




**ADVANCEMENT
EXCHANGE**
for Independent Schools

2024-2025 Benchmarking Survey



Themes

1. Annual Funds are growing
 2. It's the era of Campaigns
 3. All roads lead to leadership giving
- 

2024-2025 Benchmarking Report

of Schools Responded

65

↑ 15
YoY

Avg. Total \$ Raised

\$4,649,244

↑ \$1,419,202
YoY

Avg. Annual Fund \$ Raised

\$1,688,009

↑ \$352,126
YoY

% Met Annual Fund Goals

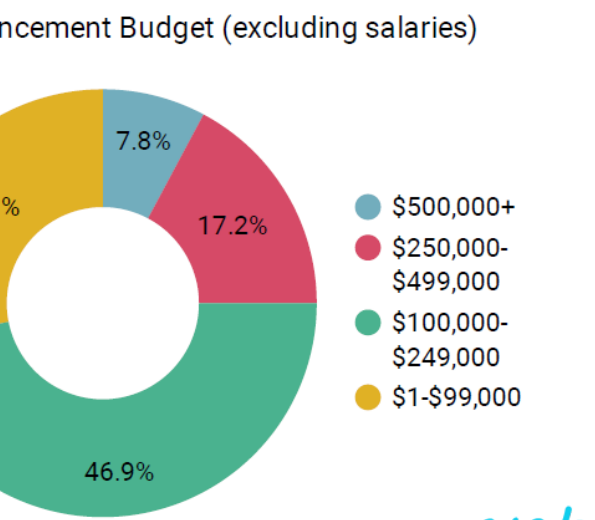
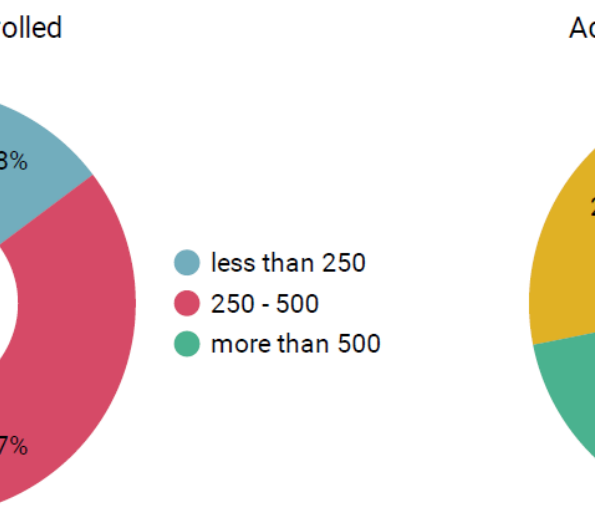
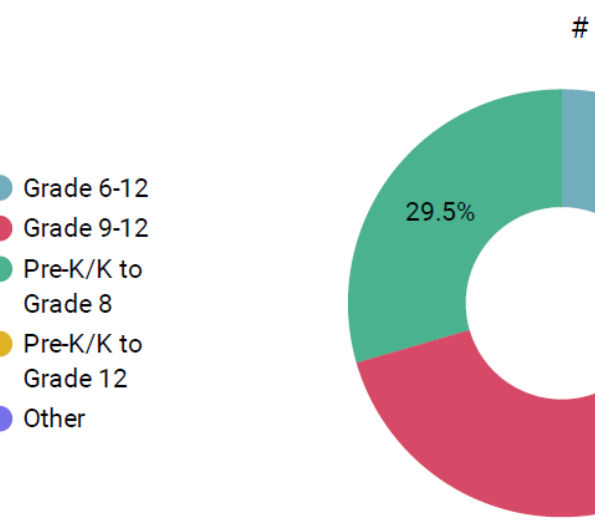
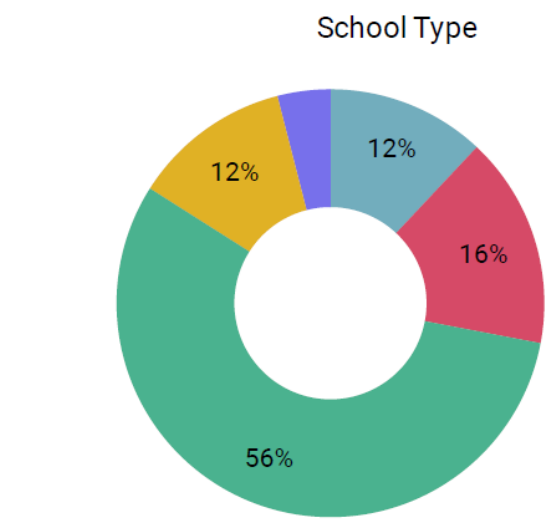
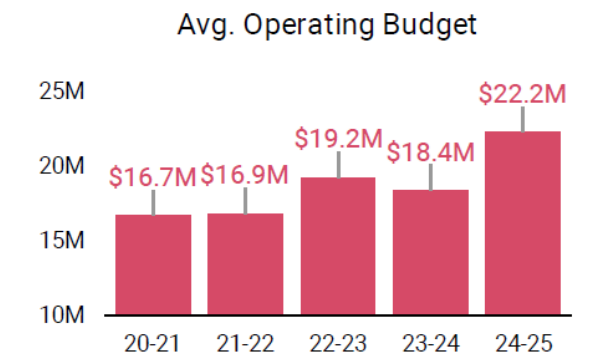
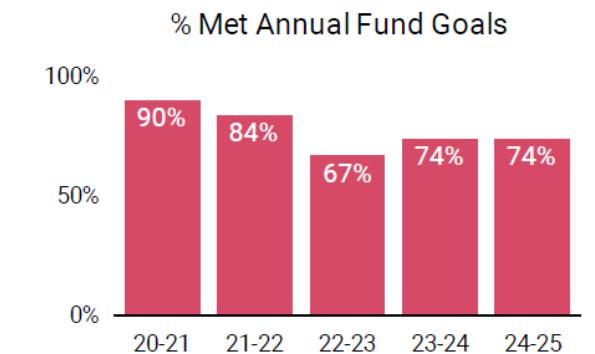
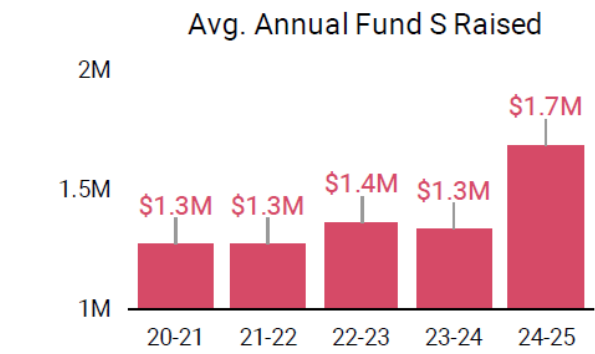
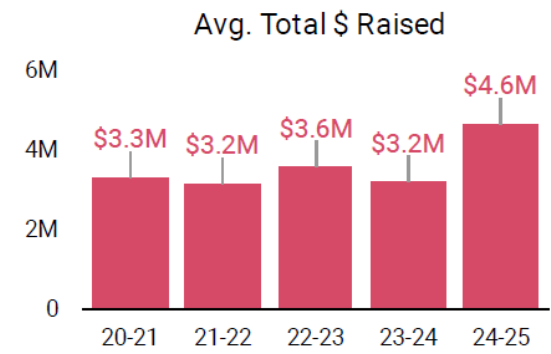
74%

