




WCK.

WEST COAST KIDS
CANCER FOUNDATION

YEAR END
IMPACT
REPORT

20
24

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- 
- The background of the page features a series of thick, hand-drawn purple lines. These lines form a complex, abstract pattern that includes a large, irregular shape resembling a stylized letter 'B' or a series of connected loops. The lines are drawn with a consistent thickness and have a slightly rough, organic feel, suggesting they were created with a marker or thick brush. The overall effect is a modern, artistic backdrop for the text.
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SUMMARY.

TAGLINE

Feed more families, more of the time.

MEDIUM

Email campaign and light-touch social media

Optimized donate page

Help Board Members to share about WCK

PROGRESS

124% of \$125,000 target achieved

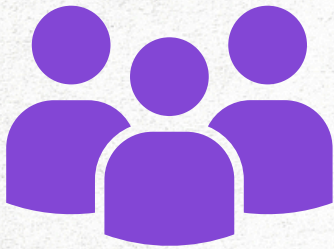


DONOR STATS.

TOTAL RAISED:

\$155,461.30

+ some late arriving cheques



145 donors

52 new

15 re-engaged

At least three
people donated
more than once



454

people visited the donate page

28% conversion rate
(industry average = 19%)

DONATION STATS.



152 donations

127 direct from website*

AVERAGE DONATION AMOUNT:

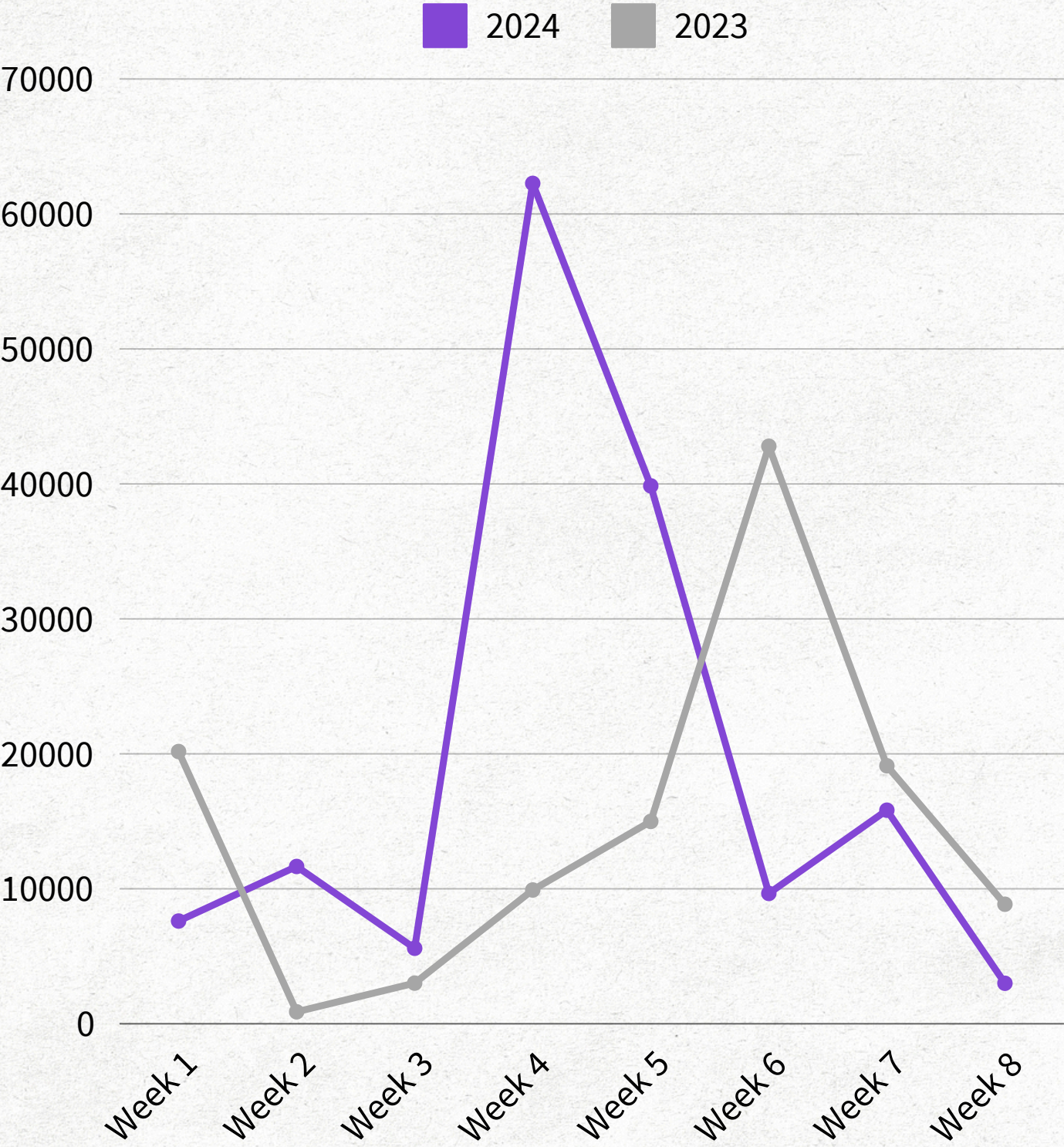
\$1,016.30

Donation amount	No. of donations	Total value
Up to \$100	30	\$1,600
\$101-\$500	71	\$12,500
\$501-\$2,000	28	\$26,000
\$2,001-\$5,000	11	\$39,600
\$5,001+	4	\$75,500

*Remaining donations came from: Cheque; Bank/EFT transfer; WCK's Canada Helps page; Charitable Impact; Cash payment; Square; Benevity; PayPal; "Other"

