

fundraise

The Must-Have Nonprofit Annual Report Manual

Annual report time.

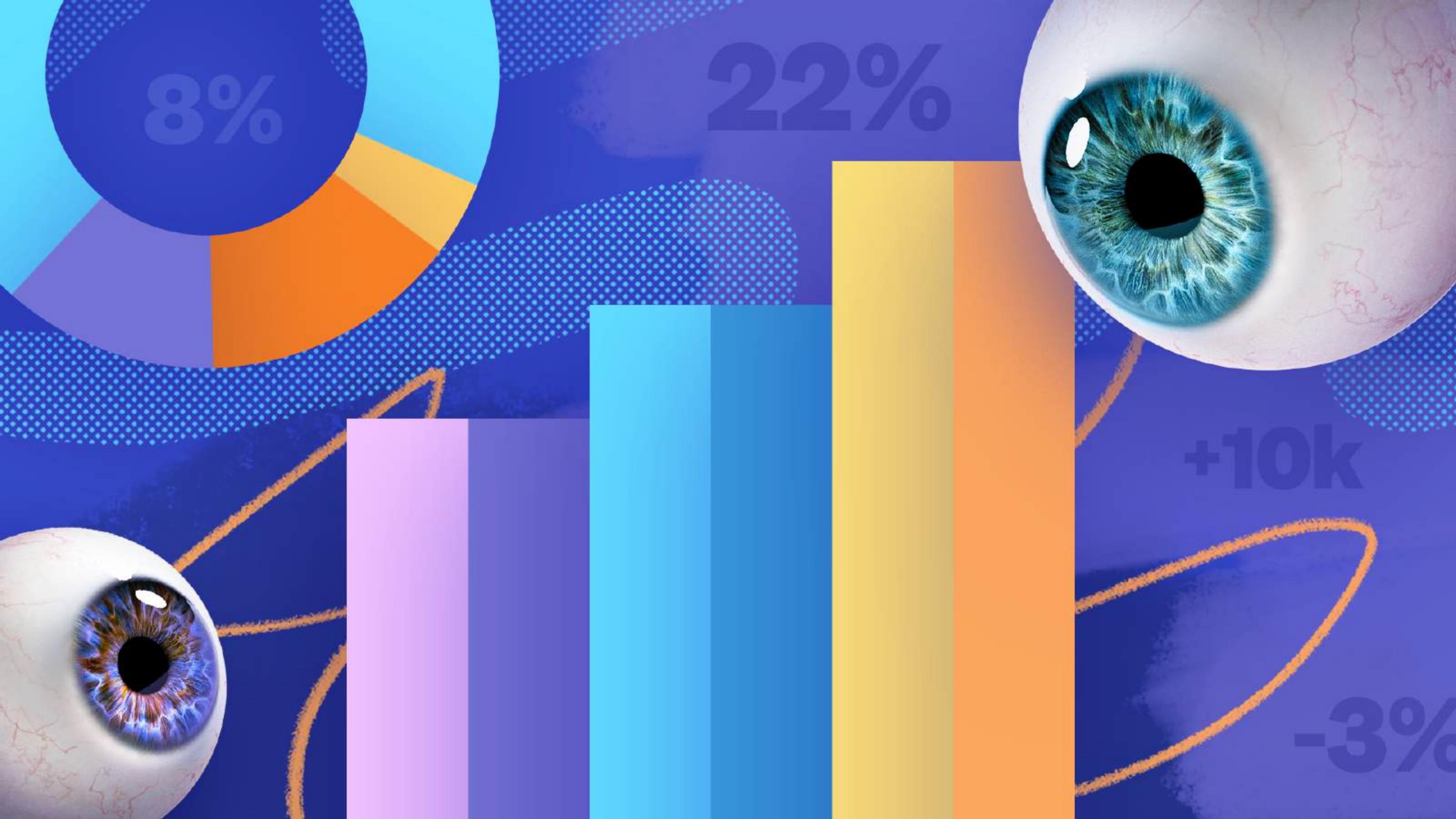
It feels like we ***just***
did this.

In 2025, you used innovation and automation to start a fundraising revolution! Say that three times fast.

Now, it's time to show off your savvy skills with a knock-your-socks-off annual report worthy of top-trending status.

Let's cover:

- 1. Reviewing Your Fundraising Program**
- 2. Make an Annual Report with AI**
- 3. Easy Annual Report Tools**
- 4. Make-It-Count Elements**
- 5. Awesome Examples**



Review your
Fundraising
Program

f^{un}raise

New year; new fundraising plan.

But first... it's time for an annual review of your nonprofit's current fundraising program.

Navigating 2026 with data-driven insights and forward-thinking strategy is only possible by first examining 2025's fundraising successes.

Start with the Big Picture

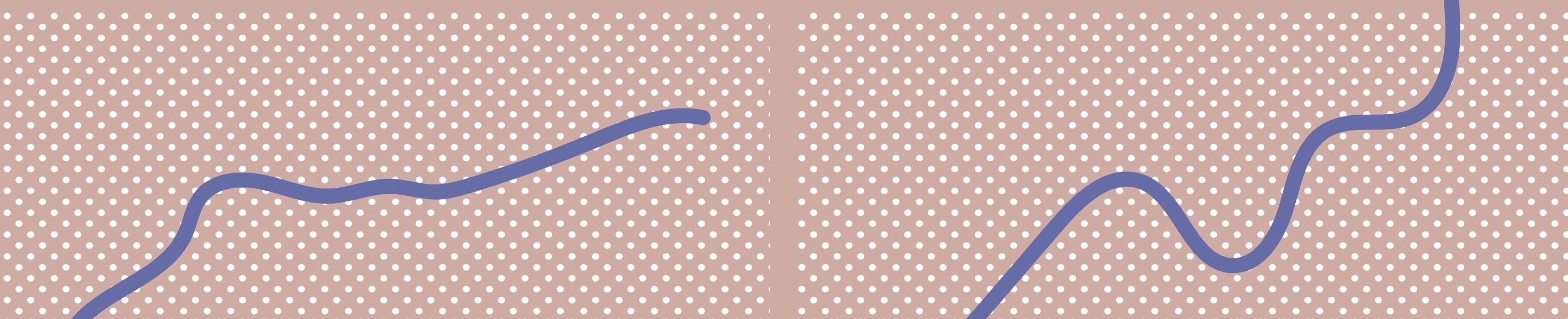
Pull your total amount raised from your donor CRM and compare it to your goals. Look at the overall accomplishment to uncover initiatives that didn't quite measure up and ones that knocked it out of the park.

Celebrate where you are today!