↓ -0%
YoY

Average Operating Budget

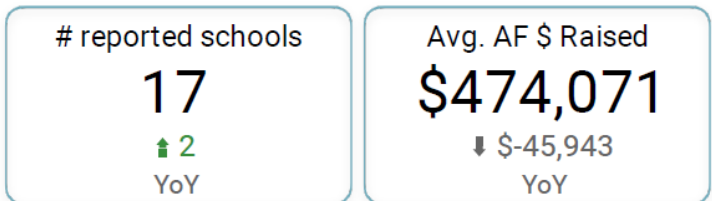
\$22,246,177

↑ \$3,884,643
YoY



2024-2025 Benchmarking Report

Operating Budget < \$10M

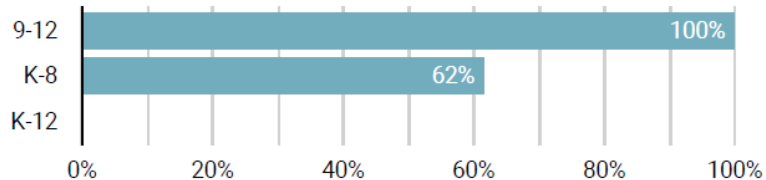


reported schools

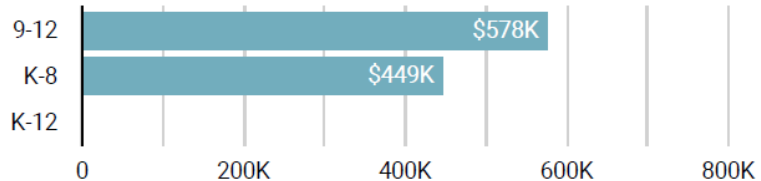


9-12 K-8

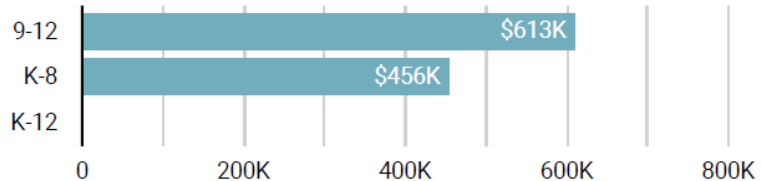
% Met Annual Fund Goal



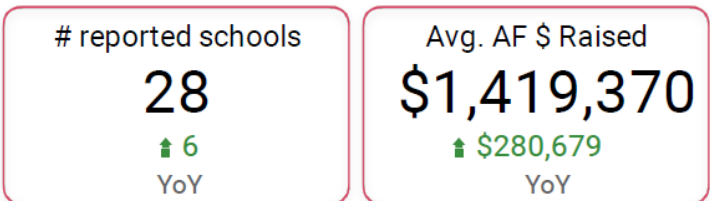
Avg. Annual Fund \$ Goal



Avg. Annual Fund \$ Raised



Operating Budget \$10M - \$25M

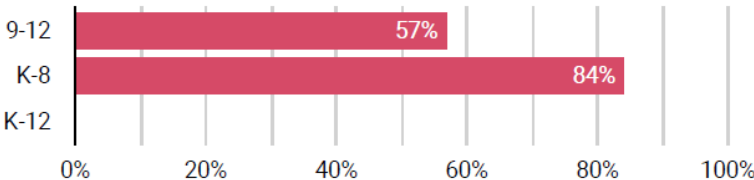


reported schools

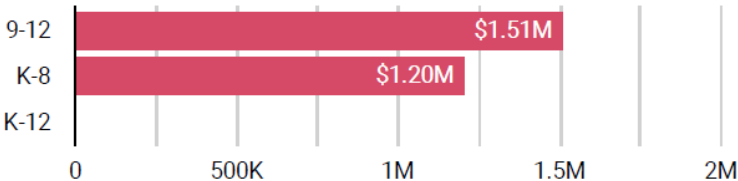


9-12 K-8

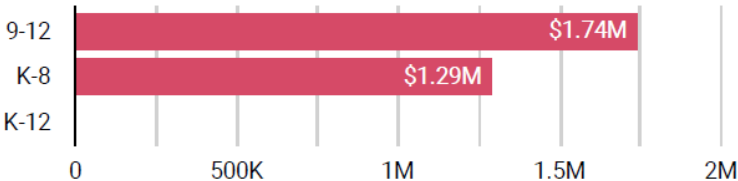
% Met Annual Fund Goal



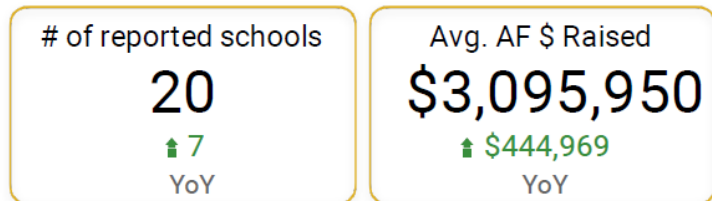
Avg. Annual Fund \$ Goal



Avg. Annual Fund \$ Raised



Operating Budget > \$25M

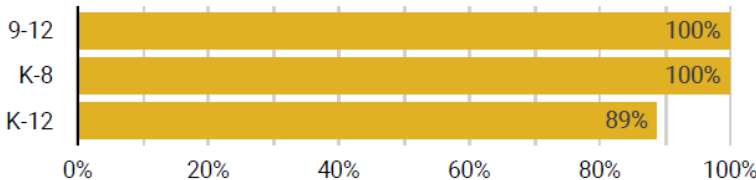


reported schools

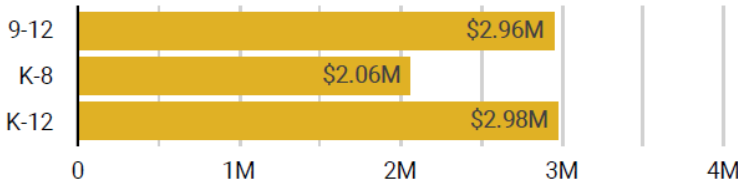


9-12 K-8 K-12

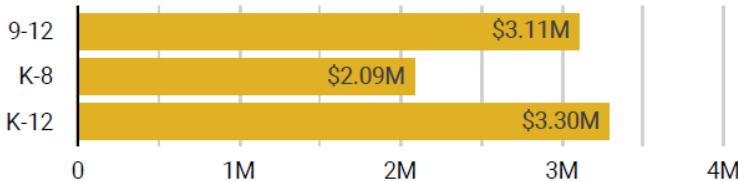
% Met Annual Fund Goal



Avg. Annual Fund \$ Goal



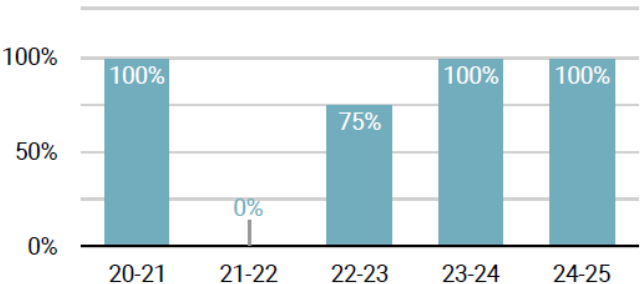
Avg. Annual Fund \$ Raised



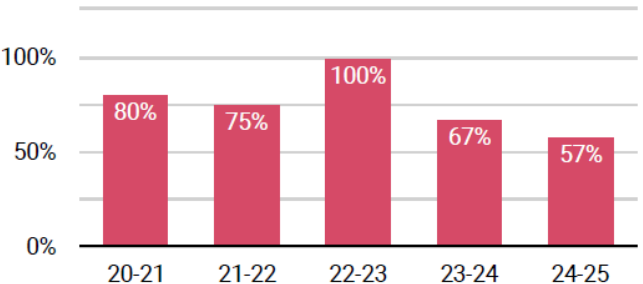