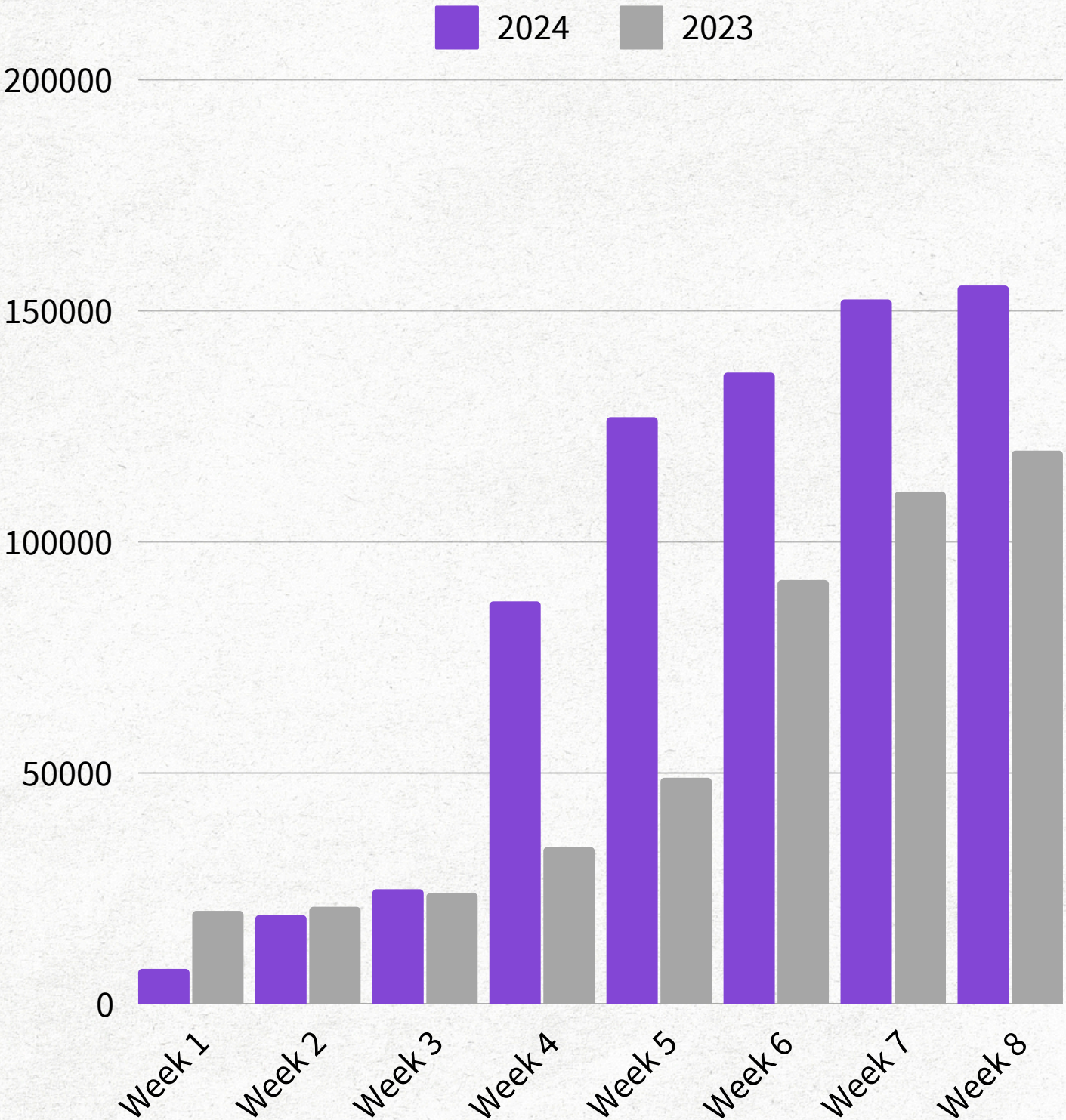
DONATION STATS.

WEEKLY DONATION AMOUNTS



DONATION STATS.

RUNNING TOTALS



EMAIL STATS.

AVERAGE OPEN RATE:

51%

(industry average = 37%)

AVERAGE CLICKS TO DONATE:

2.85%

(industry average = 1% for appeals)

MOST POPULAR EMAILS (OPENS):

1,044 Email 1: Matched giving announcement

1,040 Email 6: Kids' smoothie recipe video

1,016 Email 4: Tim's video explaining the need

MOST COMPELLING ASKS (CLICKS):

179 Email 1: Matched giving announcement

54 Email 4: Tim's video explaining the need

22 Email 5: DJ's testimonial

TAKEAWAYS.

Matched donations are compelling

Anecdotal feedback from donors, as well as some comments attached to donations, evidences that people were motivated by the match. WCK has an incredible anonymous donor who really understands our work and has significantly boosted our campaigns over several years. This has been a game changer for us.

Don't remove donors from subsequent emails

Some people donated more than once; one person donated three times. Raisely advises that people can donate again soon after their first gift. It's also another chance to thank them again for what they have already done.

Leverage our connections

One Board Member identified that several of the first-time donors were personal connections that he had talked to about WCK's work and its impact for families.

Let's win back lapsed donors

Re-connecting with previous donors could significantly increase our pool of motivated donors for 2025.

TAKEAWAYS.

Fundraisers could boost our total

One long-time volunteer ran a fundraiser selling crafts for WCK and raised over \$1,000 towards the campaign. We can invite people to run simple fundraisers through December.

Videos performed well in our email campaign

Open rates and click rates were strong for these. Other strong performing emails were the impact email introducing our Story Page (no ask included) and DJ's personal testimonial.

WCK.