Review each campaign

Chart individual campaign data side-by-side to identify which campaigns are thriving and which are (barely) surviving. Time for an overhaul!

Data highlights opportunities for your fundraising strategy to go from average to amazing.



Now, put on your critical thinking cap and evaluate your campaigns as pieces of a whole:



Which was your most successful campaign and why?



What tactics can you take away from that campaign?



What challenges did you encounter, and how did you overcome them?

Audit it all

Look for trends in these must-have fundraising reports so you can make 💪 decisions this year.

- ✓ Total # of donors who gave last year
- ✓ Total # of new donors who gave last year
- ✓ Average and Median gift sizes
- ✓ Revenue by channel/appeal
- ✓ Donation page conversion
- ✓ Major gifts
- ✓ Amount raised per email sent
- ✓ List growth and churn

Systems review

Process systems, tech platforms, and tools should all go under the microscope, too!

Look at the return from each one, run a cost-benefit analysis, and consider exploring your options.



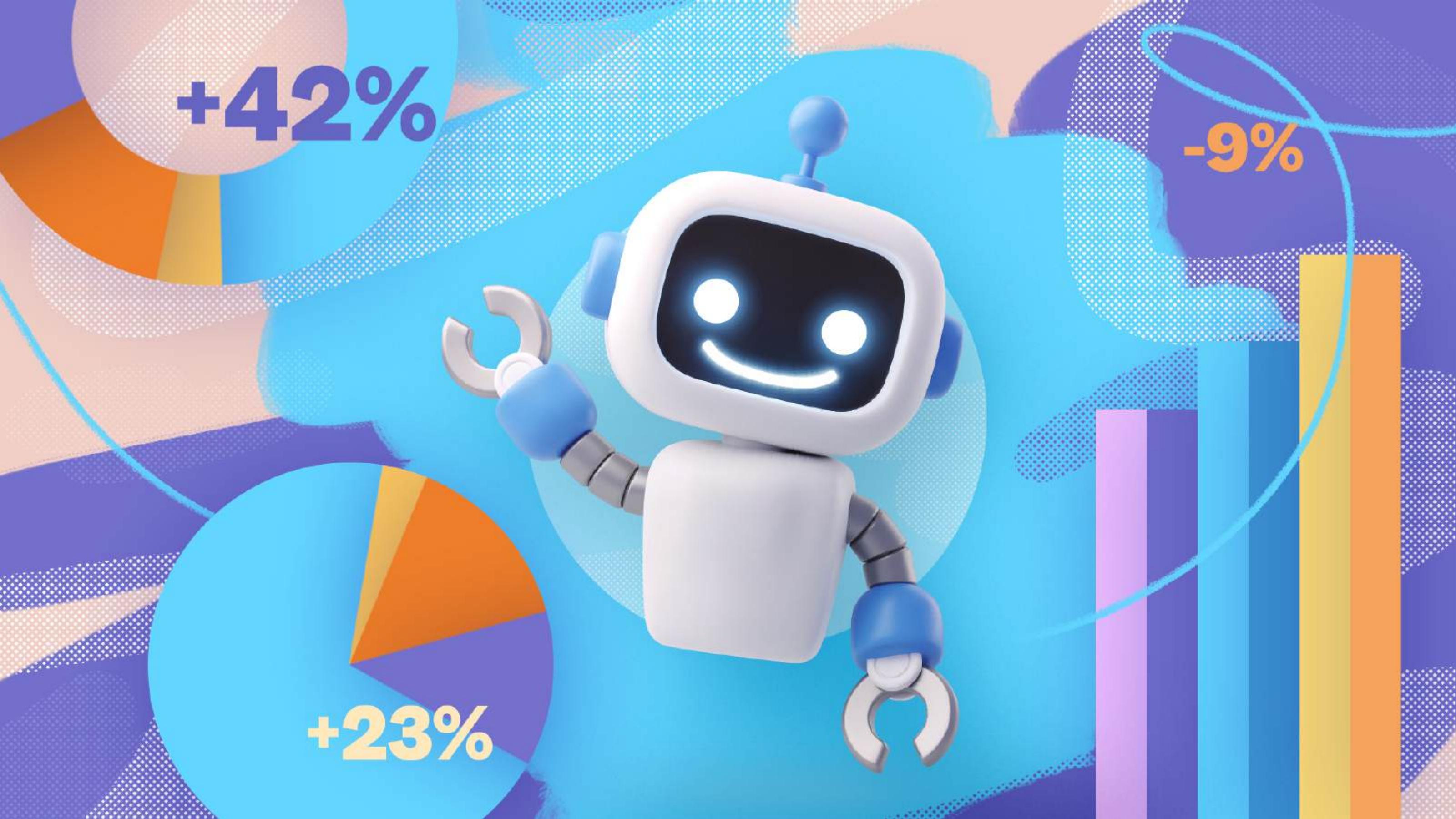
Check in with yourself

With each new year comes an opportunity for some honest self-evaluation.

How did last year go for you?

How are you (really) feeling about the year ahead?

Approach the year ahead with honesty about your work, the obstacles you may encounter, and the impact your job made on your life.



Make an Annual Report with AI (in 5 easy steps!)

