% 1 Over 1M. 16%
<b>Largest Source of Contributed Income</b>	12 Events 38% 9 Individual 29% 6 Grants. 19% 4 Corporate 12%	5 Events. 41% 4 Grants 33% 2 Individual 16% 1 Corporate. 8%	9 Grants 36% 8 Individual. 32% 2 Foundations8% 2 Corporate 8% 2 Events. 8%	5 Individual 35% 4 Grants 28% 2 Foundations 14% 1 Corporate. 7% 2 Events 14%	7 Individual. 50% 2 Events 14% 2 Grants 14% 1 Corporate 7% 1 Foundation. 7%	3 Individual 42% 2 Events 28% 1 Foundations 14% 1 Grants 14%	4 Individual 66% 2 Grants 33%
<b>Individual donations</b>	8 \$0 25% 17 under\$15k 55% 5 \$15-30k 16% 2 \$30-\$50k 6%	9 under\$15k 75%. 3 \$15-\$30k. 25%	2 \$0 8% 8 Under \$15k 32% 8 \$15-\$30k. 32% 4 \$30-\$50k. 16% 1 \$50-\$75k. 4% 1 \$110-\$150k. 4%	1 \$0 7% 3 Under \$15k 21% 2 \$15-\$30k 14% 2 \$30-\$50k 14% 3 \$50-\$75k 21% 1 \$75-\$100k 7% 1 \$100-\$150k 7% 1 \$150-\$300k. 7%	1 \$0 7% 2 Under \$15k 14% 1 \$15-\$30k 7% 1 \$30-\$50k 7% 3 \$50-\$75k 21% 1 \$75-\$100k 7% 4 \$100-\$150k. 28% 1 \$150-\$300k. 7%	1 \$30-\$50k 14% 2 \$100-\$150k. 28% 1 \$150-\$300k. 14% 1 \$300-\$500k 14% 2 \$500-\$1M. 28%	1 \$75-\$100k 16% 1 \$150-\$300k. 16% 2 \$300-\$500k 32% 1 \$500- \$1M. 1 Over \$1 Million
<b>Online</b>	11 \$0 35% 20 Under\$15k 65%	1 \$0 8% 11 under\$15k 92%	2 \$0 8% 20 under\$15k 80% 1 \$15-\$30k 4% 1 \$30-\$50 4%	9 Under \$15k 65% 1 \$15-\$30k. 7% 3 \$30-\$50k. 21% 1 \$75-\$100k 7%	1 \$0 7% 7 under \$15k 50% 3 \$15-\$30k. 21% 1 \$30-\$50k. 7% 1 \$50-\$75k. 7% 1 over \$75k 7%	1 under \$15k 14% 1 \$15-\$30k. 14% 3 \$50-\$75k. 43% 1 \$75-\$100k 14% 1 \$300-\$500k 14%	2 under \$15k. 33% 1 \$50-\$75k. 15% 1 \$75-\$100k. 15% 2 \$300-\$500k 33%
<b>City County</b>	19 \$0 61% 9 under \$15 29% 1 \$15-\$30k 3%	6 \$0 50% 5 under \$15k 41% 1 \$15-\$30k 8%	12 \$0 48% 7 Under \$15k 28% 2 \$15-\$30k 8% 1 \$30-\$50k. 8% 1 \$50-\$75k 8% 1 \$75-\$100k. 8%	5 \$0 35% 6 under \$15k 42% 1 \$15-\$30k. 7% 1 \$75-\$100k. 7% 1 \$150-\$300k. 7%	3 \$0 21% 3 Under \$15k 21% 3 \$15-\$30k 21% 1 \$30-\$50k. 7% 1 \$500-\$1M. 7%	2 \$0 28% 3 \$15-\$30k 42% 1 \$75-\$100k 14% 1 \$500-\$1M 14%	2 \$15-\$30k 33% 1 \$30-\$50k. 16% 2 \$100-\$150k 33% 1 \$1Million +. 16%
<b>State</b>	23 \$0 83% 6 \$under \$15k19% 2 \$15-\$30k. 6%	7 \$0 58% 5 Under \$15k 41%	9 \$0 36% 9 under \$15K 36% 5 \$15-\$30k 20% 1 \$150-\$200k 4%	7 \$0 50% 4 Under \$15k 28% 3 \$15-\$30k 21%	4 \$0 28% 1 Under \$15k 7% 8 \$15-\$30k. 57%	1 Under \$15k. 14% 3 \$15-\$30k. 21% 1 \$100-\$300k 14% 1 \$300-\$500k 14%	2 \$0 33% 1 Under \$15k 16% 3 \$15-\$30k. 50%
