



2019: A YEAR IN FUNDRAISING

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INTRODUCTION



Welcome to the second edition of IoF's Year in Fundraising – a resource for our members on some key data, trends and insight that we've seen over 2019. To all organisations that we have referenced in the yearbook – thank you!

While politics here and abroad at times felt all-consuming, it has also been an important year in the fundraising community, with engaged activity on everything from supporter experience to levels of individual giving, from equality, diversity and inclusion to real efforts to collaborate and innovate better.

So while many of you have been focussed on delivering against this year's fundraising targets, I've been especially pleased to see fundraisers also thinking about some of the bigger issues that we are all facing – improving supporter experience, tackling sexual harassment, reducing our climate impact and making the fundraising community as inclusive as possible.

Excellent fundraising has to be about much more than bringing in the money. It is about how we act and behave, it's about the values we embed in our work, and it's about the changes to society our organisations deliver.

And despite the amazing optimism many of you show in predicting future income growth, this year's data shows that simply raising the money is hard. Fewer people seem to be giving to charity, but those that are giving are being even more generous. At the same time, charities are doing more to take care of those who are already

supporting them, developing deeper relationships and reporting better on the impact their donations achieve. And we know that investment in fundraising still pays dividends, whether that is engaging new supporters or providing an even better experience for your existing supporters.

The challenging environment means, for our part, that we've been trying to drive change in areas where we believe we can make a real difference. The lack of diversity in the profession is a systemic weakness that is acting as a severe brake on our ability to raise funds. We are currently missing out on a huge range of talent that can help us think and fundraise better. Our Equality, Diversity and Inclusion Strategy sets out how fundraising organisations can recruit, retain and develop a much greater diversity of people. And it sets out our role in supporting you, including continuing our journey to become a chartered body, bringing fundraisers the public recognition they deserve, and attracting more people into the profession.

We have also committed to play our part in tackling the climate emergency. We want you all to do the same.

But we cannot make the changes we believe are essential without the engagement, enthusiasm and commitment of our members and the sector as a whole. Together we can make those changes.

The decisions fundraisers and your organisations make now, and the things you choose to prioritise, will affect fundraising and the wider sector for years to come. Fundraisers have specific opportunities to make change; whether it's in the choices we make as to how we fundraise and what we invest in, how we recruit, who we train or promote, the culture we create, the donations we accept or refuse, or simply through the engagement we have with millions of people who support and donate to our causes.

We can all be part of the of the change that's needed to deliver even better fundraising, creating an even better world.

Peter Lewis
Chief Executive
Institute of Fundraising

BIG PICTURE

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- 1 NCVO, UK Civil Society Almanac: <https://data.ncvo.org.uk/>
 - 2 Blackbaud & IoF, The Status of UK Fundraising 2019 Benchmarking Report: <https://hub.blackbaud.co.uk/npinsights/the-status-of-uk-fundraising-2019-report>
 - 3 Institute of Fundraising & PwC, Fundraising for Impact: <https://www.institute-of-fundraising.org.uk/guidance/research/fundraising-for-impact/>

The public continued to be the largest income source

£22.9 billion

making up **45%** of voluntary organisations' total income¹



50%

of fundraisers reported an increase in income²

Top 3 current fundraising priorities:

1.

Improving the experience and growing relationships with existing supporters

2.

Reaching out to find new supporters

3.

Innovation, new approaches and trying new things³

31% exceeded their fundraising targets

25% met their targets

These charities put growth down to:

1. Innovation **2.** Effective resourcing **3.** Investment²



60% said investment in fundraising is a key strategic priority within their organisation²

Most important areas for fundraising investment are:

91%

Finding new supporters

90%

Improving the experience of current supporters³

73%

said that investment in generating voluntary income was a priority at their organisation

57%

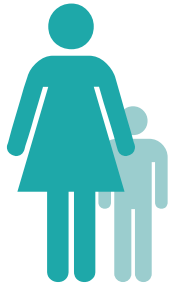
said their organisations were 'very willing' or 'somewhat willing' to invest in fundraising³



3/4 said that investment in fundraising activities/programmes had increased in the last three years³