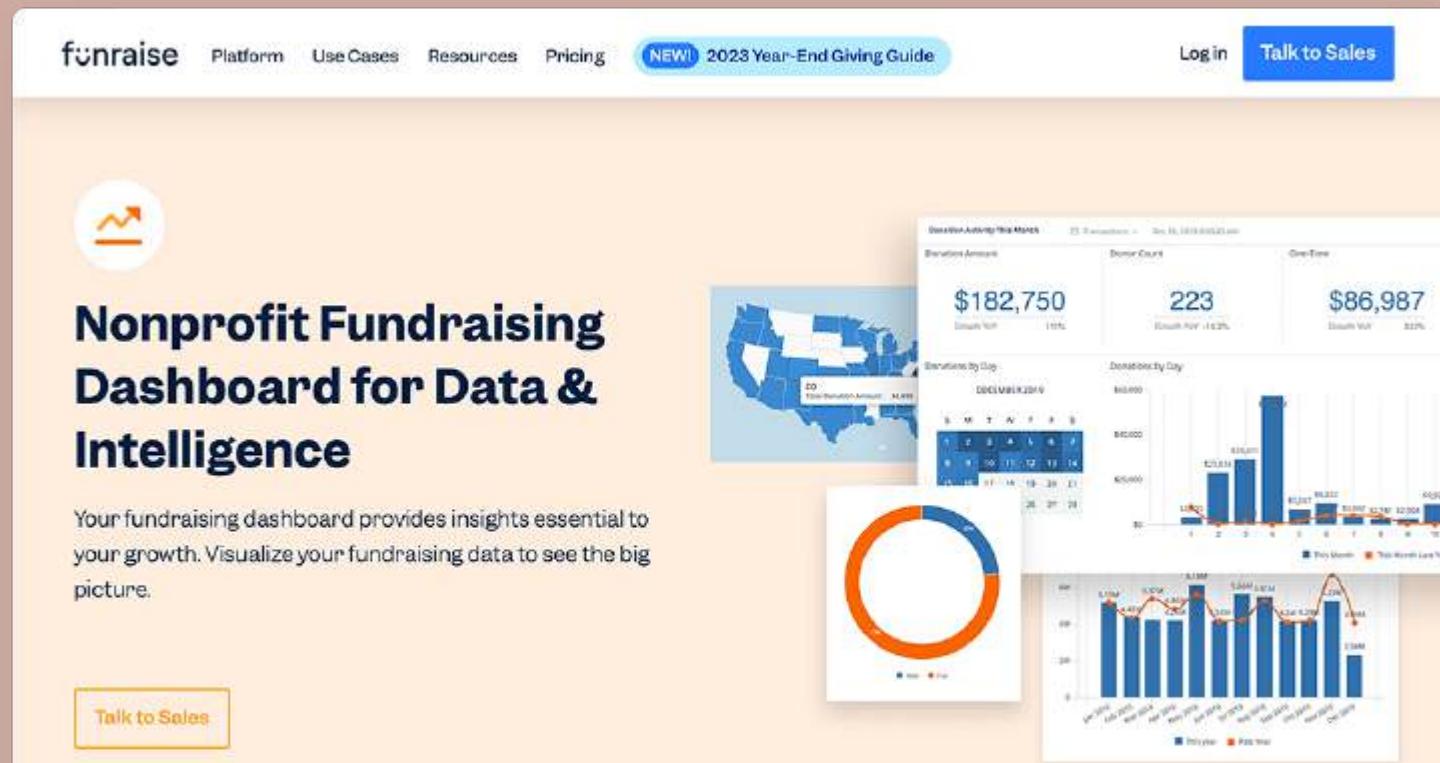
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1. Pull the data

Use your best reporting tools, like [Funraise's Fundraising Intelligence](#), to break out 2024's impact highlights. One AI tool we love for creating reports from raw data is Taskade.

Keep AI In Check:

Confirm with a human that the numbers are correct. Your foundation has to be rock solid for your report to stand strong.



2. Uncover insights

It's time to feed the beast! Input your reports into an AI tool like AnswerRocket to uncover insights, analyze the data, and get answers.

Keep AI In Check:

Confirm with a human that these insights are legit—none of this AI hallucination business.

Use these insights as a jumping off point and probe further. What else can you uncover?

3. Create the report!

The magic moment has arrived! If you're creating a standalone site, try Storydoc.com. For a slide deck, Typeset is awesome.

Keep AI In Check:

Confirm with a human that your branding, logo, and message are accurate.

Bring in the humanity! AI can't bring what you can, which is lived experience, an opinion, and hope for the future.

4. Make marketing assets

The best parts of an annual report are all the juicy moments of impact you get to share. So make 'em shareable! Use Funraise's **free Appeal AI** tool to suggest content, build a social calendar, and create posts highlighting the highlights. (And so much more!)

Keep AI In Check:

Confirm with a human that the wording+images are on point.

5. Acknowledge the AI

Although you've had a human monitoring each step, AI has played a major role in the creation of this annual report. It makes sense to recognize this role in the interest of transparency and historical authenticity.

As well, acknowledging your full journey—not just your accomplishments—rounds out the story of your impact and reminds your audience there is still work to be done.



**Nonprofit Tools for
Easy, Impressive
Annual Reports**

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Putting together
your annual report
can be a hassle.

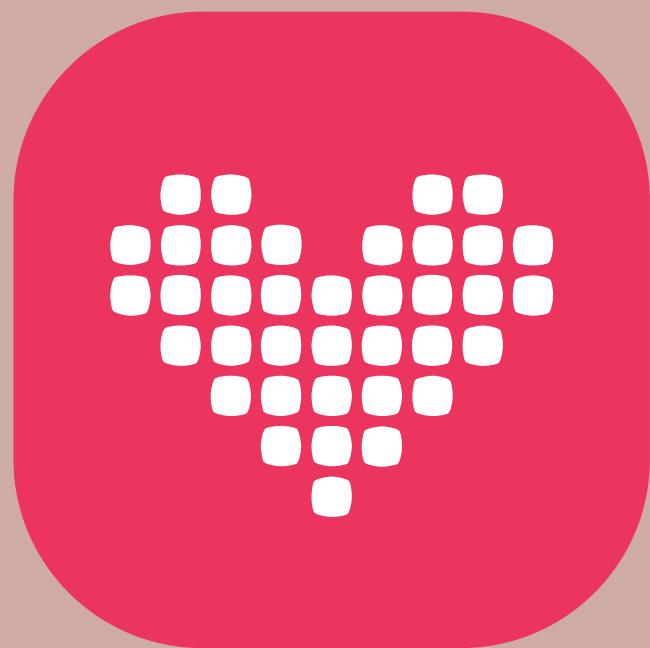
Here are some
tools that'll get you
excited to do this
yearly task.

**You are the best
tool in your
fundraising toolkit.**

**Get strategic, get
that data, and get
ready for a
whirlwind year
ahead.**

Storyraise

Templates, tools, and help so that you can make a gorgeous, engaging, impactful annual report.



Storyraise makes it fun and easy to create web-based reports using drag and drop. Build annual reports, impact reports and donor reports 3x faster.

[Try it Free](#) [Get a Demo](#)

Nonprofit annual report templates made easy

Achieve professional results with our tailor-made templates, specifically designed for nonprofit annual reports. Showcase your impact and engage your supporters effortlessly!

