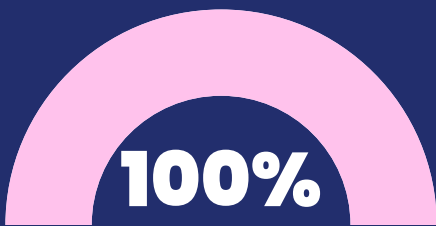


2024

# Overall Impact

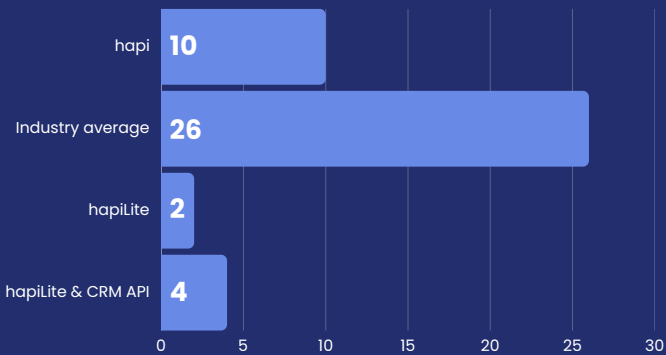
## Driving Efficiency and Impact Across Non-Profits

### Time & Cost Savings



100% hapi and hapiLite users experience notable time and cost savings.

### Set up time (weeks)



### Automated Processing Savings



Donations - 170 workdays



Events - 136 workdays



### Gifts & Event Bookings



Saved customers **£13,508** in processing fees overall.

### Reduction in lapsed donors



Compared to 2023



**hapi delivers increased quality, speed and cost efficiency of supporter stewardship experiences**

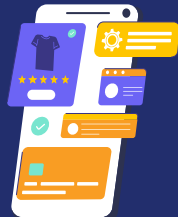
2024

# hapi Performance

## Innovation and Growth in 2024



**3 New hapi Customers**



**43 New Features**



**23 Training Sessions**



**Introduced Express Checkout for a seamless giving experience.**



**Launched new API integration in partnership with donorflex.**



**Average Donation**



**£85**

Average donation for our hapi customers.

**Additional Donation**



40%



Additional donation rate on ecommerce orders.

**eCommerce Orders**



90%

eCommerce orders that had Gift Aid applied.

**Gift Aid Opt In**



hapi Average



75%

Industry Average



45%

**Processing Fees**



Avg of hapi supporters covering



55%

Saving each charity on average

**£3000**

2024

# hapiLite Performance

## Fast Setup, Big Results



**2 New  
hapiLite  
Customers**

**Gift Aid:  
Donations** +



Average across our hapiLite customers.

**Gift Aid:  
Events** +



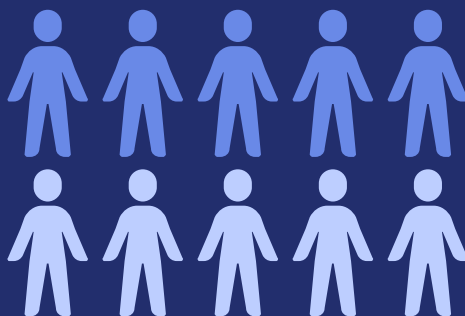
Gift Aid applied to additional donations on event transactions.

**Launched a  
New Website  
Expansion Pack.**

Allowing you to embed hapiLite on your website.

**51%**

Of supporters opted to cover processing fees.



**Peer to Peer  
Fundraising** +



Donors opted in to GiftAid.

**GiftAid  
Savings** +

**£308**

Average Gift Aid savings per event vs competitors.

**2023** +

Transactions processed via new donorflex API for one event.

**donorflex API Savings** +

Processing Time

Admin Costs

**67**  
(hours)

**£820**



**8 Training sessions  
with our hapiLite  
customers.**

2024

# Fundraising Fitness

## Fundraising Fitness in Action with Smarter Data Insights



**8 New FFT Customers.**

**Donations Processed**

+

**29,000,000**

**Donors Analysed**

+

**463,000**

**Launched the online version of the Fundraising Fitness Test.**

Allowing you to run your own custom reports.

**Value of gifts analysed**

+

**£2 billion**

**Online User Groups**

+



We hosted 3 user groups where attendees shared and contributed to the group's knowledge.

**Key Performance Indicators**

+

**45+**

KPI indicators delivered per customer.



Want to drive similar results for your non-profit in 2025?

**Schedule a free demo today!**