<b>Federal</b>	30 \$0 96% 1 \$30-\$50k. 3%	10 \$0 83% 2 under \$15k 16%	19 \$0 76% 3 under \$15k 12% 1 \$15-\$30k. 4%	12 \$0 85% 1 Under \$15k 7% 1 \$30-\$50k. 7%	11 \$0 78% 1 Under \$15k. 7% 1 \$15-\$30k 7% 1 \$50-\$75k. 7%	6 \$0 85% 1 \$75-\$100k. 14%	6 \$0 100%
<b>Endowment</b>	4 Yes 13% 27 No. 87%	12 No 100%	4 Yes 16% 21 No. 84%	4 Yes 28% 10 No 71%	6 Yes 42% 8 No 57%	6 Yes 85% 1 No 14%	4 Yes 66% 2 No 33%
<b>Endowment balance</b>	1 Under\$15k 20% 2 \$15-\$30k 40% 2 \$50-\$100k 40%	0	1 Under\$15k 25% 2 \$15-\$50k 50% 1 \$100-\$300k. 25%	1 under\$15k 25% 1 \$15-\$50k 25% 1 \$100-\$300k 25% 1 \$300-\$500k 25%	2 \$15-\$50k 32% 2 \$100-\$300k 32% 1 \$2 Million+ 16% 1 \$3 Million+ 16%	1 \$100-\$300k 16% 1 \$300-\$500k 16% 1 \$2 Million+ 16% 1 \$1Million + 16%	1 \$300-\$500k 25% 1 \$1 Million + 25% 1 \$2Million + 25% 1 \$3Million+ 25%
<b>Endowment Interest</b>	3 under\$15k 75% 1 \$15-\$30k. 25%	0	3 under\$15k 75%	2 under \$15k 50%	4 under\$15k 66% 1 \$75-\$100k. 16%	4 under \$15k 66% 1 \$15-\$30k. 16%	1 \$15-\$30k 25% 1 \$75-\$100k 25% 1 Over \$1M. 25%
<b>Sponsor Income</b>	13 \$0 41% 16 under\$15k51% 2 \$15-\$30k. 6%	4 \$0 33% 7 Under \$15k 58% 1 \$15-\$30k. 8%	3 \$0 12% 19 Under\$15k 76% 3 \$15-\$30k. 12%	1 \$0 7% 8 under \$15k 57% 4 \$15-\$30k 28% 1 \$75-\$100k. 7%	4 Under \$15k 28% 5 \$15-\$30k 35% 2 \$30-\$50k 14% 2 \$50-\$75k 14% 1 \$100-\$150k. 7%	2 under\$15k 28% 1 \$15-\$30k 14% 1 \$30-\$50k 14% 2 \$75-\$100k 28% 1 \$100-\$150k 14%	2 under \$15k 33% 1 \$100-\$150k 16% 2 \$300-\$500k 33% 1 Over \$1M. 16%
<b>Events &amp; Galas</b>	26 under\$15k 83% 4 \$15-\$30k 12% 1 \$50-\$75k. 3%	11 under\$15k 91% 1 \$15-\$30k. 9%	1 \$0 4% 19 under\$15k 76% 3 \$15-\$30k 12% 1 \$50-\$75k 4% 1 \$75-\$100k. 4%	10 Under\$15k 71% 3 \$15-\$30k 21% 1 \$30-\$50k. 7%	6 Under\$15k. 42% 1 \$30-\$50k 7% 3 \$50-\$75k 21% 1 \$75-\$100k 7% 1 \$150-\$300k 7% 1 \$500k-\$1M. 7%	1 under \$15k 14% 2 \$30-\$50k 28% 3 \$100-\$150k 42% 1 \$150-\$300k 14%	2 Under \$15k 33% 2 \$15-\$30k 33% 1 \$30-\$50k 16% 1 \$100-\$150k 16%
<b>Inkind</b>	3 \$0 27 under \$15k 1 \$50-\$100k	1 \$0 11 under \$15k	3 \$0 18 under \$15k 2 \$15-\$50k. 2 \$50-\$100k	13 under \$15k 1 \$50-\$100k	2 \$0 9 under \$15k 3 \$50-\$100k	3 under \$15k 2 \$15-\$50k 1 \$50-\$100k	1 under \$15k 4 \$50-\$100k 1 \$100-\$200k