[Get a Demo](#)



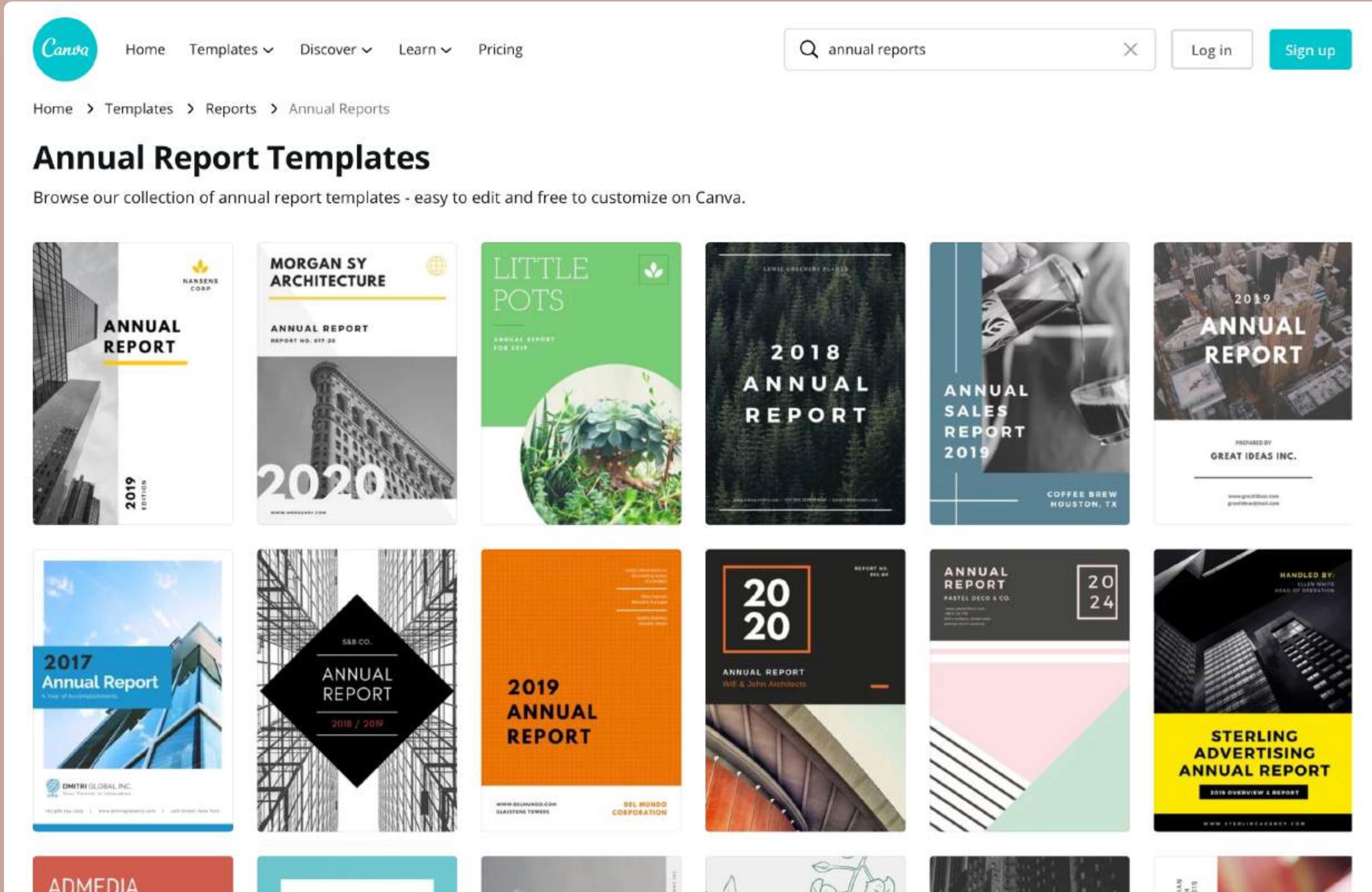
Unleash your creativity with custom layouts and design blocks

Craft the perfect report with our versatile building blocks or go all-out with a custom layout. Bring your vision to life and captivate your audience!

[Get a Demo](#)

Canva

Branded, customizable
templates! Easy-peasy
drag-and-drop interface!
Creative infographic templates!



The screenshot shows the Canva website's 'Annual Report Templates' section. At the top, there is a navigation bar with links for Home, Templates, Discover, Learn, and Pricing, along with a search bar containing the text 'annual reports', a 'Log in' button, and a 'Sign up' button. Below the navigation, a breadcrumb trail shows the user's path: Home > Templates > Reports > Annual Reports. The main content area is titled 'Annual Report Templates' and features a sub-copy: 'Browse our collection of annual report templates - easy to edit and free to customize on Canva.' Below this, a grid of 15 different annual report templates is displayed in three rows of five. Each template is a thumbnail image with a unique design, color scheme, and branding. The templates include various themes such as modern architecture, nature, coffee, urban landscapes, and abstract designs.