2024-2025 Benchmarking Report

% Met Annual Fund Goal

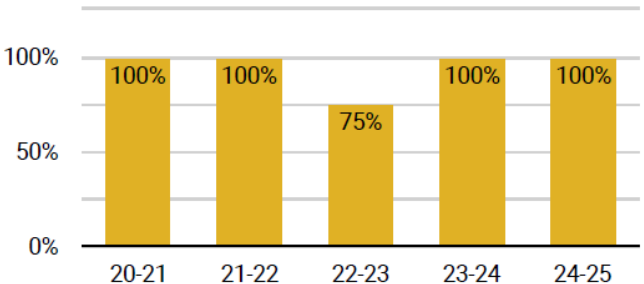
Operating Budget < \$10M



Operating Budget \$10M - \$25M



Operating Budget > \$25M

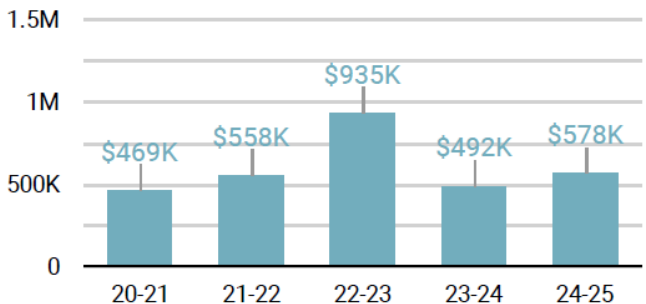


2024-2025 Benchmarking Report

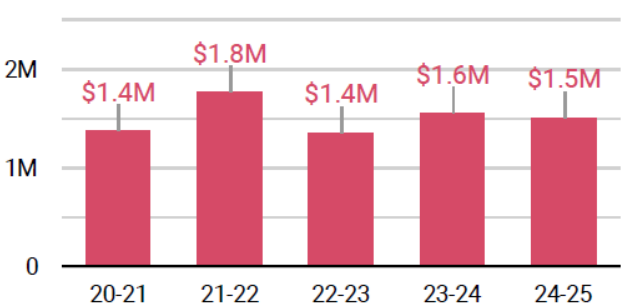
Average Annual Fund \$ Goal

9-12

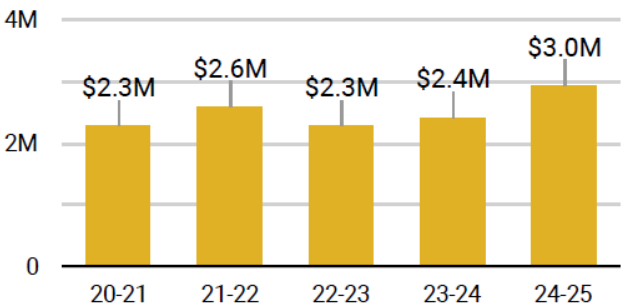
Operating Budget < \$10M



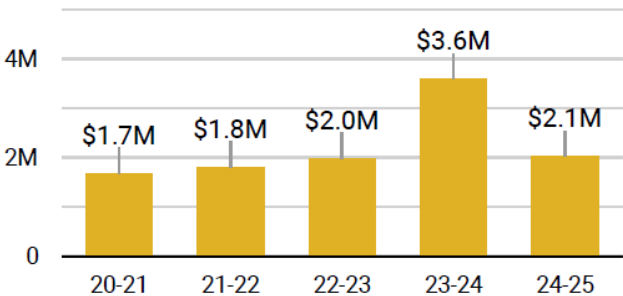
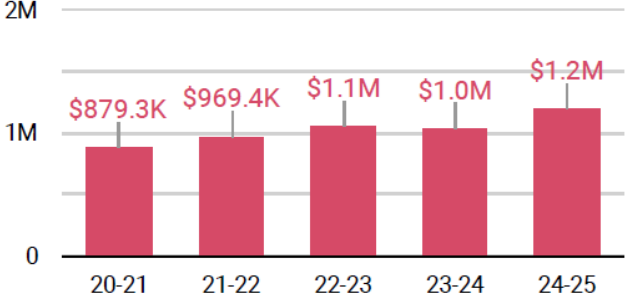
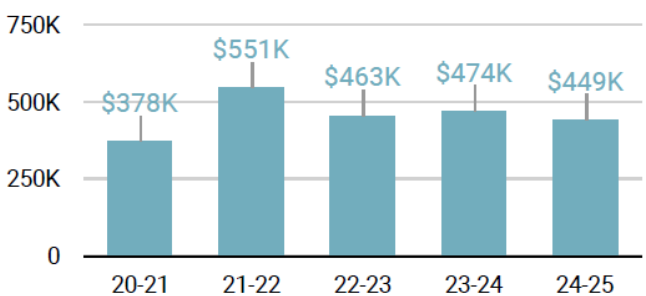
Operating Budget \$10M - \$25M



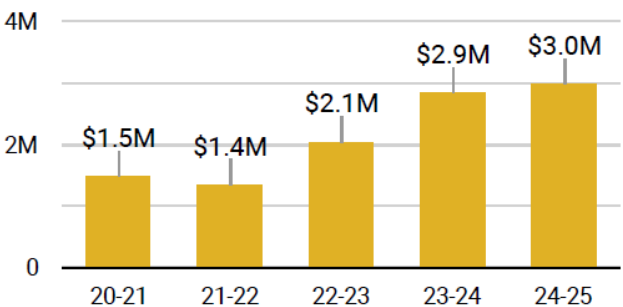
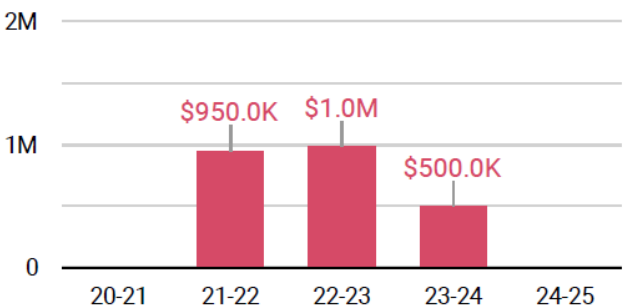
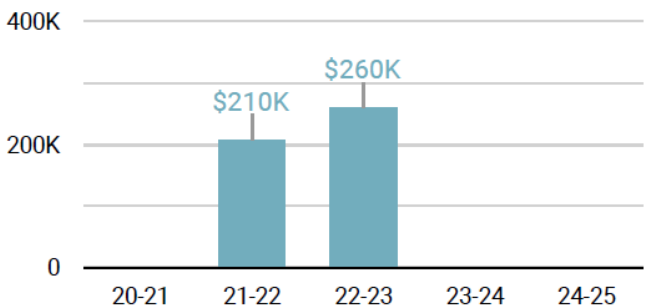
Operating Budget > \$25M



K-8



K-12

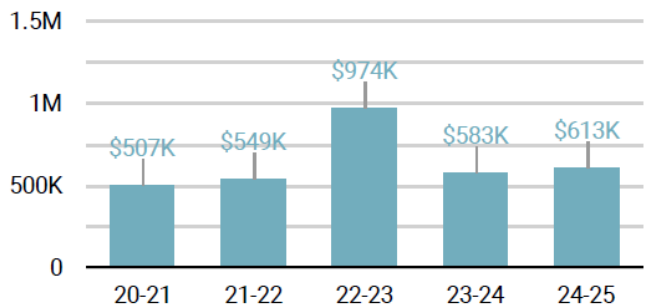


2024-2025 Benchmarking Report

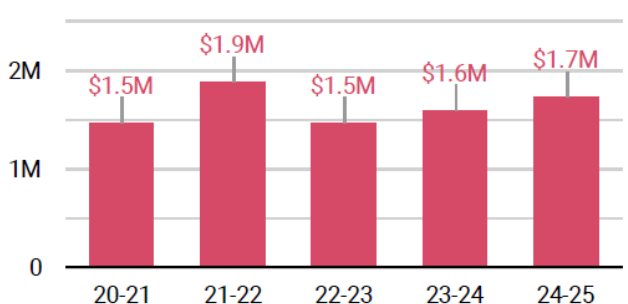
Average Annual Fund \$ Raised

9-12

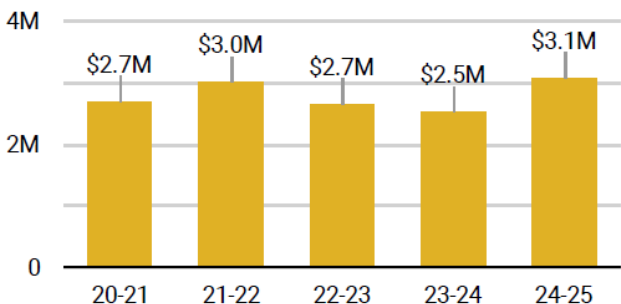
Operating Budget < \$10M



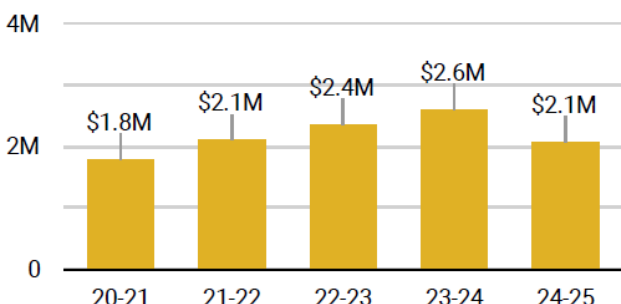
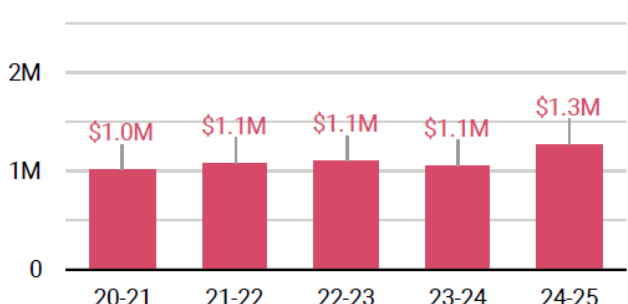
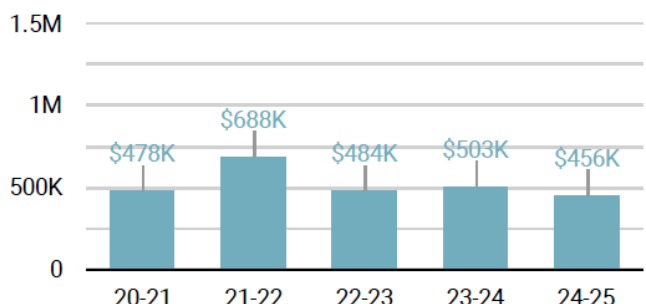
Operating Budget \$10M - \$25M



