

Monhegan Museum of Art & History\*

2021 MEMBERSHIP YEAR (October 1, 2020 to September 30, 2021) FUNDRAISING RESULTS\*\*

Due to COVID-19 we offered extensions of 2020 season memberships through 9/30/2021, but we are continuing to record receipts by MY for comparison purposes

<i>Data through 8/2/2021</i>	2021 Membership Year (MY) (10/1/2020 to 9/30/2021)		2020 Membership Year (10/1/2019 to 9/30/2020)		2019 Membership Year (10/1/2018 to 9/30/2019)		2018 Membership Year (10/1/2017 to 9/30/2018)		2017 Membership Year (10/1/2016 to 9/30/2017)	
<b>MEMBERSHIPS BY LEVEL</b>										
<b>CIRCLE OF FRIENDS (COF) MEMBERS</b> <i>(new program in 2017)</i>	MYTD DOLLARS	MYTD DONATION COUNT***	MYTD DOLLARS	MYTD DONATION COUNT***	DOLLARS	DONATION COUNT***	DOLLARS	DONATION COUNT***	DOLLARS	DONATION COUNT***
Fans of Lighthouse Hill (\$250 to \$499)	\$7,412.50	32	\$5,650.00	25	\$6,450.00	25	\$16,720.00	76	\$8,866.00	43
Monhegan Art Enthusiasts (\$500 to \$999)	\$5,859.25	15	\$8,025.00	25	\$7,225.00	16	\$8,745.00	23	\$5,125.00	12
Friends of the Collection (\$1,000 to \$2,499)	\$6,723.00	8	\$10,526.73	10	\$15,126.25	15	\$24,374.40	30	\$25,240.00	22
Curator's Circle (\$2,500 to \$4,999)	\$2,670.50	1	\$7,000.00	2	\$1,075.00	2	\$8,969.65	6	\$7,160.00	3
Director's Circle (\$5,000 or more)	\$157,290.00	10	\$450,345.12	13	\$743,293.05	21	\$288,220.09	25	\$116,282.98	16
Sub-total for Circle of Friends	\$179,955.25	66	\$481,546.85	75	\$773,169.30	79	\$347,029.14	160	\$162,673.98	96
<b>GENERAL MEMBERS</b>										
Individual (\$25 to \$44)	\$906.00	31	\$917.00	34	\$1,549.00	58	\$1,354.00	53	\$1,190.00	48
Family (\$45 to \$74)	\$2,209.00	46	\$2,533.00	55	\$3,505.00	74	\$3,362.80	72	\$3,019.00	66
Contributors (\$75 to \$249)	\$7,694.00	87	\$5,970.00	62	\$7,515.00	77	\$6,695.00	67	\$9,239.00	91
Sub-total for General Memberships	\$10,809.00	164	\$9,420.00	151	\$12,569.00	209	\$11,411.80	192	\$13,448.00	205
Donations less than \$25	\$40.00	3	\$20.00	1						
<b>TOTAL MEMBERSHIP DONATIONS</b>	<b>\$190,804.25</b>	<b>233</b>	<b>\$490,986.85</b>	<b>227</b>	<b>\$785,738.30</b>	<b>288</b>	<b>\$358,440.94</b>	<b>352</b>	<b>\$176,121.98</b>	<b>301</b>
Average YTD General Membership Gift	\$65.91		\$62.38		\$60.14		\$59.44		\$65.60	
Average YTD Circle of Friends Gift	\$2,726.59		\$6,420.62		\$9,786.95		\$2,168.93		\$1,694.52	
Average of All Membership Gifts	\$818.90		\$2,162.94		\$2,728.26		\$1,018.30		\$585.12	
<b>OTHER DONATIONS</b>										
Exhibit Support	\$0.00	0	\$100.00	1	\$26,500.00	4	\$34,500.00	4	\$26,218.55	7
Tributes / IMO's	\$101,974.73	11	\$17,905.00	28	\$6,460.00	8	\$55,275.00	20	\$0.00	0
In-Kind	\$0.00	0	\$4,852.00	3	\$624.00	4				
Business Sponsorships	\$250.00	1	\$1,485.00	5	\$2,825.00	9	\$6,300.00	16	None solicited in 2017	
Unrestricted Foundation & Trust Gifts****	\$14,945.00	6	\$22,880.00	4	\$22,980.00	4	\$14,040.00	3	\$9,000.00	2
Events & Programs Income	Included in Membership #s Above		None held due to Pandemic		\$1,231.26	188	\$15,128.43	1022	\$6,163.00	
Sub-total for Other Donations	\$117,169.73	18	\$47,222.00	41	\$60,620.26	217	\$125,243.43	1065	\$41,381.55	9
<b>TOTAL DONATIONS BEFORE RESTRICTED DONATIONS</b>	<b>\$307,973.98</b>	<b>251</b>	<b>\$538,208.85</b>	<b>268</b>	<b>\$846,358.56</b>	<b>505</b>	<b>\$483,684.37</b>	<b>1417</b>	<b>\$217,503.53</b>	<b>310</b>
<b>RESTRICTED DONATIONS</b>										
Fitzgerald Legacy <i>(added starting 12/1/2019)</i>	\$17,555.00	105	\$16,990.00	63						
Restricted Grants <i>(includes COVID-19 &amp; art-purchase related grants)</i>	\$23,309.05	1	\$131,081.58	3	\$14,680.00	2	\$11,810.00	3	\$11,000.00	2
Restricted WYETH Grant Payment in 2018-2020 / Restricted NEH Grant Payments in 2017	\$0.00	0	\$400,000.00	2	\$200,000.00	1	\$400,000.00	1	\$230,060.40	8
<b>TOTAL RESTRICTED DONATIONS</b>	<b>\$40,864.05</b>	<b>106</b>	<b>\$548,071.58</b>	<b>68</b>	<b>\$214,680.00</b>	<b>3</b>	<b>\$411,810.00</b>	<b>4</b>	<b>\$241,060.40</b>	<b>10</b>
<b>TOTAL FUNDRAISING INCOME</b>	<b>\$348,838.03</b>		<b>\$1,086,280.43</b>		<b>\$1,061,038.56</b>		<b>\$895,494.37</b>		<b>\$458,563.93</b>	

\* These results include any donations made to the Fitzgerald Legacy, starting 12/2019.

\*\* To see income on a calendar year basis, please refer to financial statements.

\*\*\* Some households give more than one donation during a MY.

\*\*\*\* Families / Individuals who donate out of family trusts are recorded as "Annual: Membership" in Salesforce and included in member level counts.