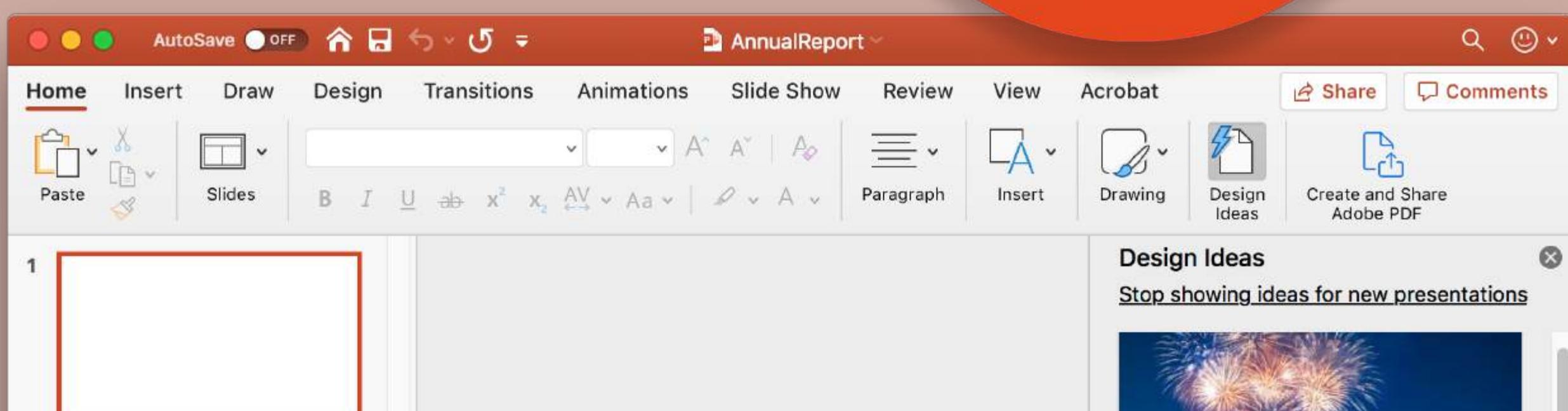
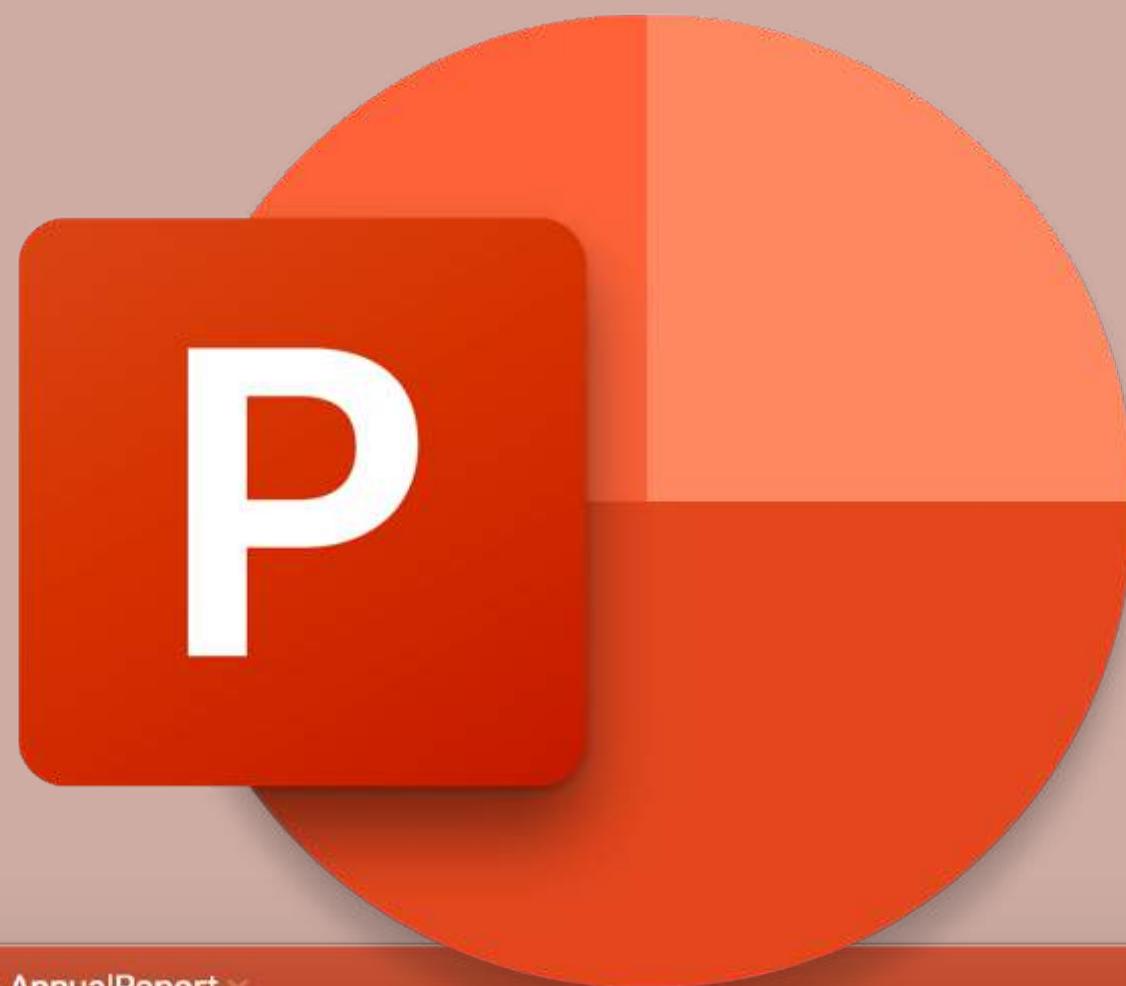
Readymag

If your report is chock-full of content to share, build an in-your-face standalone site no one can ignore.



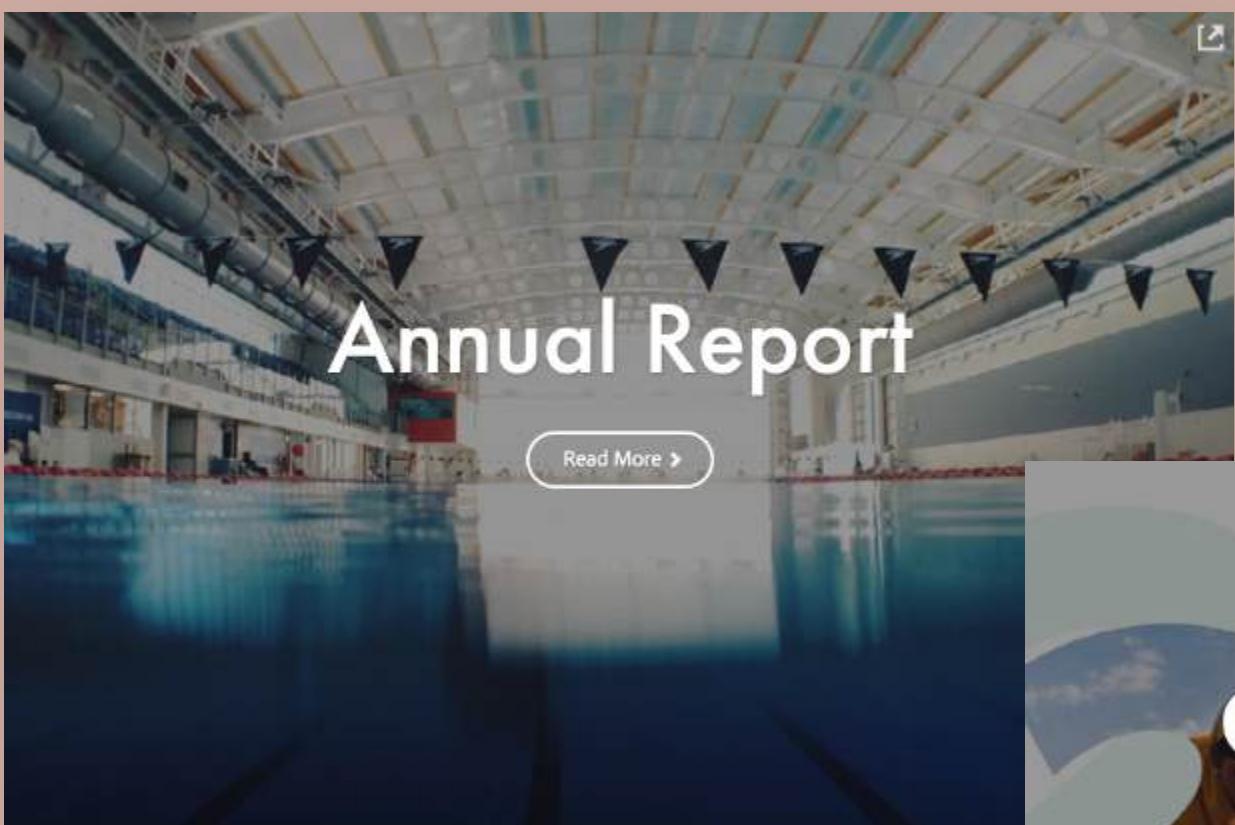
PowerPoint

PowerPoint goes beyond slide decks. Image and text boxes + custom colors = a piece o' cake annual report.