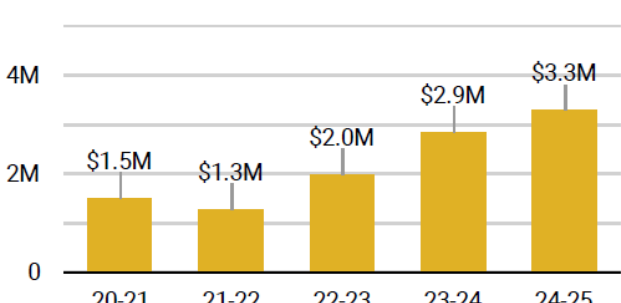
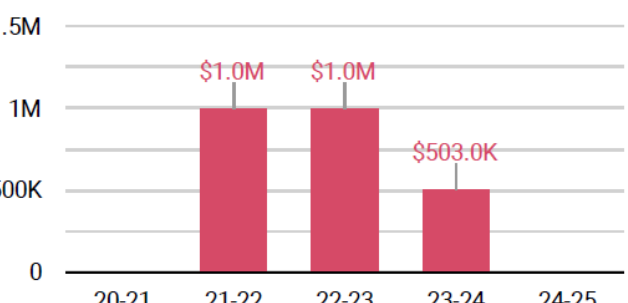
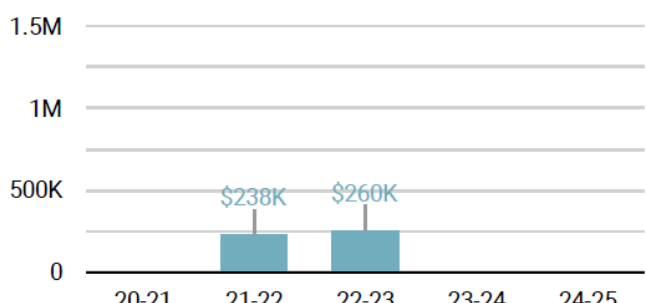
Operating Budget > \$25M



