

# JELF Resource Development Report

## January 13, 2026

### 2025 Campaign Summary:

**The 2025 year-end shows some promising trends as we increased the total raised to an all-time high, while growing the donor base to the largest pool of donors as well!**

What stands out most about FY2025 is that our growth came from a mix of broad-based giving and expanded channels, not just a handful of large checks. Overall:

- JELF raised \$2,095,108 from 1,161 donors, up from \$1,860,857 and 1,119 donors in FY2024 – 12.6% increase in dollars raised and continuing the multi-year upward trend from \$1.81M (FY2023), \$1.72M (FY2022), and \$1.51M (FY2021).
- Even as the average gift declined to \$1,377 (vs. \$1,663 in FY2024), we saw strong engagement signals: 314 donors (30%) increased their gifts over 2024, 224 donors who skipped FY2024 returned to support JELF in FY2025, and 94 new donors generated \$185,205 (10% of total dollars).
- At the same time, lapsed giving remains a meaningful opportunity - 369 donors (32%) were lapsed in FY2025, comparable to FY2024.

FY2025 gains were led by several categories moving in the right direction at once.

- The Fall Appeal raised \$578,096 (up from \$455,945 in 2024 and \$262,096 in 2023), while the Board Appeal rose to \$291,645 (from \$181,169 in 2024) and Grants increased to \$435,550 (from \$352,400 in 2024 and \$273,325 in 2023).
- This broader lift helped offset a decline in Major Gifts (\$2,500+), which came in at \$532,970 (down from \$666,600 in 2024 and \$847,701 in 2023). We also saw continued geographic expansion beyond Atlanta: Outside-Atlanta giving rose to \$886,814 (from \$733,802 in 2024), and South Florida surged to \$371,223 (from \$248,346 in 2024), reinforcing the value of deeper presence and engagement in that region.

### 1. YTD Campaign Total + Comparisons (as of 1/13/26):

YTD	# of Dollars	% Change Dollars	# of Donors	% Change Donors
2026	\$65,685	240%	33	22%
2025	\$18,917	-83%	27	-50%
2024	\$106,458	68%	54	-22%
2023	\$63,069	-30%	71	2%

### 2. 2026 – Q1 RD Activity

#### a) 2025 Year-End Cleanup

- The team received 675 gifts in the last 8 weeks of the year totaling over \$1M. We are currently processing gifts, updating records and thanking donors.
- 2026 Q1 outreach is focused on stewarding longtime donors and identifying, thanking and engaging new donors.

#### b) Lapsed Donor Outreach

- This month, Jenna is sending an email to 250 lapsed donors (contributed in 2024 but not 2025).

#### c) South Florida Activity

- Amy is regularly meeting with donors, alumni and prospects across South Florida. She is planning a presentation to her Temple in January 2026, tabling at

her Temple’s upcoming festival and a roundtable hosted by our Board Member, Ron Krudo, with prospective donors.

d) Alumni Recruiting

- The committee is actively recruiting for the Alumni Engagement Manager role and is nearly complete on our second round of interviews

e) Grants

- Several new grants already submitted in January 2026, including:
  - Greater Miami Jewish Federation
  - Jewish Federation of Broward County

f) Ongoing Outreach

- As with the onset of every new calendar year, the RD team begins reaching out to prospects, alumni, donors and foundations for introductory conversations. We enjoy including JELF volunteers and Board Members to strategize and accompany to these meetings when appropriate. ***We value any new introductions or any doors you wish to open for the staff!***

g) Upcoming Travel

- February – Travel to South Florida, Tampa, Orlando and Gainesville to visit universities to meet students and donors (Jenna, Sandra, Bonnie, Josh and Amy)
- TBD – Trips planned to North Carolina, Virginia, Boston in 2026

### 3. 2025 Campaign in Review

	<b>2025 Donors</b>	<b>2024 Donors</b>	<b>2023 Donors</b>	<b>2022 Donors</b>	<b>2021 Donors</b>
<b># of donors</b>	1,161	1,119	1,136	1,065	1,093
<b>\$\$ dollars</b>	\$2,095,108	\$1,860,857	\$1,811,448	\$1,724,121	\$1,505,859
<b>Average gift</b>	\$1,377	\$1,663	\$1,595	\$1,619	\$1,378