Adobe Creative Cloud Express

Ready to digitize your annual report? Adobe Creative Cloud Express allows you to create an interactive digital annual report.



issuu

This inexpensive tool creates annual reports that look pro, feel familiar, and are real page-turners!

MIRY'S LIST
2019 ANNUAL REPORT

A movement of neighbors and friends dedicated to welcoming new arrival families into our community through inspired crowdsourcing solutions.

2019 DEDICATION 2
LETTER FROM MIRY 7
EXECUTIVE SUMMARY 8
MIRY'S LIST CULTURE 10
OUR MISSION 12
WHY WE'RE HERE 13
OUR APPROACH 15

WHAT IT FEELS LIKE: THE HAMADA FAMILY 16
OUR PROGRAMS 20
IMPACT AT A GLANCE 21
FUNDING AT A GLANCE 24
WELCOME, NEIGHBOR 27

THE HEROIC ACT OF MIGRATION 32
2019 EVENT HIGHLIGHTS 36

OUR PARTNERS 45
OUR DONORS 46
THE GREAT EQUALIZER/RECIPE 55

MIRY'S LIST ANNUAL REPORT 2019 | MIRYSLIST.ORG

SHARE + SAVE DOWNLOAD

Template time!

If you have a report that's been successful in the past, don't be shy about reusing it this year.

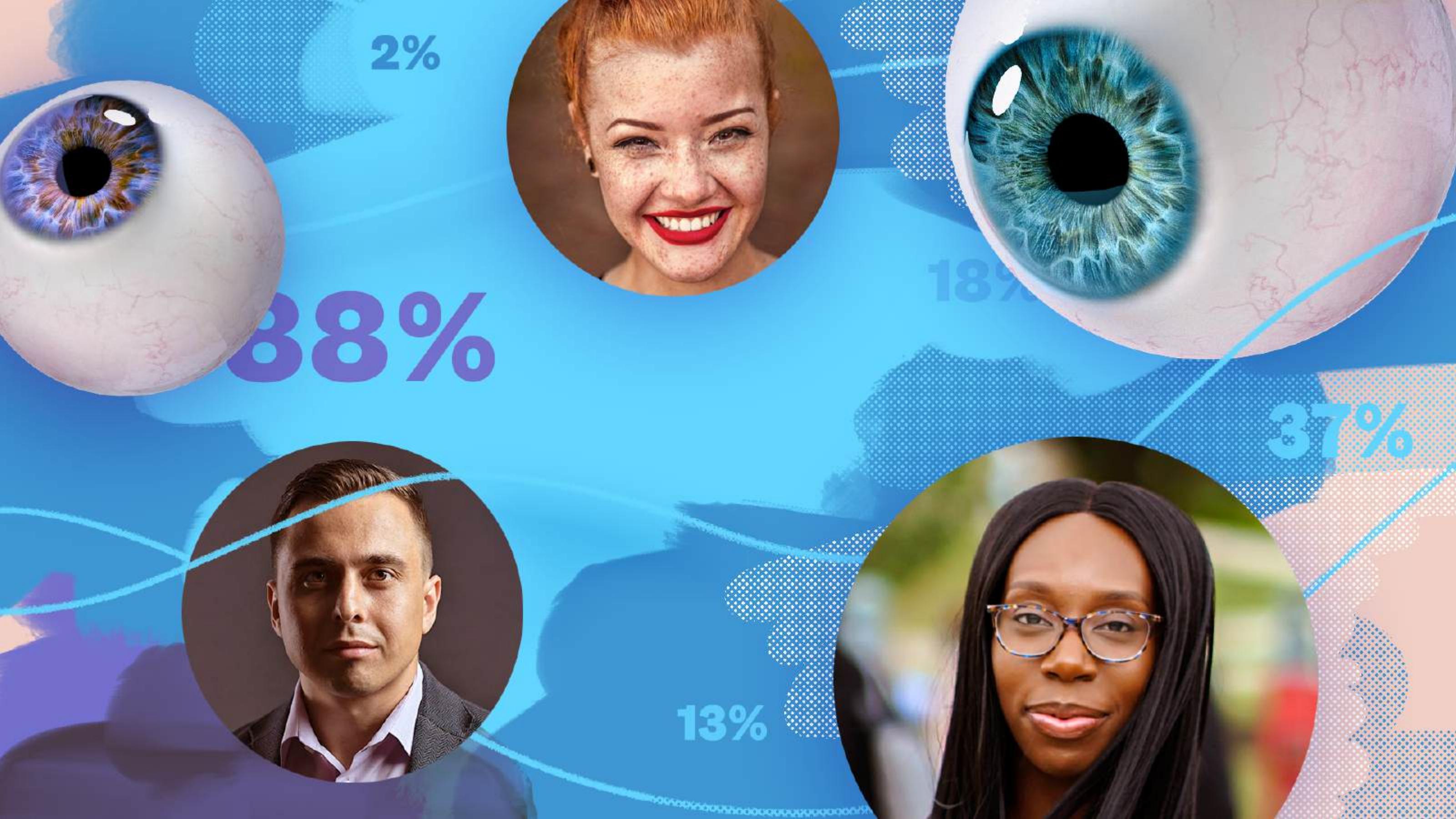
Even better, hand it over to a pro designer who can iterate on your best work and make a masterpiece template you can use year after year. The best start isn't always a fresh start, and you **can** begin in the middle.

Hire a designer

Consider the resources you're about to spend: hours creating your masterpiece and money on programs to make it possible. That's a lot.

The most cost-effective solution may be hiring someone who can create effectively and efficiently. Some resources to look into are Catchafire or Upwork.

Or check out Funraise's best-of-the-best [partners](#) and consultant [friends](#).



Make-It-Count Elements for Multi-Use Reports

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Nonprofits!
Check out these
must-have
elements to make
your annual
report shine.

Demonstrate Vision

Tease the coming year by demonstrating a future vision in your director's message or a short paragraph at the end of the report.