K-8



K-12



2024-2025 Benchmarking Report

Operating Budget < \$10M

Avg. AF % Participation
Alumni

21%

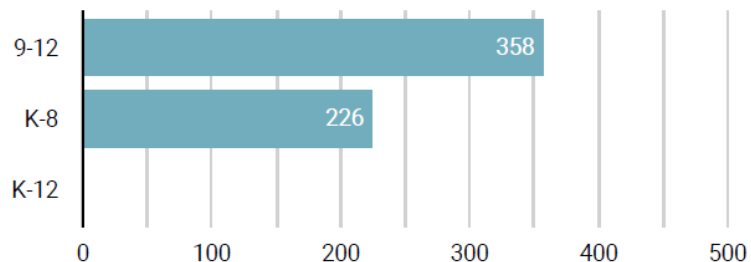
↑ 16%
YoY

Avg. AF % Participation
Current Parent

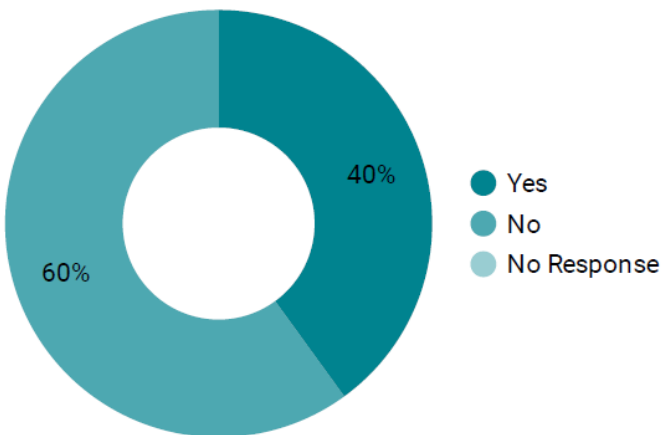
77%

↓ -9%
YoY

Avg. Annual Fund # Donors



Raising A Capital Campaign



Operating Budget \$10M - \$25M

Avg. AF % Participation
Alumni

3%

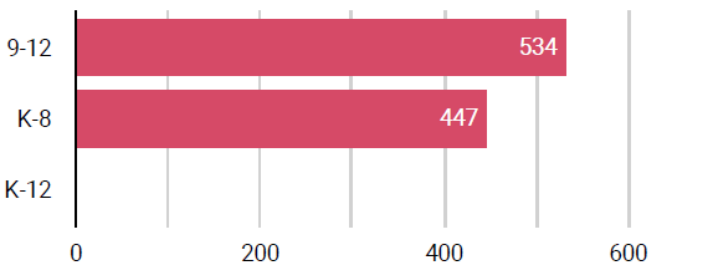
↓ -1%
YoY

Avg. AF % Participation
Current Parent

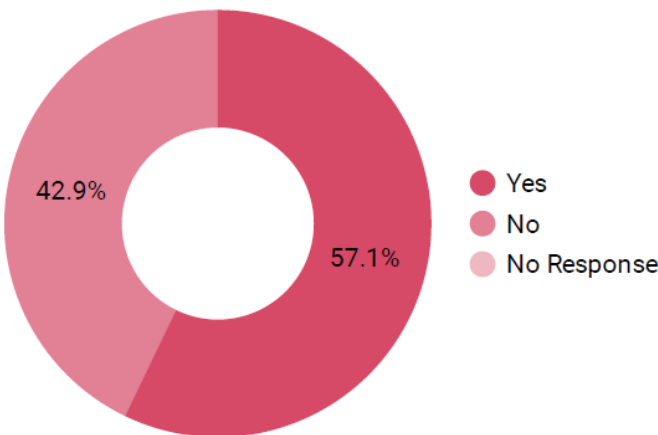
79%

↓ -5%
YoY

Avg. Annual Fund # Donors



Raising A Capital Campaign



Operating Budget > \$25M

Avg. AF % Participation
Alumni

7%

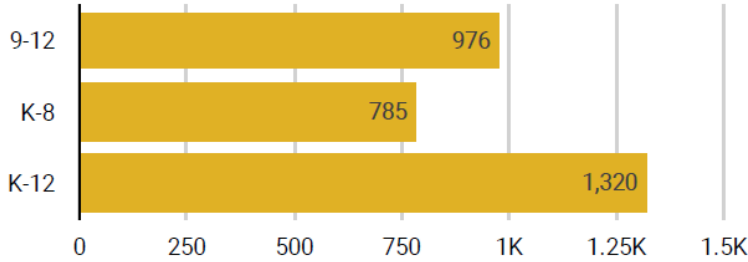
↑ 3%
YoY

Avg. AF % Participation
Current Parent

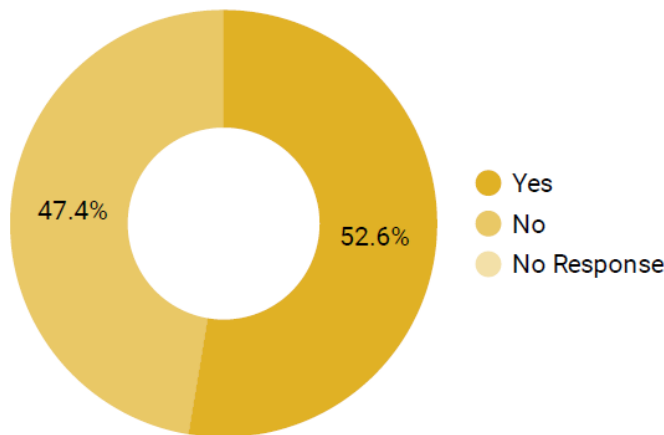
65%

↓ -13%
YoY

Avg. Annual Fund # Donors

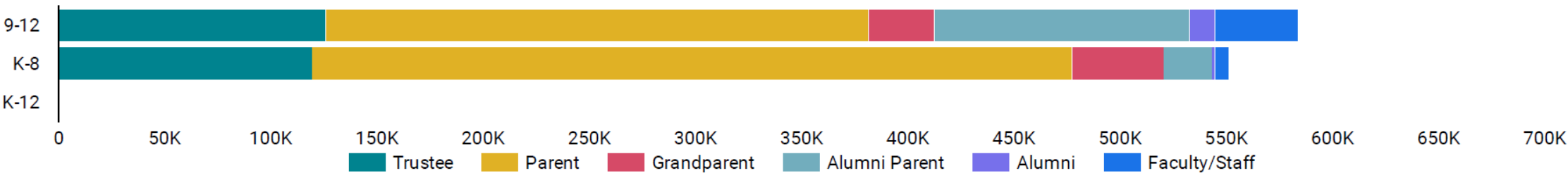


Raising A Capital Campaign

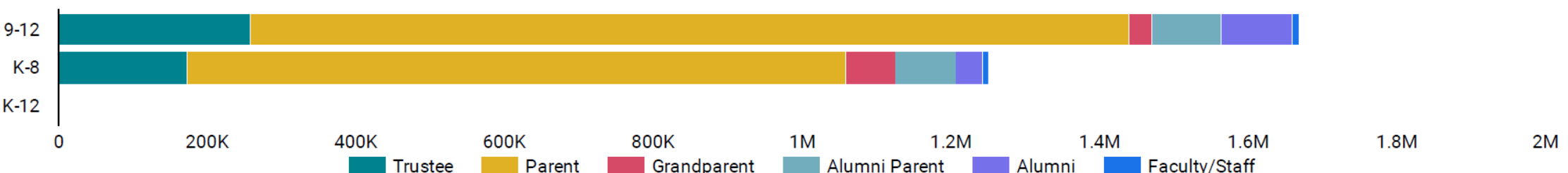


2024-2025 Benchmarking Report

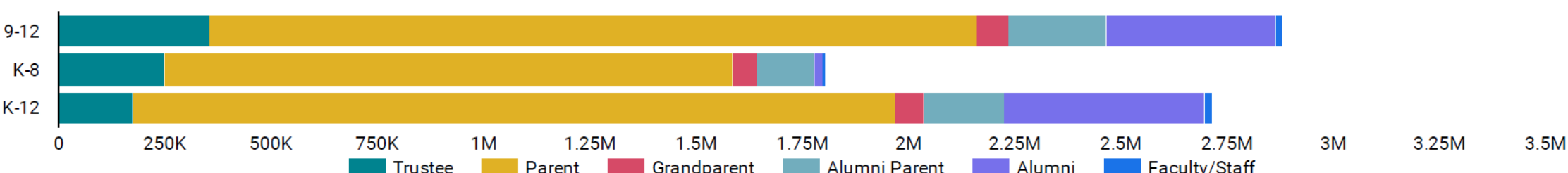
Avg. Annual Fund \$ Giving By Role Type : Operating Budget < \$10M



Avg. Annual Fund \$ Giving By Role Type : Operating Budget \$10M - \$25M

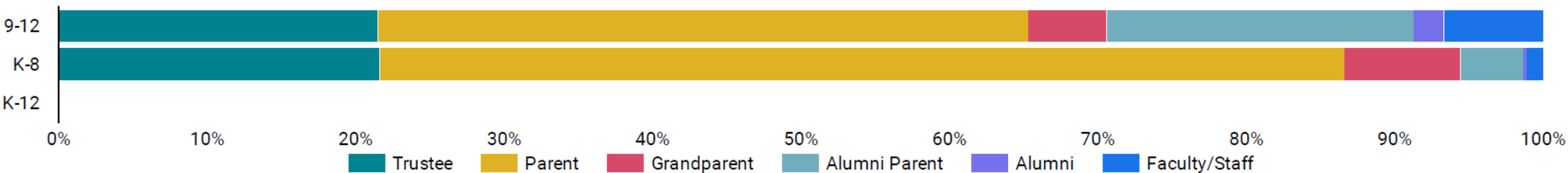


Avg. Annual Fund \$ Giving By Role Type : Operating Budget > \$25M

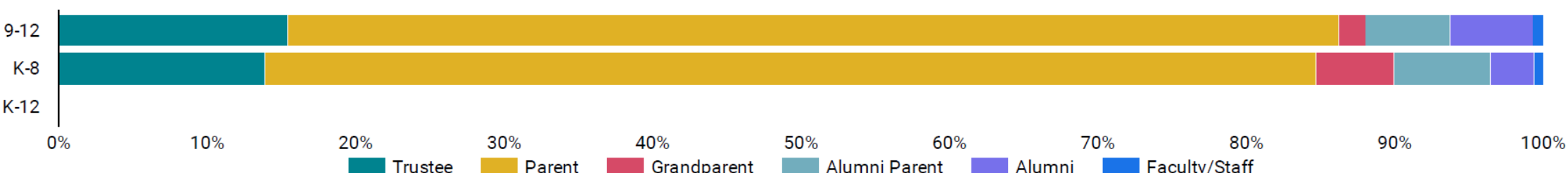


2024-2025 Benchmarking Report

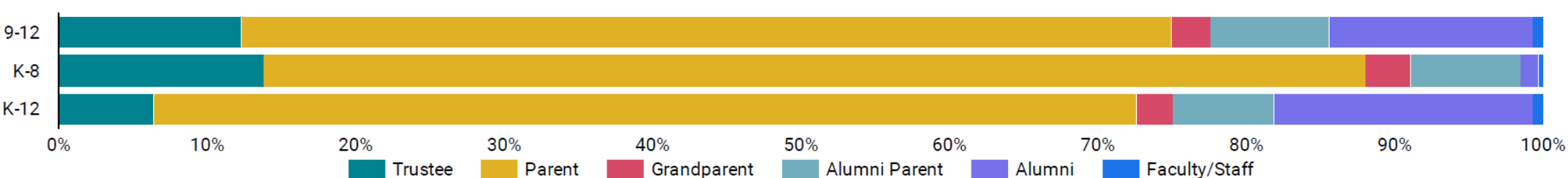
Annual Fund % Giving By Role Type : Operating Budget < \$10M



