



Primary & Secondary Education

This Primary and Secondary Education Sector Spotlight is adapted from CCS's 2025 *Philanthropy Pulse* report to provide an in-depth look at the data provided by 94 survey respondents from that sector.

17% of primary and secondary schools increased their fundraising staff, while 52% increased staff pay by 4% or more over the past three years.



45%

Saw a revenue increase



54%

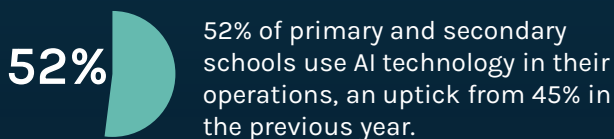
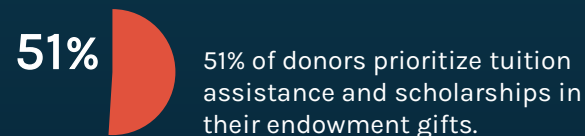
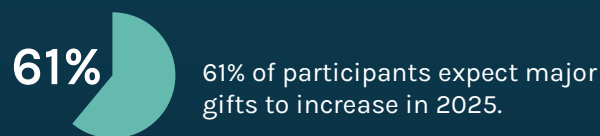
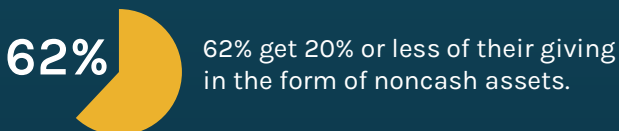
Acquired new donors



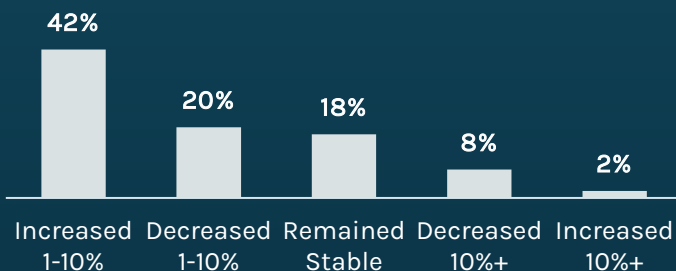
65%

Retained over half of new donors

RESPONDING PRIMARY & SECONDARY EDUCATION ORGANIZATIONS REPORT



ANNUAL FUND CHANGES DURING MOST RECENT CAMPAIGN



SOURCES OF ANNUAL FUND SUPPORT