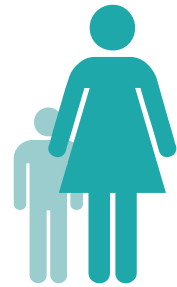
EQUALITY, DIVERSITY AND INCLUSION

-
- 1 Blackbaud & IoF, The Status of UK Fundraising 2019 Benchmarking Report: <https://hub.blackbaud.co.uk/npinsights/the-status-of-uk-fundraising-2019-report>
 - 2 IoF, Public Perceptions: what does the public think about fundraising?: <https://www.institute-of-fundraising.org.uk/guidance/research/public-perceptions/>
 - 3 IoF, Who isn't in the Room: <https://www.institute-of-fundraising.org.uk/championing-fundraising/equality-diversity-and-inclusion/changecollectivereport/>
 - 4 ACEVO, Pay and Equalities Survey 2018: <https://www.acevo.org.uk/publications/pay-and-equalities-survey-2019/>
 - 5 Inclusive Boards, Charities: Inclusive Governance 2018: <https://scvo.org/policy-research/evidence-library/2018-charities-inclusive-boards-2018>



The fundraising community is **26% men** and **74% women**¹

Nearly **1 in 2 men (45%)** think that fundraising **“is not for people like me”**²



Charity CEOs are **34% men** and **63% women**¹

9% fundraisers are BAME

3% fundraisers have a disability

4% fundraisers identify as LGBT+³

50% think their fundraising organisation is taking appropriate action to address diversity, equality and inclusion

VS

21% who think that the sector as a whole is taking appropriate action¹

3% of charity CEOs are BAME⁴

5.3% of people in charity senior leadership teams were from an ethnic minority background⁵



Average mean gender pay gap

Average median gender pay gap³



1 in 5 charities offer unpaid internships



30% of charities do not have an EDI policy



63% of charities are not taking active steps to recruit a more diverse workforce³

AROUND THE UK

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- 1 NICVA, State of the Sector: <https://www.nicva.org/stateofthesector>
 - 2 NCVO, UK Civil Society Almanac: <https://data.ncvo.org.uk/>
 - 3 WCVA, Third Sector Data Hub: <https://www.wcva.org.uk/what-we-do/the-third-sector-data-hub>
 - 4 SCVO, State of the Sector: <https://scvo.org.uk/projects-campaigns/i-love-charity/sector-stats>
 - 5 Remember a Charity, UK Legacy Fundraising Market 2019: <https://www.rememberacharity.org.uk/latest-news/legacy-research-reinforces-importance-of-normalising-legacy-giving/>

NORTHERN IRELAND¹

7,021 voluntary, community and social enterprise organisations²

£1.1 billion total annual income

12.8% of income came from the public in 2017/18 – **£160 million**

76% of people in Northern Ireland had donated in the last 12 months

Average amount donated per person in the last 12 months was **£141**

Almost three quarters (73%) used cash as their main method of donating to charity

£330 charitable income per head of population³

SCOTLAND⁴

24,416 charities registered in Scotland

£5.8 billion total annual income (**2.5% growth on previous year**)

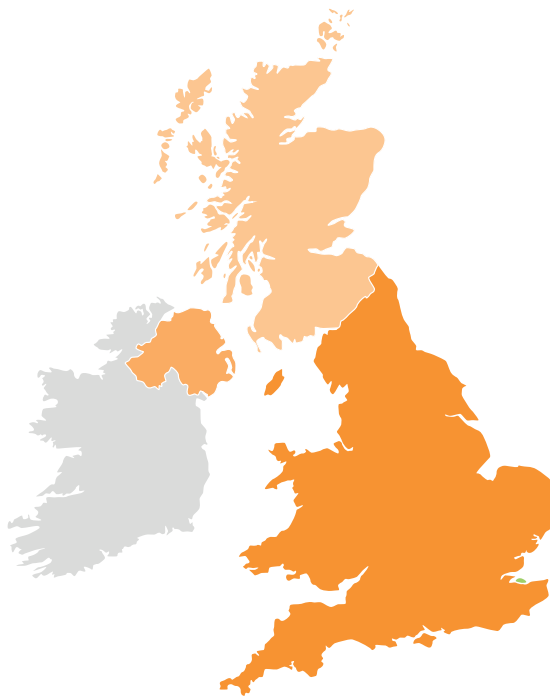
A **fifth** of the sector's income comes from the general public

Real terms legacy income growth from 2007-2017 of **23%** (Charity Financials' top 5,000 charities)⁵