Annual Fund % Giving By Role Type : Operating Budget \$10M - \$25M

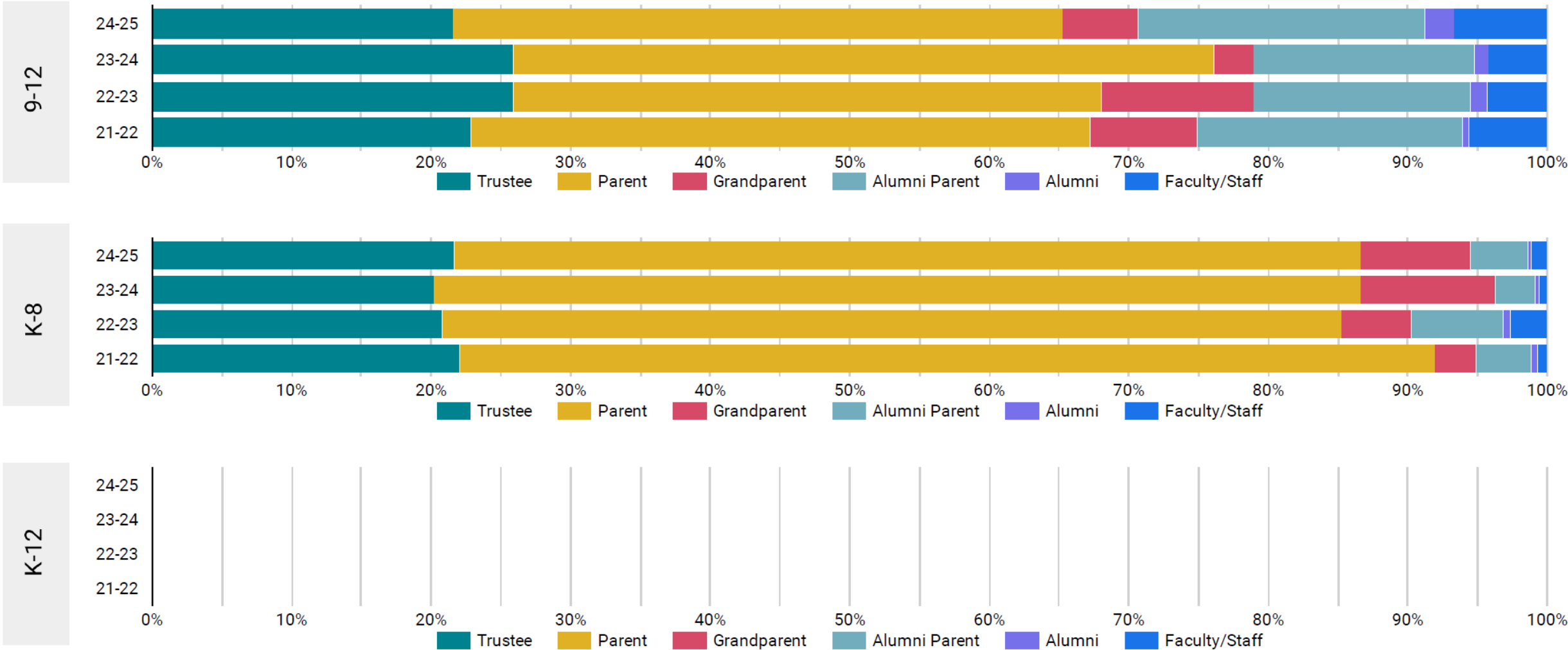


Annual Fund % Giving By Role Type : Operating Budget > \$25M



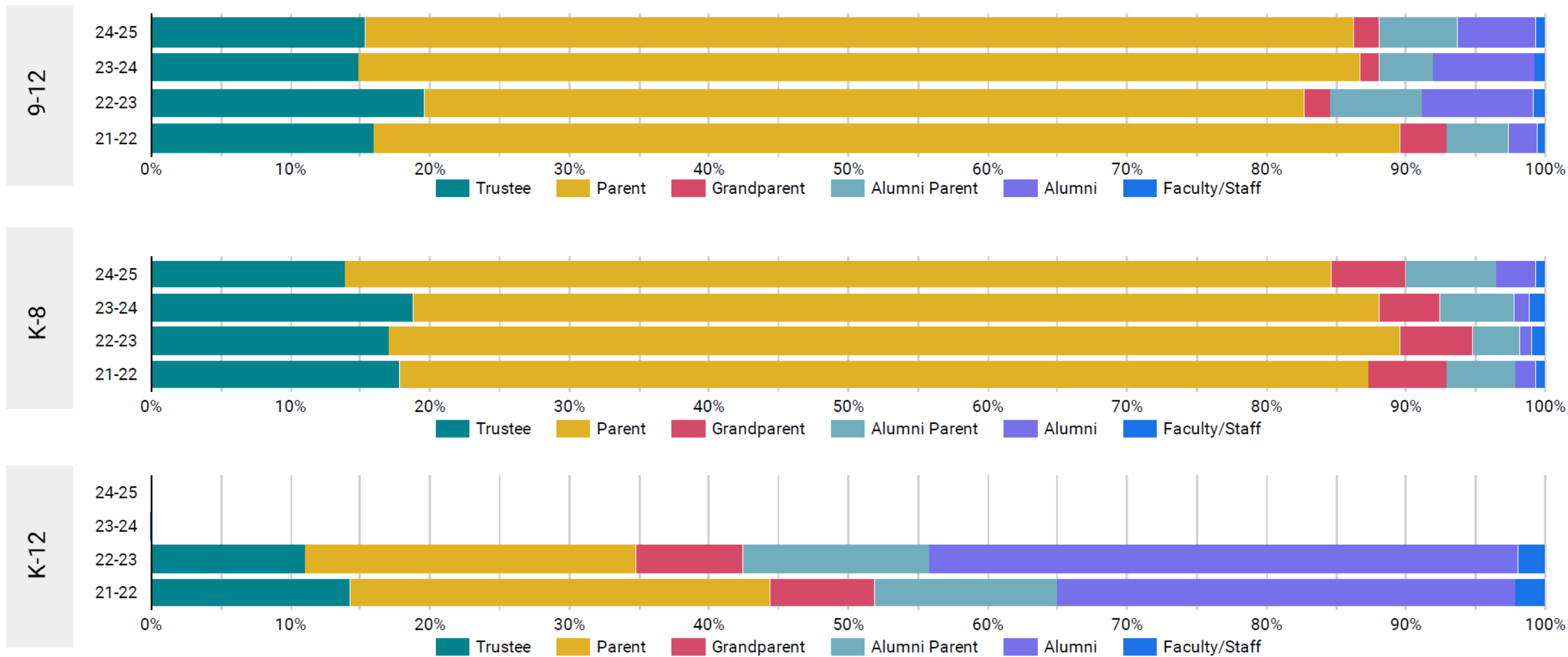
2024-2025 Benchmarking Report

Annual Fund % Giving By Role Type : Operating Budget < \$10M



2024-2025 Benchmarking Report

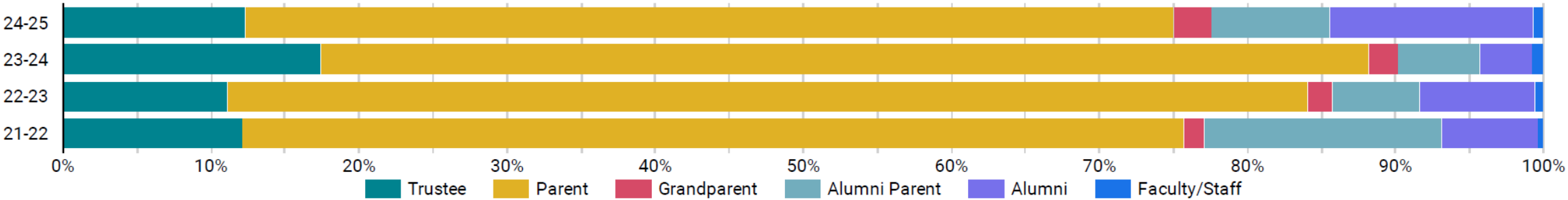
Annual Fund % Giving By Role Type : Operating Budget \$10 - \$25M