**Donors increased in 2025 by 3.8% and dollars raised increased by 12.6%.**

- **Lapsed donors:**
  - 2025 – 369 (32%)
  - 2024 – 380 (34%)
- **New donors (non-tribute)** – 94 donors (8%) = \$185,205 (10%)
  - In 2025, 224 donors had skipped 2024 giving, but donated in a prior FY
- **Increased gifts over 2024** – 314 (30%) increased donations
- **Alumni** – 110 alumni donors (represents **7%** of all alumni; **9%** of donors)
  - New alumni – 8 new alumni donors (7% of alumni donors)
  - *Slightly down from 2024; see below.*
- **Donors with solicitors** – 807 gifts have solicitors (73%), \$1.55 million
- **Donor Levels** – 2025 vs. 2024

Donor Level	2025 # Donors	# of New Donors	2025 % of Total	2025 \$\$	2024 # Donors	# of New Donors	2024 % of total	2024 \$\$
\$1 - \$499	656	104	7%	\$155,855	700	152	7%	\$122,647
\$500 - \$999	160	14	4%	\$91,187	166	18	5%	\$94,358
\$1,000 - \$2,500	225	18	15%	\$306,233	171	14	12%	\$230,447
\$2,500 - \$4,999	88	2	12%	\$251,877	91	3	14%	\$260,733
\$5,000 - \$9,999	54	1	13%	\$284,602	64	8	18%	\$344,429
\$10,000 - \$24,999	52	3	25%	\$522,406	32	6	20%	\$384,487
\$25,000+	13	2	24%	\$497,051	11	1	23%	\$439,094
<b>TOTALS</b>	1,248	144		\$2,095,108	1,235	202		\$1,860,857

In the lower giving categories, we had less donors in 2025. Most categories over \$1,000 increase in 2025!

*NOTE: Totals contain some soft credits/tributes. This includes all donations given, not the number of donors.*

#### 4. 2025 Year in Review

- a) Recruiting – In 2025, we hired Amy Wait (South Florida Engagement Officer) in April 2025 and Bonnie Simonoff (Development & Program Asst) in May 2025. We are currently searching for an Alumni Engagement Manger.
- b) Travel – Josh met with prospects, alumni, donors, students in West Florida (Tampa, Sarasota, Naples), North Carolina (Raleigh-Durham and Charlotte), Savannah, Charleston, South Florida, Boston, New York City and Long Island.
- c) Mailers (includes Spring Appeal, Foundation Brochure and Annual Report) - In early 2025, these large mailings yielded \$74,728 from 190 donors – collectively we mailed to more than 8,000 alumni, donors, prospects and foundations.
- d) Events – JELF held 3 events in Atlanta last year: JELF on the Rocks (younger professionals), 2024 Annual Meeting (held February 2025), and 2025 End-of-Year Celebration. From all these events, we can attribute \$56,612 to these events from 46 donors and event sponsors.
- e) Student Callers – 9 active borrowers made 1,400 lapsed phone calls during Q4, resulting 55 pledges committed (\$14,841). Payment to students totaled \$1,000, which is a great ROI.
- f) Fall Appeal Breakdown:

Fall Appeal Stats year over year	2025	2024	2023
Monetary Goal	\$400,000	\$300,000	\$200,000
Monetary Result	\$578,096	\$455,945	\$262,096
Total # of Donors	727	650	496
Total # Mailed	12,794	12,394	10,960

Out of ATL donors	263 (36%)	235 (36%)	163 (35%)
Mailing Cost (including postage)	\$27,000	\$25,960	\$18,815
% of donors who made suggested gift	10%	13%	8%
% of donors who increased their gift	39%	36%	35%
% of donors who reduced their gift	16%	22%	10%
% of personalized letters sent	7%	13%	23%
% of personalized letters who donated	24%	32%	20%
% of letters sent out	73%	83%	66%
% of donations received	1%	1%	1%

**g) 2025 Donor Breakdown by Community:**

Category	2025		2024		2023	
	Count	%	Count	%	Count	%
Atlanta Donors	751	65%	745	67%	731	64%
Atlanta Dollars	\$1,182,812	56%	\$1,080,812	58%	\$1,187,252	66%
Outside ATL Donors	410	35%	374	33%	405	36%
Outside ATL Dollars	\$912,296	44%	\$780,045	42%	\$624,196	34%
<b>Totals =</b>	<b>1,161</b>	<b>\$2,095,108</b>	<b>1,119</b>	<b>\$1,860,857</b>	<b>1,136</b>	<b>\$1,811,448</b>

