



Transforming How Donors Experience their Impact

ADRP International Award 2026

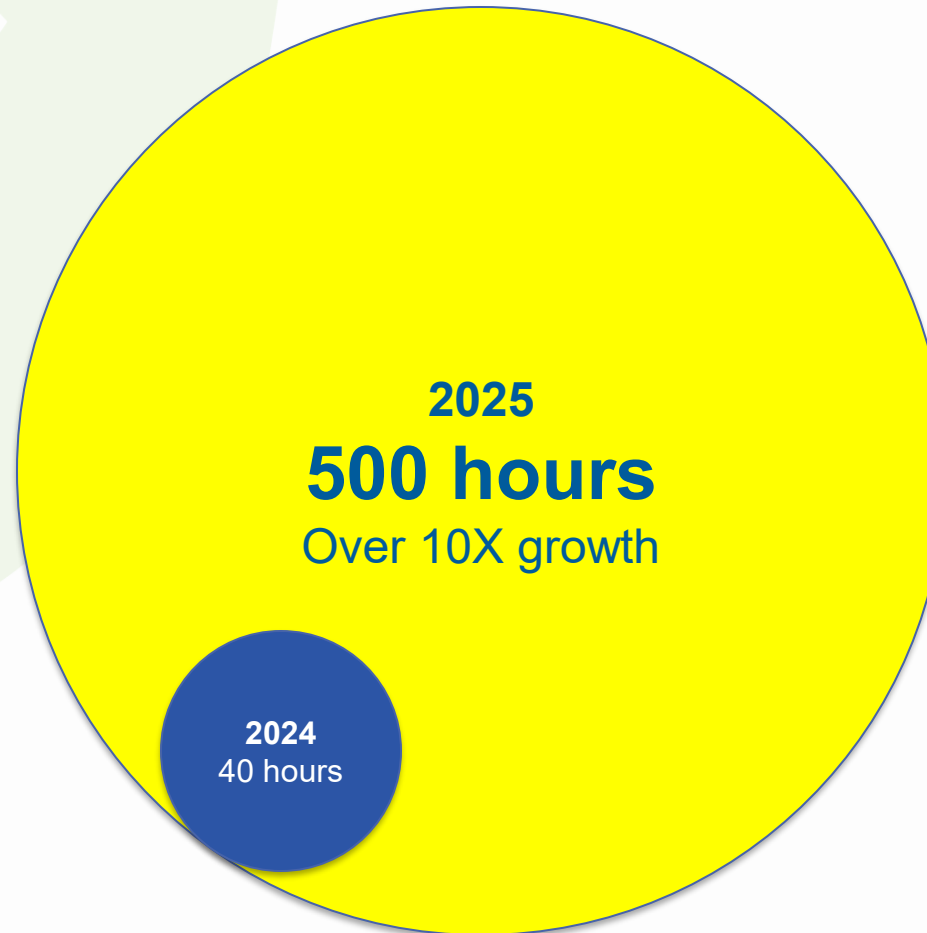
Paul Moran & Kelly Carmichael

THIS PLACE IS
SPECIAL



How We Achieved a Step-Change in Digital Engagement

Total Online Engagement (hours) with Impact Reporting



The Challenge: Impact Reporting Was Static

We shared impact....

...but didn't provide an experience and couldn't see if it resonated

- One-way communication
- Program reports produced as PDF and distributed via Outlook by RMs
- Limited analytics on how the work resonated with our donors
- Annual Impact Report had become a stale, templated experience

2025 Objectives

- Provide a better overall experience for donors
- Make Impact Stories more engaging
- Make Program Reporting more accessible
- Strengthen our web strategy
- Improve measurement
- Transform the Sunnybrook Donor Experience