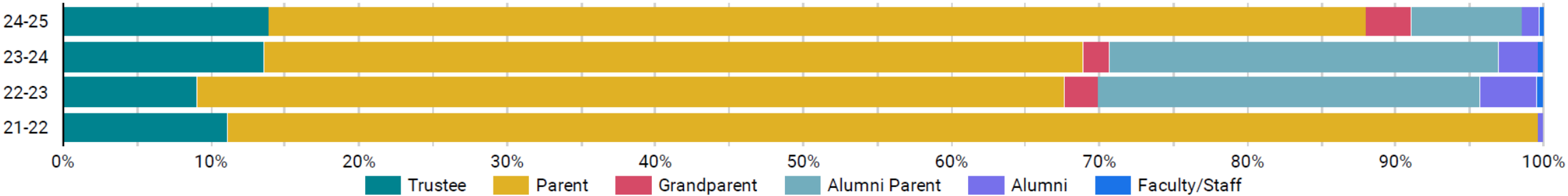
2024-2025 Benchmarking Report

Annual Fund % Giving By Role Type : Operating Budget > \$25M

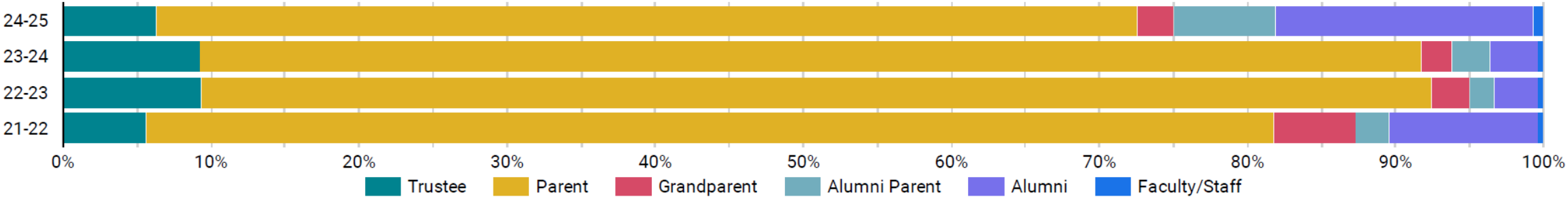
9-12



K-8



K-12



2024-2025 Benchmarking Report

Pre-K/K to Grade 8 Schools

of Schools Responded

33

↑ 5
YoY

Avg. Total \$ Raised

\$2,153,820

↑ \$137,000
YoY

Avg. Annual Fund \$ Raised

\$987,555

↑ \$76,804
YoY

% Met Annual Fund Goals

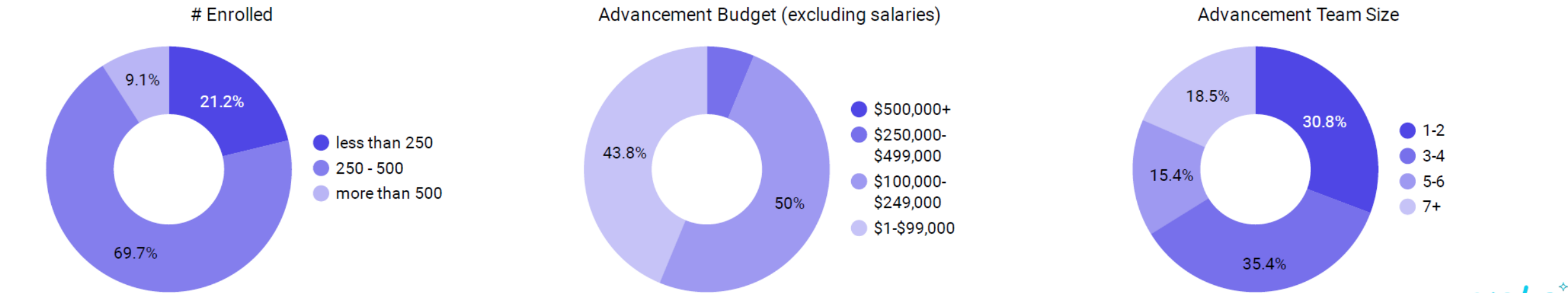
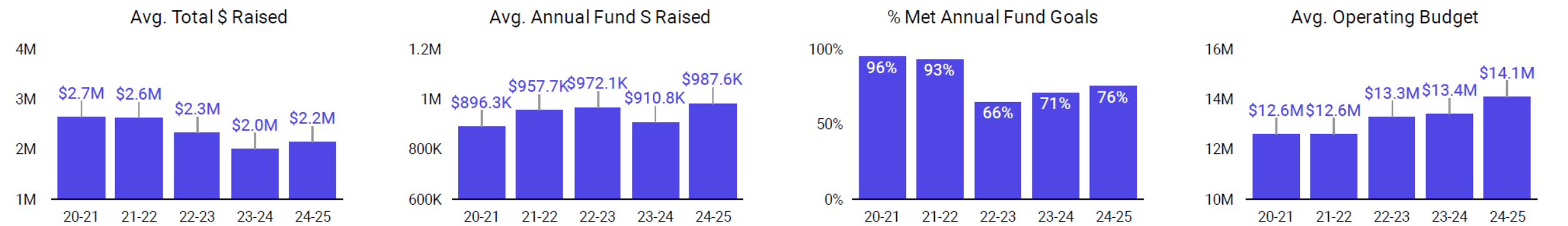
76%

↑ 4%
YoY

Avg. Operating Budget

\$14,144,435

↑ \$706,524
YoY



Note: Includes K-5 schools

2024-2025 Benchmarking Report

Pre-K/K to Grade 12 Schools

of Schools Responded

9

↑ 3
YoY

Avg. Total \$ Raised

\$8,686,784

↑ \$6,344,381
YoY

Avg. Annual Fund \$ Raised

\$3,302,124

↑ \$1,300,919
YoY

% Met Annual Fund Goals

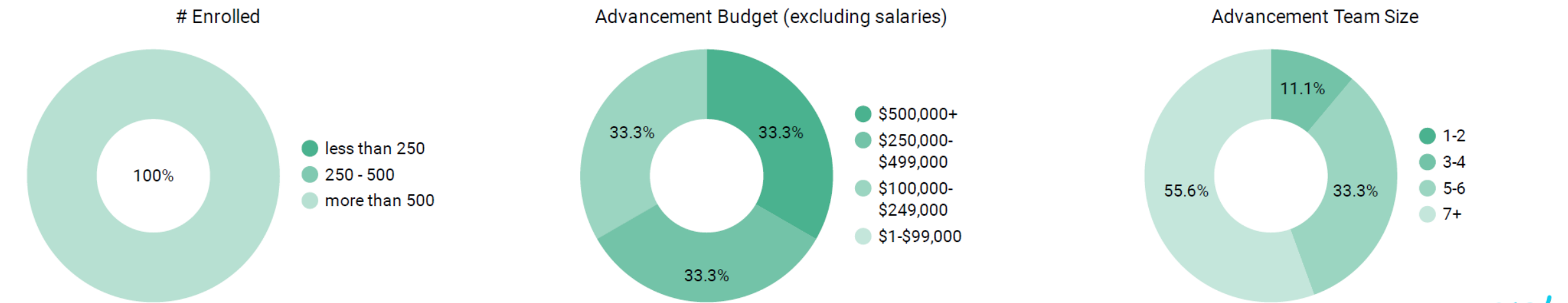
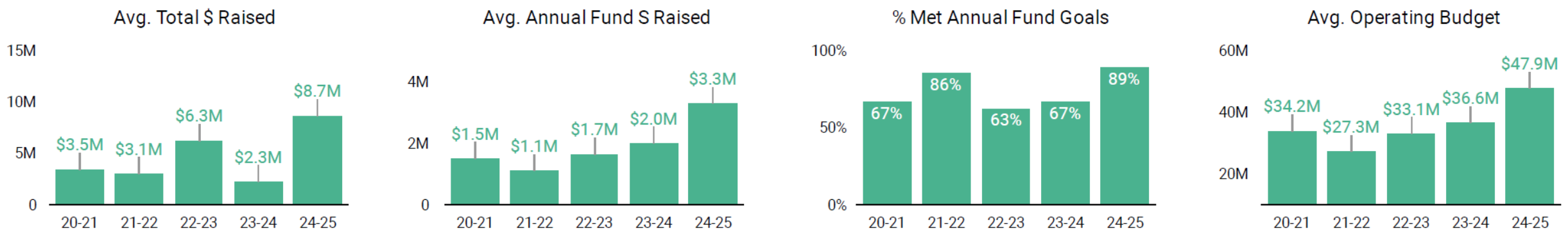
89%