SCOTT STRODE
Founder and Executive Director

A LETTER FROM OUR EXECUTIVE DIRECTOR AND FOUNDER

While 2021 was a yet another trying year for our community and for our world, I am both honored and proud to say that The Phoenix organization as a whole and as individuals embodied one of my favorite quotes:

Between stimulus and response, there is a space. In that space is our power to choose our response. In our response lies our growth and our freedom.
Viktor E. Frankl

Despite the incredible challenges faced through the various surges of COVID-19, we find ourselves on the precipice of rapid, hockey-stick growth. The Phoenix served 27,668 new members in 2021—our most impactful year yet from a new member perspective.

In 2021 alone, we served more new members than we did in the first 10 years of The Phoenix.

This is happening, it's happening fast, and we are ready.

The lasting effects of the pandemic –

with our community, allies, supporters, and partners.

Volunteers are core to our mission and the path we are taking to drive this rapid yet sustainable growth. We intentionally launched our volunteer engagement strategy this year, hiring dedicated staff and building out a thoughtful process for intake, onboarding, and supporting Phoenix volunteers. Our volunteers now have the tools and support necessary to seamlessly bring their talents and passions to their communities—not only to drive impact for The Phoenix, but perhaps more importantly, to provide a supportive space for them to self-actualize. Through this strategy, 532 new volunteers were activated and trained in 2021, impacting 7,471 community members and leading 6,320 Phoenix events around the country. With an acute focus on training, support, and instilling our core values, we continue to drive confidently towards our 2022 goal of 2,000 volunteers activated.

finder, a sobriety tracker, groups based on location and shared interests, and CONNECT, which allows community members to connect 1-1 to provide mutual support. We will be expanding this functionality in 2022 as well as partnering with other apps in our space, with the vision of becoming a leader in recovery technology.

2021 has been a year of hardship, but in that hardship, we have been further empowered to drive deeper toward our mission of impacting one million people in recovery. We have made tremendous strides and we have big goals for 2022.

We could not and cannot do this alone. From the bottom of my heart, thank you for being a part of this movement – we are stronger together.


Scott Strode
Founder and Executive Director

3%

88%

funraise

Top-level Financial Information

29%

Take a look at the DREAM annual report for a great example of top-level financials, simplified and summarized.

42%

The image shows a screenshot of the DREAM annual report website. The header features the DREAM logo and a "DONATE NOW" button. The main visual is a photograph of two students, a girl in a red graduation gown and a boy in a black graduation gown, smiling. Overlaid on the image is the text "A GENERATION OF DREAM". To the right, there is a section titled "OUR COMMUNITY & IMPACT" with a "Who We Serve" heading. It displays four circular charts with the following data:

Category	Percentage
Students of color	99%
Students who qualify for free or reduced lunch	88%
Students with identified special needs (compared to NYC's average of 20%)	29%
Alumni who are first-generation college students	46%

Below this, there is a section titled "Our Outcomes" with three large numbers: 97%, 99%, and 97%.

Transparency Around Progress

Your annual report is a way to share achievements and setbacks openly, framing them in a way that showcases your resilience.



16

The Importance of Valuing Community Relationships

By: The Calgary Professional Chapter

The EWB Calgary Chapter is one of 39 across the country. Many chapters are based out of universities and colleges, but ours is made up of professionals from across our city. We support EWB Canada through fundraising, fellowships, and awareness, and create change in our community by nurturing a generation of leaders who go on to change global systems.

Donor-Centered Impact Stories

Find awesome impact stories to include in your annual report and step it up by telling them in a way that focuses on the donors' role.

FROM OUR DONORS

Kaitlyn and Ben Zigrang



Kaitlyn and Benjamin Zigrang have supported the Innocence Project since 2021 through generous contributions and gifts in support of our annual gala. In September 2023, they hosted an exoneree at their restaurant to raise awareness about wrongful convictions. The Zigrangs are entrepreneurs raising their young family in Tulsa, Oklahoma.

What initially brought you to the Innocence Project's work?

Kaitlyn: We came to the Innocence Project during a time when there was a lot of awareness being raised around racial justice issues. We researched organizations that were doing meaningful racial justice work and how we could get involved. We found the Innocence Project and were so inspired by the work.

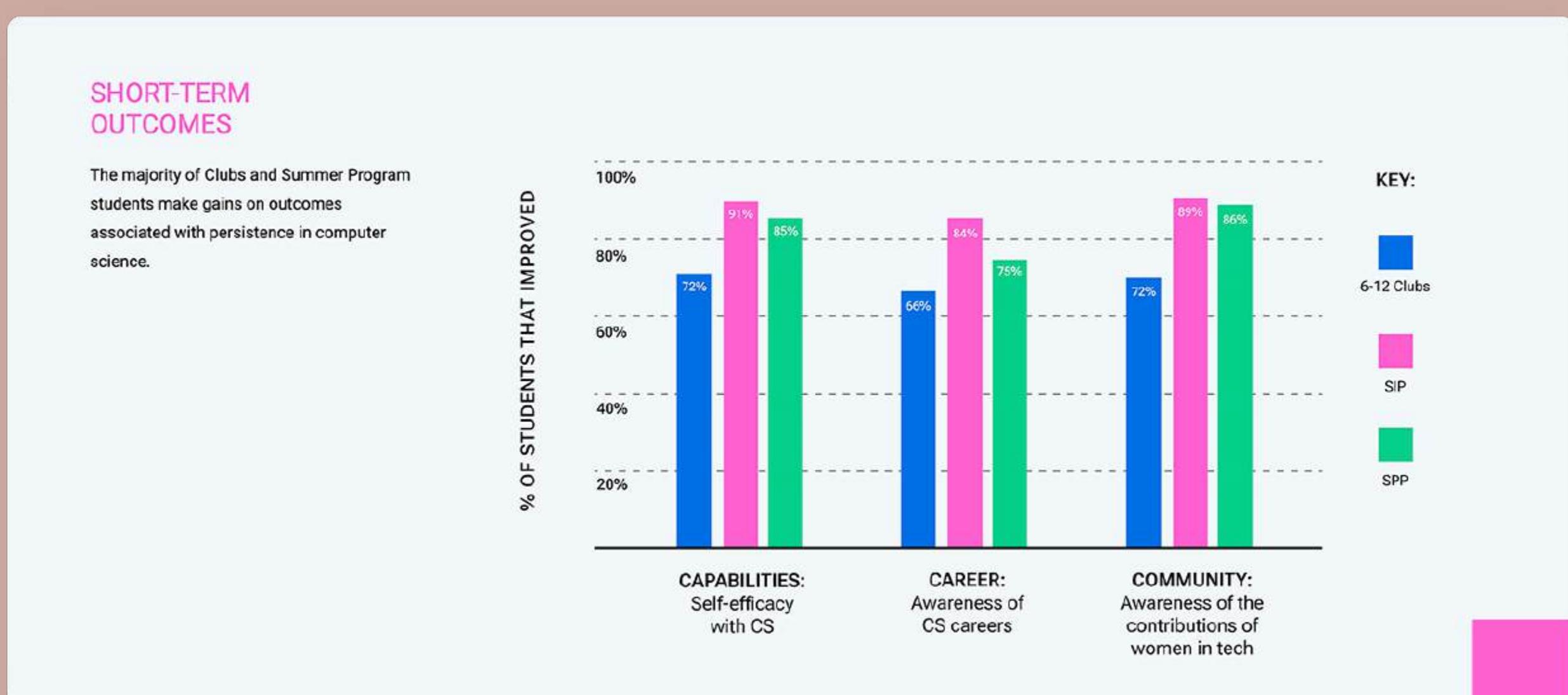
Benjamin: We were having difficult and eye-opening conversations with our friends of color about their experiences and their family members' experiences during incidents like traffic stops. It galvanized us to be part of the solution.