<b>Fundraising Responsibility</b>	16 Board 4 Staff Paid/Unpaid 7 Mixture 2 Volunteers 1 No one	5 Board 1 Staff 4 Mixture 2 Volunteers	12 Board 5 Staff Paid/Unpaid 5 Mixture 3 Volunteers	2 Board 2 Staff 8 Mixture 1 Volunteers	1 Board 6 Staff 5 Mixture 1 Foundation 1 Local Government	7 Mixture	5 Staff 1 Mixture

	Group 1	Group 2	Group 3	Group 4	Group 5	Group 6	Group 7
<b>Budget Size</b>	<b>Under \$50,000</b>	<b>\$50-\$100,000</b>	<b>\$100-\$250,000</b>	<b>\$250-\$500,000</b>	<b>\$500-\$1Million</b>	<b>\$1Million-\$2 Million</b>	<b>\$2Million +</b>
<b>Theatres</b>	<b>31</b>	<b>12</b>	<b>25</b>	<b>14</b>	<b>14</b>	<b>7</b>	<b>6</b>
<b>Trend Donors Income</b>	8 Increase 2 Same 8 Decrease	2 Increase 2 Same 2 Decrease	9 Increase 7 Same 3 Decrease	9 Increase 2 Same 2 Decrease	8 Increase 4 Same 2 Decrease	3 Increase 3 Same	4 Increase 1 Same
<b>Trend Grants Income</b>	5 Increase 2 Same 6 Decrease	2 Increase 2 Same 1 Decrease	8 Increase 3 Same 6 Decrease	9 Increase 2 Same 2 Decrease	1 Increase 2 Same 5 Decrease	2 Increase 2 Same 1 Decrease	1 Increase 2 Same 2 Decrease
<b>Sponsor Trend</b>	6 Increase 19% <b>19 Same 61%</b> 4 Decreased. 12%	4 Increase 25% <b>6 Same 50%</b> 2 Decreased. 12%	3 Increase 12% 16 Same 51% 5 Decrease	4 Increase 4 Same 4 Increase	4 Increase 5 Same 5 Decrease	3 Increase 2 Same 2 Decrease	1 Increase 4 Same 1 Decrease
<b>Trends Events Income</b>	2 Increase 1 Same 6 Decrease	2 Increase 2 Same 2 Decrease	4 Increase 5 Same 2 Decrease	1 Increase 2 Same 4 Decrease	2 Increase 1 Same 2 Decrease	2 Same 2 Decrease	1 Increase 2 Same 1 Decrease
<b>Trend Foundations Income</b>	4 Same 2 Decrease	4 Same 1 Decrease	3 Increase. 6 Same 3 Decrease	2 Increase 3 Same 1 Decrease	2 Same 2 Decrease	1 Increase 3 Same	3 Same 1 Decrease
<b>Capital Campaign</b>	25 No 1 Yes but not raising money	8 No 1 Yes	14 No 5 Yes 5 Yes but not raising money	9 No 3 Yes 2 Yes but not raising money	8 No 3 Yes 2 Yes but not raising money	5 No 1 Yes but not raising money	2 No 2 Yes 2 Yes but not raising money
<b>Tracking Donors</b>	10 Don't track <b>14 Spreadsheets</b> 2 CRM/Software	<b>5 Don't track</b> 4 Spreadsheets	7 Don't track <b>13 Spreadsheets</b> 4 CRM/Software	2 Don't track 3 Spreadsheets <b>8 CRM/Software</b>	4 Don't track <b>5 Spreadsheets</b> 4 CRM/Software	1 Don't track 1 Spreadsheets <b>3 CRM/Software.</b> 1 Outsource	1 Spreadsheets <b>4 CRM/Software</b>