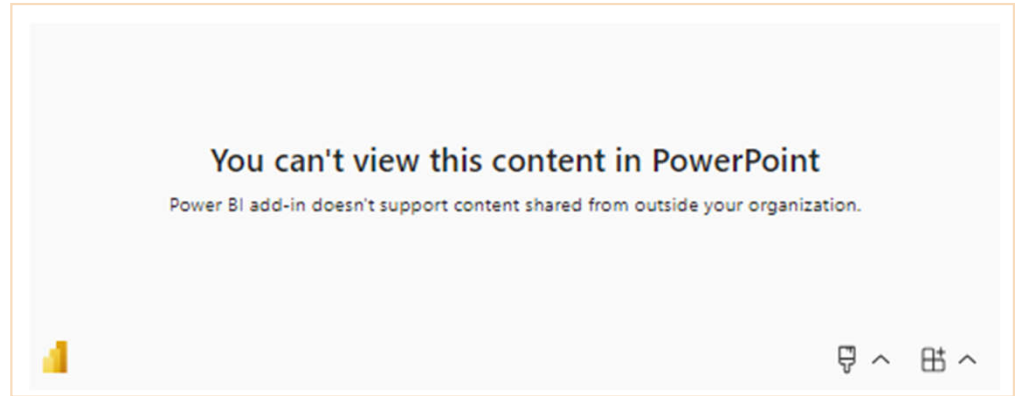
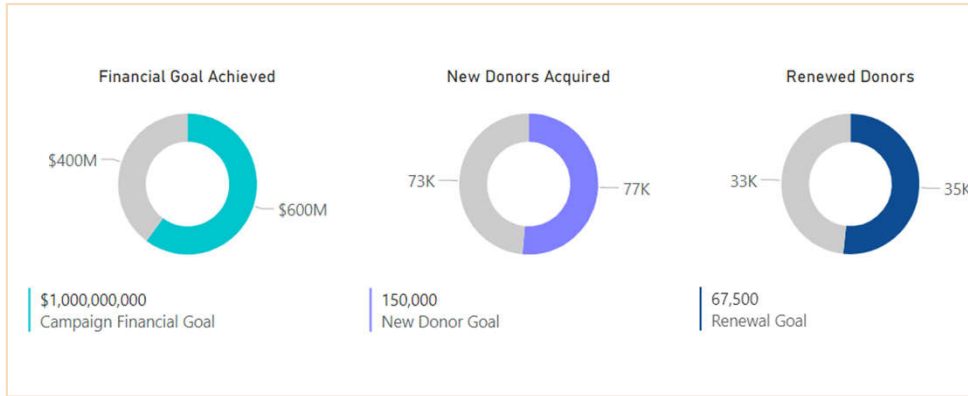


Campaign Planning Analysis

Peter Kungania & Amber Palmer / Sinai Health Foundation



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QR code placement
(Apra to create)

Recommendations

Campaign Financial Goal: \$1,000,000,000
Donor Renewal Goal: 67,500
Donor Acquisition Goal: 150,000
Campaign Duration: 10 years (2018-2028)

Since FY2020, there has been a strong increase in donor acquisition
<1% of all donors (640) raise 90% of all donations

