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Harbour Foodbank
Food relief for families across the Northern Beaches

FY27

Board report

July 2026

Prepared 23 August 2026
Compared with June 2026

Prepared by NonprofitDash · Example data

ABOUT THIS REPORT

How to read this pack

This report summarises Harbour Foodbank's fundraising, email and website performance for July 2026, compared with June 2026. Figures come directly from each connected source.

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A note on the numbers

Each connected source is authoritative for its own metrics. Donation figures come from Raisely and Stripe, email figures from Mailchimp, and website figures from Google Analytics 4 and Search Console. Figures are not reconciled across sources, so a donation visible in two tools may be counted differently by each. Amounts are in Australian dollars and periods follow the organisation's financial year starting in July.

Narrative text in this pack was produced by NonprofitDash's deterministic template. Connect an AI key to receive a written summary.

July 2026 at a glance

Harbour Foodbank raised A$84,320 in net donations in July 2026, up 14% on June 2026. Recurring giving brought in A$31,920 (up 8.9%) and the monthly donor base stands at 328 (up 2.5%), with 14 new and 6 lapsed. The email open rate was 41% (down 3 pts) across 3 campaigns, with a click rate of 4.8% (up 0.4 pts), and the audience is 6,214 (up 112). The website had 12.4k visitors (up 22%), organic search clicks were 7,910 (up 22%) and key events per session was 2.4% (unchanged). Email open rate fell 3 pts to 41% from 44%, which is worth checking.

Donations
A$84,320
+14% Raisely

Monthly donors
328
+2.5% Stripe

Open rate
41%
-3 pts Mailchimp

Visitors
12.4k
+22% GA4

Change is against June 2026. Full definitions are in the appendix.

All metrics in one table

METRIC	JULY 2026	JUNE 2026	CHANGE	SOURCE
Donations	**A$84,320**	A$74,210	+14%	Raisely
Recurring	**A$31,920**	A$29,300	+8.9%	Raisely
One-off	**A$52,710**	A$45,000	+17%	Raisely
Refunds	**A$310**	A$90	+A$220	Raisely
Monthly donors	**328**	320	+2.5%	Stripe
Campaigns sent	**3**	3	No change	Mailchimp
Open rate	**41%**	44%	-3 pts	Mailchimp
Click rate	**4.8%**	4.4%	+0.4 pts	Mailchimp
Audience	**6,214**	6,102	+112	Mailchimp
Visitors	**12.4k**	10.2k	+22%	GA4
Organic clicks	**7,910**	6,480	+22%	Search Console
Key events per session	**2.4%**	2.4%	Steady	GA4
Avg. position	**8.8**	8.9	-0.1	Search Console

Change is shown as a percentage for amounts and counts, and in percentage points for rates. Each row names the source it was read from.

Donations

Net donations were A$84,320 in July 2026, up 14% on June 2026, of which one-off gifts were A$52,710 (up 17%). Recurring giving brought in A$31,920 (up 8.9%) and the monthly donor base stands at 328 (up 2.5%), with 14 new and 6 lapsed. Refunds came to A$310 for the period.

Donations	Recurring	One-off
A$84,320	**A$31,920**	**A$52,710**
+14% Raisely	+8.9% Raisely	+17% Raisely

Refunds	Monthly donors
A$310	**328**
+A$220 Raisely	+2.5% Stripe

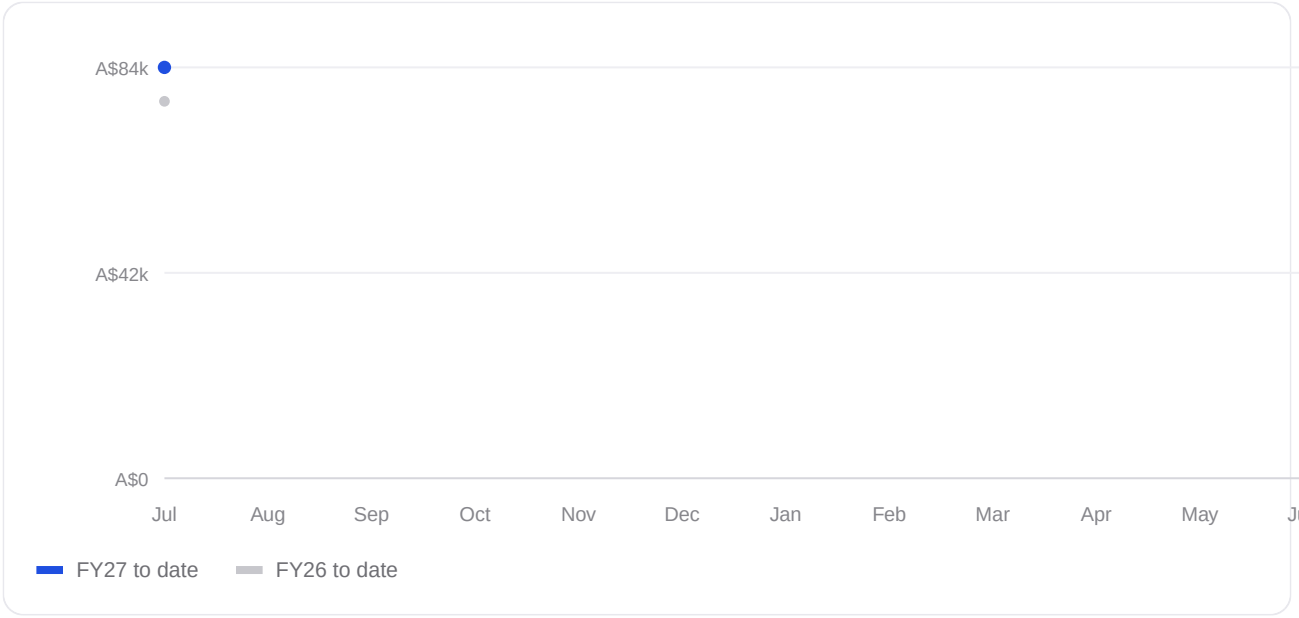
Donations by month



FY27 to date

A$84,320

+9% on this time last year



Donors

Monthly donors	**328**	+14 new, 6 lapsed
Gifts this period	**882**	+14% vs June
Average gift	**A$96**	Steady