**South Florida**

**134 donors; \$371,221**

Boca Raton - \$182,017 (43 donors)  
 Broward – \$36,746 (26 donors)  
 Miami – \$113,693 (46 donors)  
 Palm Beach – \$38,765 (19 donors)

**Florida (excluding S. FL)**

**66 donors; \$149,141**

Gainesville - \$2,300 (2 donors)  
 Gulf Coast - \$13,854 (13 donors)  
 Jacksonville - \$2,724 (9 donors)  
 Naples - \$4,000 (4 donors)  
 Orlando - \$31,051 (11 donors)  
 Sarasota - \$2,709 (4 donors)  
 Space Coast - \$15,019 (2 donors)  
 Tallahassee - \$200 (1 donor)  
 Tampa – \$77,284 (20 donors)

**Georgia (Atlanta):**

**751 donors; \$1,182,498**

**Georgia (outside Atlanta)**

**South Carolina:**

**31 donors; \$40,836**

Charleston – \$14,422 (18 donors)  
 Columbia – \$25,188 (11 donors)  
 Spartanburg - \$1,226 (2 donors)

**Virginia:**

**23 donors; \$13,663**

Charlottesville - \$280 (2 donors)  
 Richmond – \$11,377 (16 donors)  
 Virginia Beach - \$2,006 (5 donors)

**Other areas:**

**122 donors; \$147,888**

Baltimore, MD – \$2,500 (1 donor)  
 DC Area - \$5,128 (12 donors)  
 International Donors - \$19,972 (2 donors)  
 Midwest - \$16,640 (16 donors)  
 Northeast - \$61,845 (52 donors)  
 South U.S. (LA, TX) – \$10,535 (6 donors)  
 Southeast (AL, KY, TN) - \$15,422 (8 donors)  
 West Coast - \$15,846 (25 donors)

**20 donors; \$28,240**

Athens - \$685 (3 donors)  
 Augusta - \$254 (2 donors)  
 Columbus - \$12,500 (2 donors)  
 Macon - \$5,500 (3 donors)  
 Savannah – \$9,301 (10 donors)

**North Carolina:****75 donors; \$74,100**

Asheville - \$3,462 (4 donors)  
 Charlotte – \$39,793 (36 donors)  
 Goldsboro - \$1,000 (1 donor)  
 Greensboro – \$15,151 (19 donors)  
 Raleigh-Durham – \$13,694 (14 donors)  
 Wilmington - \$1,000 (1 donor)

**5. Solicitation Breakdown (full year):**

Solicitation	2025	2024	2023	2022	2021
Annual Report	\$37,921	\$54,319	\$24,876	\$40,170	n/a
Board Appeal	\$291,645	\$181,169	\$166,388	\$186,826	\$178,685
Events	\$56,612	\$10,852	\$45,647	\$20,870	\$52,667
Fall Appeal	\$578,096	\$455,945	\$262,096	\$304,553	\$223,415
Grants	\$435,550	\$352,400	\$273,325	\$270,127	\$209,288
Major Gifts	\$532,970	\$666,600	\$847,701	\$772,246	\$593,834
Mid-Level Gifts	\$46,909	\$41,835	\$68,514	\$39,202	\$51,155
Minor Gifts	\$45,936	\$40,723	\$93,708	\$52,629	\$55,716
Residual	\$32,722	\$27,146	\$21,574	\$12,085	\$105,188
Spring Appeal	\$36,744	\$29,865	\$4,444	\$25,409	\$35,967
<b>TOTAL:</b>	<b>\$2,095,108</b>	<b>\$1,860,857</b>	<b>\$1,808,277</b>	<b>\$1,724,121</b>	<b>\$1,505,859</b>

**6. New Sponsor a Student Commitments:**

Level	2025	2024	2023	2022	2021
\$1,800/yr	0				
\$2,500/yr	12	11	15	14	15
\$3,600/yr	2				
\$5,000/yr	7	8	5	8	4
\$10,000/yr	1	1	4	3	2
\$25,000/yr	1				
	<b>23</b>	<b>20</b>	<b>24</b>	<b>25</b>	<b>21</b>

**7. Alumni**

Year	Alumni Dollars	# of Alumni Donors
<b>2025</b>	\$96,570	110
<b>2024</b>	\$91,481	117
<b>2023</b>	\$97,426	121
<b>2022</b>	\$81,928	118
<b>2021</b>	\$79,198	117

- In 2025, of the 110 alumni donors, **20** of them have repaid within the last 5 years.