From *Sending Program Reports* to *Providing Experiences*

How We Transformed Programmatic Impact Reporting

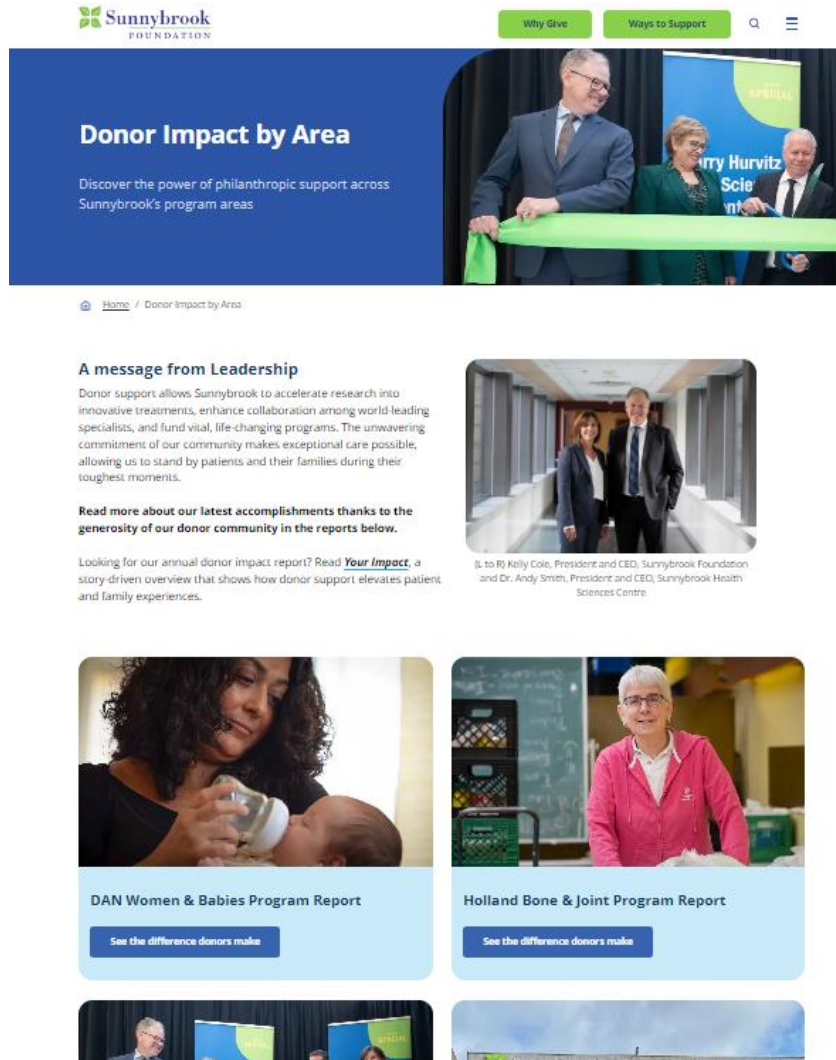
Our old model

- Reporting “PDF Documents”
- Siloed email distribution
- Content not accessible (no SEO)
- Static corporate presentation in email
- Low engagement
- Passive consumption (read the PDF)
- No insights or feedback loop

Digital Transformation

- Interactive Experiences
- Consolidated email deployment (SFMC)
- Library of rich discoverable content
- Immersive and engaging experience
- High engagement with email and web
- Opportunities to discover more
- Measurable engagement (Web & Email)

Programmatic Reports: Donor Engagement Opportunities



A new library of searchable impact content across all programs and areas.

Web

270 hours of donor engagement (**10x last year**)

4,000+ donors engaged & 5,000 page views

4 min avg. time on page (4x site average)

4 additional pages viewed per user (2x site average)

Email

60% open rate – well above average (45%)

7% CTR – close to double SFMC average (4%)

Opportunities Being Explored

- Wider distribution to more segments
- Understanding donor engagement through custom integrated reporting between RE and SFMC
- More adaptive approach to web-versions of the report

From Static to Immersive

How We Transformed The Annual Impact Report

Our old model

- ***Experience didn't match the impact***
- One size fits all for all stories
- Limited visuals and no video
- Email not optimized for engagement
- Little to no personalization
- Low web engagement with stories
- No reporting cycle or benchmarking

Digital Transformation

- ***Donors can see and feel the impact***
- Multiple storytelling formats
- Multi-media production (web, video & photog)
- Simplified email design
- Segment personalization
- Immersive and engaging experience
- Measurable engagement (Web & Email)

2025 Annual Impact Report: A Step-Change in Engagement



Today is National Philanthropy Day. On behalf of the 1.1 million patients who turn to Sunnybrook every year, **thank you**, Cliff, for your support and commitment.

SEE YOUR GENEROSITY IN ACTION →

Discover Your Impact

These stories have been shaped by your support and illustrate our shared vision to transform lives by trailblazing patient care and innovation.



HOPE IN A CRITICAL MOMENT

Witness Laura's story as one of the first to



A BRAVE WAY TO HEAL

Experience Jeanaya's journey of courage,

Not just more reach.
Significantly deeper engagement – more than 10X

Web

12,000 users (+31%)

10x increase in average time spent

320 hours (vs 28 hours in 2024)

More than 10x hours spent with content

Email

60% open rate – well above average (40%)

5% CTR

Opportunities Being Explored

- More personalization for email segments
- Improve experience for CG Donors
- CORE program highlights in addition to Impact Stories
- Improve Financial Summary to get “A” Charity Intelligence Score

Impact Stories: Our Donors Want Immersive Storytelling

2+ minutes signals sustained attention in a high-distraction environment

YOUR IMPACT IN ACTION



Story Engagement

- 5,000 views (vs 500)
- 4,000 donors engaged
- 2:30 min avg. time per story
- **180 hours total engagement time with stories** (vs 5hrs in 2024)
- Video Engagement - 5,000+ views

The Big Picture: What this adds up to

We Now Understand How Deeply Donors Engage with Their Impact

Thousands of donors actively spending time with their impact

Engagement Metrics

- Well over 10x engagement YoY
- 20,000+ users engaged
- 10,000–15,000 donors reached
- High performing email marketing to deliver personalized impact reporting
- **500 total hours of engagement**
vs 40 hours in 2024

Why This Matters

- Stronger connection between our donors and the outcomes they support
- We are creating donor experiences that match the how Special Sunnybrook is.
- Telling our story more boldly
- Increased transparency and trust
- Scalable model for impact communication
- Foundation for future personalization and storytelling
- Effort matching delivered impact

Summary of Future Thinking

Programmatic Stewardship Report

- Wider distribution to more segments
- Understanding donor engagement activity through custom integrated reporting between RE and SFMC and actioning further stewardship with RM
- Evaluating conversion metrics (*Did the delivery impact lead to a meeting or gift?*)
- More adaptive approach to web-versions of the report
- Exploration of Interest Coding

Annual Impact Report

- More personalization for email segments (*"Show me that you know me"*)
- Improve experience for CG Donors
- CORE program highlights in addition to Impact Stories
- Improve Financial Summary to get **"A"** Charity Intelligence Score