By campaign, July 2026

Winter appeal	A$41,200
Regular giving	A$31,920
Community fundraisers	A$7,840
General donations	A$3,670

Source: Raisely for amounts and gifts, Stripe for active monthly donors.

Email performance

The email open rate was 41% (down 3 pts) across 3 campaigns, with a click rate of 4.8% (up 0.4 pts), and the audience is 6,214 (up 112). Email open rate fell 3 pts to 41% from 44%, which is worth checking.

METRIC	JULY 2026	JUNE 2026	CHANGE	SOURCE
Campaigns sent	**3**	3	No change	Mailchimp
Open rate	**41%**	44%	-3 pts	Mailchimp
Click rate	**4.8%**	4.4%	+0.4 pts	Mailchimp
Audience	**6,214**	6,102	+112	Mailchimp

Source: Mailchimp. Open and click rates are unique opens and clicks divided by delivered sends.

Website and search

The website had 12.4k visitors (up 22%), organic search clicks were 7,910 (up 22%) and key events per session was 2.4% (unchanged). Website visitors came in at 12.4k, well above the six-month average of 9,500.

METRIC	JULY 2026	JUNE 2026	CHANGE	SOURCE
Visitors	**12.4k**	10.2k	+22%	GA4
Organic clicks	**7,910**	6,480	+22%	Search Console
Key events per session	**2.4%**	2.4%	Steady	GA4
Avg. position	**8.8**	8.9	-0.1	Search Console

Sources: Google Analytics 4 for visitors and conversions, Search Console for organic clicks and position.

Things worth a question

From the narrative — Narrative
Email open rate fell 3 pts to 41% from 44%.

From the narrative — Narrative
Email click rate came in at 4.8%, well above the six-month average of 4.3%.

From the narrative — Narrative
Website visitors came in at 12.4k, well above the six-month average of 9,500.

From the narrative — Narrative
Organic search clicks came in at 7,910, well above the six-month average of 5,913.

Refunds up sharply — Raisely
Refunds were A$310, up from A$90 in the comparison period.

Open rate slipped — Mailchimp
Open rate fell to 41% (-3 pts vs June).

Visitors up 22% — GA4
Visitors was 12.4k (+22% vs June). Swings of this size usually have a single cause worth naming in the meeting.

Organic clicks up 22% — Search Console
Organic clicks was 7,910 (+22% vs June). Swings of this size usually have a single cause worth naming in the meeting.

Mailchimp needs attention — Mailchimp
The Mailchimp connection is not syncing. Figures for this channel may be stale.

Social not connected — NonprofitDash
No social source is connected, so this channel is not included in the report.

Bank not connected NonprofitDash

No bank source is connected, so this channel is not included in the report.

The watch list flags swings of 20% or more, rate drops of 2 points or more, rising refunds and sources that are not syncing. It is a prompt for questions, not a verdict.

Metric definitions

METRIC	DEFINITION	SOURCE
Donations	Gross donations received in the period, net of refunds and charge-backs. Amounts in AUD.	Raisely
Recurring	Gross recurring gifts received in the period. Refunds are shown separately.	Raisely
One-off	Gross single gifts received in the period. Refunds are shown separately.	Raisely
Refunds	Refunds and chargebacks processed in the period. These reduce period totals.	Raisely
Monthly donors	Count of active recurring plans at the end of the period.	Stripe
Average gift	Net donations divided by the number of gifts in the period.	Raisely
Campaigns sent	Email campaigns sent to the audience in the period.	Mailchimp
Open rate	Unique opens divided by reported sends across campaigns in the period.	Mailchimp
Click rate	Provider-reported clicks divided by reported sends across campaigns in the period.	Mailchimp
Audience	Subscribed contacts at the end of the period.	Mailchimp
Visitors	Sessions recorded by Google Analytics 4 in the period.	GA4
Organic clicks	Clicks from Google Search results to the site in the period.	Search Console
Key events per session	All configured GA4 key events divided by sessions; not limited to donations.	GA4
Avg. position	Average ranking position of the site in Google Search results; lower is better.	Search Console

Sources and method

Sources

Raisely	Donations, Recurring, One-off, Refunds	Reported
Stripe	Monthly donors	Reported
Mailchimp	Campaigns sent, Open rate, Click rate, Audience	Reported
GA4	Visitors, Key events per session	Reported
Search Console	Organic clicks, Avg. position	Reported

Method

Each source is authoritative for its own metrics. Figures are not reconciled across sources. Donations are reported net of refunds and chargebacks. Whole months compare with the previous month unless the report was generated with a different comparison. Stock metrics such as audience size and active monthly donors use the last value in the period. Rates are computed from period totals rather than averaged across campaigns.

Configured API sources refresh every six hours; provider reporting delays can be longer. CSV data reflects the last upload. If a connection needs attention it is listed in the watch list and the affected figures should be treated as provisional.

Generated 23 August 2026 with NonprofitDash for Harbour Foodbank. Data hosted in Sydney.