£747 charitable income per head of population³

Social services and housing account for **over half** the sector's income

3.4% of Scottish workers are employed in the third sector



WALES³

8,157 charities registered in Wales

£1.26 billion total annual income

40% income from voluntary sources in 2016/17 (**35% in the previous year**)

£155.6 million from voluntary public giving (**£130.5 million in the previous year**)

Real terms legacy income growth from 2007-2017 of **35%** (Charity Financials' top 5,000 charities)⁵

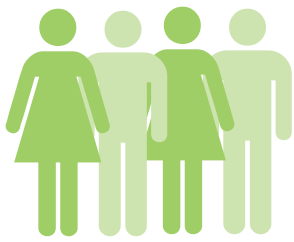
£403 charitable income per head of population

8% of people in Wales are employed in the charity sector

INDIVIDUAL GIVING

-
- 1 NCVO, UK Civil Society Almanac: <https://data.ncvo.org.uk/>
 - 2 CAF, UK Giving 2019: <https://www.cafonline.org/about-us/publications/2019-publications/uk-giving-2019>
 - 3 IoF, Public Perceptions: <https://www.institute-of-fundraising.org.uk/guidance/research/public-perceptions/>

Total donations from people (excl legacies) was
£8.3 billion in 2016/17 (from £8.4 billion in the previous year)¹



Donations from the public make up **16%** of the sector's total income¹

Proportion of total donation amount received by top 3 cause areas in 2018:²

19%

Religious organisations

11%

Overseas aid and disaster relief

10%

Medical research


While fewer people reported giving, those that did were giving more:²

£20 was the median monthly amount given by a donor in 2018 (up from £18 in 2016)

£45 was the mean amount given (up from £40 in 2016)

57% donated money to charity in 2018 (2% fewer than the previous year)²

 **34%** of the general public gave money to a charity collection in the last 12 months³

 **28%** of the general public sponsored someone in the last 12 months³

The most common way people said they were asked to donate was:²

35% on the street (down from 37% in 2017)

26% by television

23% via direct mail (down from 28% in 2016)

PUBLIC OPINION

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- 1 nfpSynergy, Fundraising Around the World: <https://nfpsynergy.net/free-report/charity-fundraising-around-the-world>
 - 2 IoF, Public Perceptions: <https://www.institute-of-fundraising.org.uk/guidance/research/public-perceptions/>
 - 3 YouGov, What motivates charitable giving?: <https://yougov.co.uk/topics/resources/articles-reports/2019/06/04/what-motivates-charitable-giving>



61% said donating makes them feel good

47% said they wished they could give to all the charities that ask¹

The top 3 statements the public associated with fundraising were:²

“It is vital for organisations to do their work”

63% agree

“It encourages positive social change”

62% agree

“It is rewarding”

57% agree



78% of the public think raising funds for charity is an important thing



57% of the general public would be proud to work in the charity sector



77% of those who have fundraised or volunteered in the last 12 months would be proud to work in the charity sector



36% of the general public said they know ‘a little’ or ‘a lot’ about what’s involved in a fundraising career²

Top reasons for giving to charity are:³

“I believe in the cause”

“I believe you should give to charity”

CORPORATE GIVING

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- 1 ACF, Foundations Giving Trends 2019: <https://www.acf.org.uk/policy-practice/research-publications/foundation-giving-trends-2019>
 - 2 Charity Benchmarks, 2019 Charity Benchmarks Report: <https://www.charitybenchmarks.org/>
 - 3 peak b, Small Business Community Value: <https://peakb.uk/sbci>
 - 4 C&E, Corporate-NGO Partnerships Barometer 2019: <https://www.candeadvisory.com/barometer>
 - 5 Institute of Fundraising & PwC, Fundraising for Impact: <https://www.institute-of-fundraising.org.uk/guidance/research/fundraising-for-impact/>

Corporates gave **£500 million** to charities in 2017/18¹



83% of charities said they

expected their organisation to increase or significantly increase their investment in cross-sector partnerships²

81% of charities agreed that harnessing corporate partners skills and assets would help them make more of an impact in delivering their mission than a relationship based on just financial value

91% said they had embarked on corporate partnerships to enhance their reputation and credibility²

48% of charities said they had increased their investment in corporate fundraising over the last 3 years⁵

