



### Total Donations

↑ nearly 8% increase over 2018

**\$7,656,633**

2018

\$7,115,228

### Average Gift Size

↑ 9.6% increase over 2018

**\$242.40**

2018

\$221.07

### Total Gifts

**31,587**

### Emails Sent

**21,243,944**

Across ALL industries,  
**iModules processed nearly 2%**  
of all online gifts.

US only data