What does your involvement with the Innocence Project mean to you?

Share Those Stats

But only the most important ones.

Pick a handful of metrics that demonstrate your impact, then infographize to make them visually interesting and digestible for your audience.



Put Your Best Faces Forward

Photos not only add visual interest to the document, but also bring your readers closer to your work.



The image is a screenshot of the Girls Who Code Annual Report 2022 website. The header features the 'girls who code' logo and 'ANNUAL REPORT 2022'. The main title 'THE NEXT GENERATION' is displayed in large, bold, black text on the left. The central content area contains a large, vibrant photograph of three young women of diverse backgrounds smiling and laughing together. The website has a clean, modern design with a green header and a white background for the main content. A 'MENU' icon is visible in the top right corner.

Make your lists and check them twice.

Seriously. Triple-check everything for accuracy in your annual report. That means names, numbers, and details!

Pro Tip: Practice pronouncing names if you're making a video.



Include a Call to Action

You don't need a hard ask, but your annual report is a natural opportunity to present pathways to support your organization.

YES!

Want to become part of the impact you see here?

Invest in
WATER

[DONATE](#)

Make the most of
your annual report
by using it all year
long. Include these
make-it-count
elements for a
double-duty
annual report.

Rip Yourself Off!

Make the most of your staff's time and resources by reusing videos, short copy descriptions, images, and infographics.

https://youtu.be/bFagWd1_T6c

COPY

Placeholder text for the copied content.
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam tempus magna vitae turpis ultrices bibendum. Aliquam sollicitudin, est eu commodo tristique, lorem ipsum. pulvinar justo, et sollicitudin urna dolor et libero. In commodo elit facilisis cursus posuere. Mauris nibh ultricies vel tristique sit amet, mattis volutpat. Praesent sit amet diam at lacus ornare fringilla vel. Duis ac posuere libero. Nam porta nulla ut imperdiet. Maecenas sollicitudin augue at orci cursus nec at nunc. Nam laoreet ligula vitae metus feugiat in. Curabitur urna tortor, dictum sed arcu eget, comiaculis erat. Vivamus consequat faucibus aliquam.

Make it Accessible

Captions, translations, and a variety of filetypes and color palettes will ensure that your hard work can be easily digested by everyone.



Engagement Loops

Your annual report should encourage readers to interact with your nonprofit.

Experiment with engagement loops like the donation ask, surveys and quizzes, and social media.





Awesome Nonprofit Annual Report Examples

funraise

**Check out these
7 nonprofits
forging into the
future with
awe-inspiring
annual reports!**

2022 Annual

ONE RELENTLESS PURSUIT

REPORT

DIGDEEP

DIGDEEP's comprehensive annual report takes supporters through twenty-five pages of data-driven impact demonstrated through storytelling, statistics, timelines, and compelling images.

WHAT YOU CAN DO

Stay up to date about programming and events:

 Subscribe to our mailing list: www.gatheringforjustice.org/mailinglist



Text “The Gathering” to 44321 to make a donation

Making a generous, tax-deductible donation today:



Donate via our Website bit.ly/gfjdonate



Donate via CashApp (\$Gathering4Justice)

The Gathering for Justice

Now, this is an annual report that galvanizes support! We love the call to action on the last page, giving supporters the opportunity to make instant, direct impact.

A GENERATION OF STORIES

Hear directly from the DREAM Family on how our investment in the youth of our communities has made a difference.

Jason Medina, DREAM Legend

"DREAM does something different. They've brought change, and they've stuck with that change."



Marielena Fernandez, DREAM Legend & Youth Development Specialist

"DREAM is a place of opportunity; a place where children and their families alike can envision a future."



Khloe, DREAM Charter School Student

"I love to go to DREAM Charter School because you can make new friends and learn new things."



Katie Colón, DREAM Parent and Programs Manager

"DREAM doesn't feel like a school as much as a part of our journey as parents and my child's journey as a young person."



DREAM

DREAM uses annual report data to show off their lifetime achievements in their annual report. Easy access to impact info? We love to see it.



MEET JOSELYN

Plant With Purpose

This scrappy nonprofit startup's annual report relies heavily on testimonials to pull the weight of their groundbreaking data.



Parks of the Future

By supporting innovative projects that reimagine and enhance the way we experience our parks, NPF is helping shape the visitor experience at parks of the future.

National Park Foundation

The National Park Foundation is very explicit about what they're doing in the future by adding their vision for parks to their annual report.



“

We are proud of our longstanding partnership with Fair Food Network and the collective work and impact in supporting healthy food systems and food economies. And we look forward to continuing our investment in the partnership and work in service of thriving communities and sustainable economic development in Southeast Michigan.

— Jim Boyle

Ralph C. Wilson Jr. Foundation

Fair Food Network

Fair Food Network celebrates not just their own impact but the collective impact they make with partners by highlighting collaborations in their annual report.

THIS YEAR,

317 fighters improved their boxing skills and had an average GPA of 3.3,

community members enjoyed over 66,000 lbs. of food through our food party, &

fighters grew their knowledge of computer science, money management, and more.

2022 HAS BEEN AMAZING.
THANK YOU.



"I'm most proud of getting my grades up
It feels good because I can get into a
good collage and a good high school."

-Alejandro

The Bloc Chicago

This youth-focused org's fiscal year ends in June, making winter the perfect time to cherry-pick compelling impact info collected for their annual report.

**Funraise is an
awesome fundraising
tool, no matter what
time of the year it is.**

Now's the perfect time
to **chat us up** to get the
special Funraise scoop.

**When you're done
with your annual
report, send us a
copy!.**

**You did hard things
this year, and we're
proud of you.**

You. Are. Awesome.

f^ünraise