↑ 22%
YoY

Avg. Operating Budget

\$47,874,700

↑ \$11,307,450
YoY



2024-2025 Benchmarking Report

Grade 9-12 Schools

of Schools Responded

13

↑ 5
YoY

Avg. Total \$ Raised

\$5,373,976

↑ \$1,467,144
YoY

Avg. Annual Fund \$ Raised

\$2,030,169

↑ \$609,111
YoY

% Met Annual Fund Goals

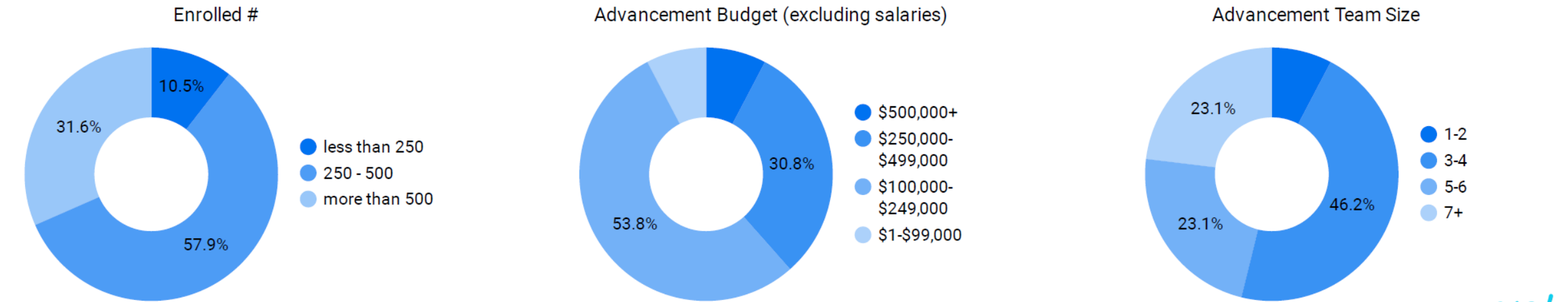
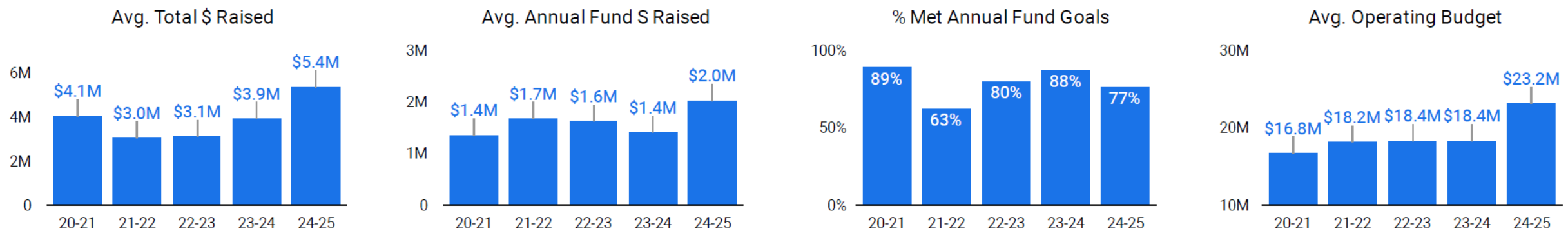
77%

↓ -11%
YoY

Avg. Operating Budget

\$23,171,883

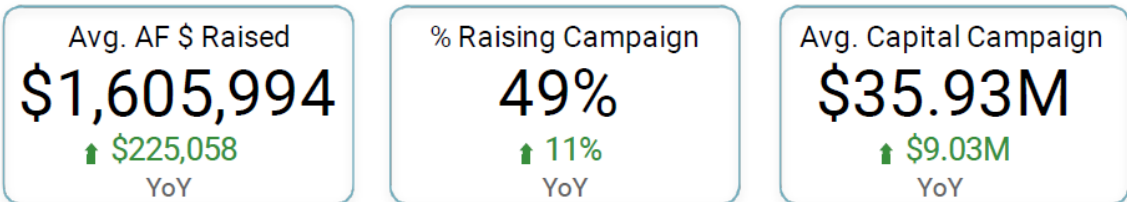
↑ \$4,801,651
YoY



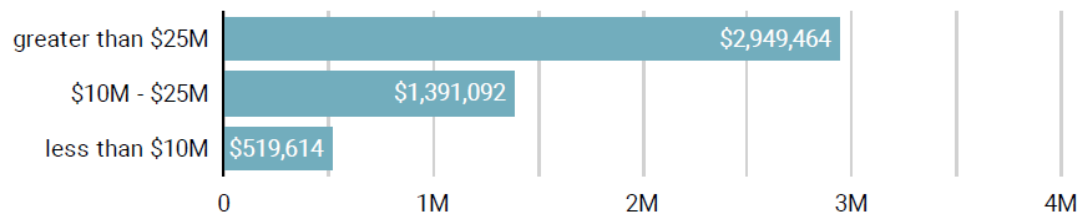
Note: Includes 6-12 schools

2024-2025 Benchmarking Report

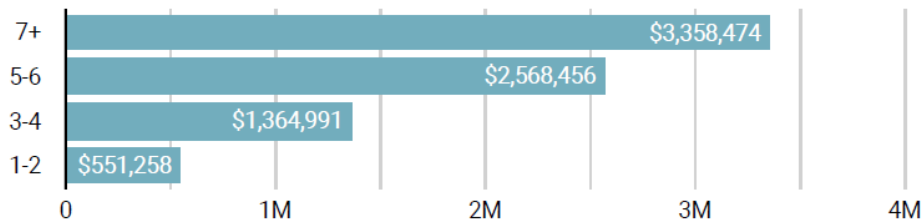
Northern California



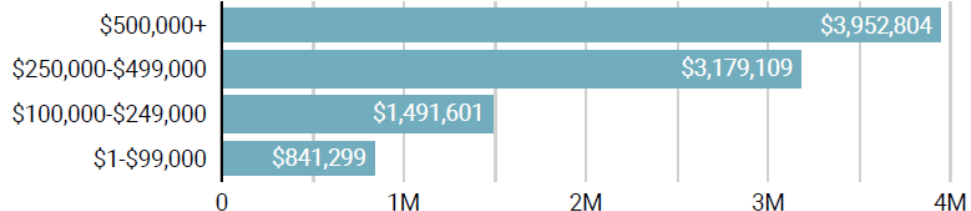
Avg. Annual Fund Raised by Operating Budget



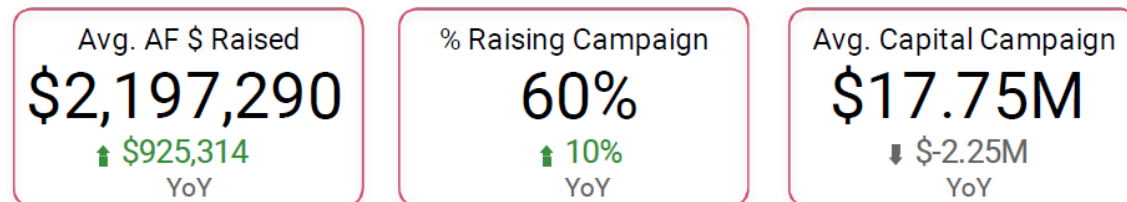
Avg. Annual Fund Raised by Advancement Team Size



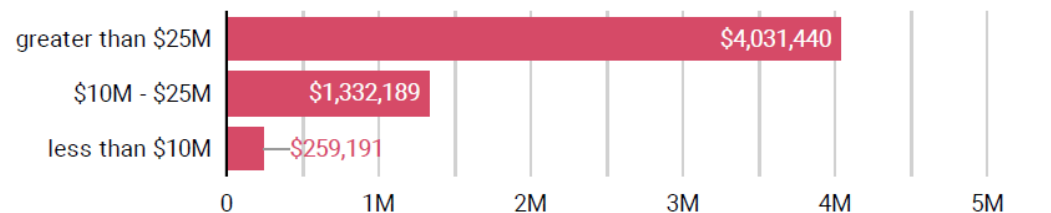
Avg. Annual Fund Raised by Advancement Budget



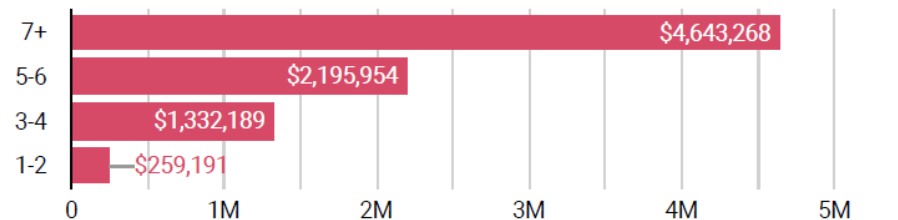
Southern California



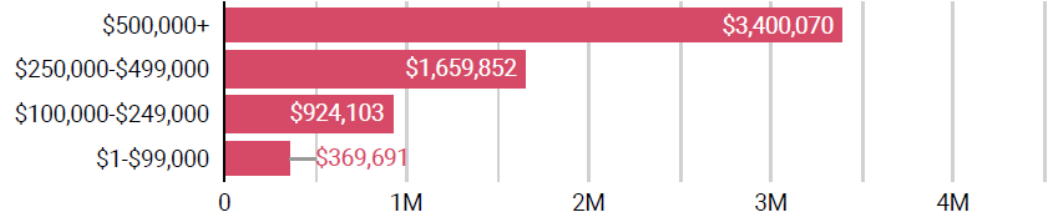
Avg. Annual Fund Raised by Operating Budget



Avg. Annual Fund Raised by Advancement Team Size



Avg. Annual Fund Raised by Advancement Budget





ADVANCEMENT EXCHANGE

for Independent Schools

Prepared by:



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