Giving by top 50 corporate foundations increased by **23%** to

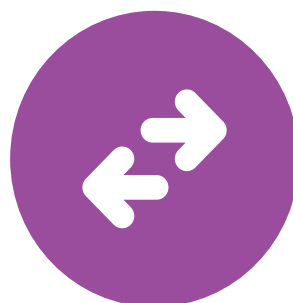
£259 million¹



Corporate foundations contribute **9%** of total foundation giving¹



42% of small businesses said they have increased their support for charities and just **7%** said they have decreased their support³



66% of charities believed that partnerships were changing their partners business practices and **64% of businesses agreed**⁴

MAJOR DONOR FUNDRAISING AND PAYROLL GIVING

-
- 1 Institute of Fundraising & PwC, Fundraising for Impact: <https://www.institute-of-fundraising.org.uk/guidance/research/fundraising-for-impact/>
 - 2 HMRC, UK Payroll Giving Scheme: <https://www.gov.uk/government/statistics/payroll-giving-schemes>
 - 3 The Sunday Times, Giving Lists 2019: <https://www.thetimes.co.uk/article/the-sunday-times-giving-list-2019-who-are-the-uk-s-most-generous-millionaires-sunday-times-rich-list-txtwsbh27>
 - 4 Association of Payroll Giving Organisations: <https://www.civilsociety.co.uk/news/significant-rise-in-payroll-giving-in-the-uk-says-fundraising-body.html>
 - 5 IoF, Public Perceptions: <https://www.institute-of-fundraising.org.uk/guidance/research/public-perceptions/>
 - 6 Barclays, Barriers to Giving: <https://privatebank.barclays.com/news-and-insights/2019/november/barriers-to-giving/>

MAJOR DONOR FUNDRAISING

35% said they had increased their level of investment in major donor fundraising over the last three years

68% said they expect their major donor income to increase over the next three years¹

A record

£3.75 billion

was donated to charity by the UK's richest individuals in the last 12 months

↑ 0.5% increase on the previous year³



The number of individuals donating

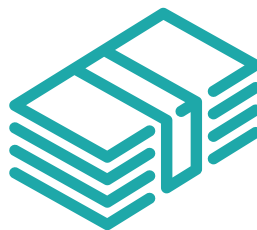
more than **1% of their wealth fell from 86 to 72**³

42% of **HNWIs** consider that the amount they are able to give would be insufficient to make a real impact⁶

PAYROLL GIVING

1,034,000 donors in 2017-18²

£137 million donated by payroll giving in 2017/18 ↑ 6 million more than the previous year²



Amounting to **£40 million** income tax relief²



3,458 employers were awarded a Payroll Giving Quality Mark in 2019 – **65% more than the previous year**, indicating that more firms offering a scheme⁴



2% of the general public said they had donated by payroll giving in last 12 months⁵

TRUSTS AND FOUNDATIONS

1 ACF, Foundations Giving Trends 2019: <https://www.acf.org.uk/policy-practice/research-publications/foundation-giving-trends-2019>

2 Institute of Fundraising & PwC, Fundraising for Impact: <https://www.institute-of-fundraising.org.uk/guidance/research/fundraising-for-impact/>


Total annual grant-making by all charitable foundations is estimated at **£6.5 billion**¹

£2.6 billion in grant-making was awarded by the top 300 foundations in 2017-18 (excl. Wellcome Trust) **↑** up from **£2.3 billion** in the previous year¹

 **49%** of foundations increased grants even though their income or assets were down this year¹

£105 million goes to environmental causes and this is expected to rise¹

 Top 300 foundations spent **9.2%** on direct charitable spending (their own programmes) in 17-18 **↑ higher than last year's 8.7%**¹

 **64%** of top foundations saw a real increase in grant-making¹

 **Foundations provided 14.3%** of private giving to charities in 2017-18¹

55% of charities said their investment in trusts and foundations fundraising has increased over the last three years

64% of charities expect to increase their income from trusts and foundations over the next three years²

LOTTERIES AND EVENTS FUNDRAISING

-
- 1 Gambling Commission, Industry Statistics: <https://www.gamblingcommission.gov.uk/news-action-and-statistics/Statistics-and-research/Statistics/Industry-statistics.aspx>
 - 2 massive, The massive Top25: <https://www.wearemassive.co.uk/insight/mass-participation-top-25-2/>
 - 3 CAF, UK Giving 2019: <https://www.cafonline.org/about-us/publications/2019-publications/uk-giving-2019>
 - 4 IoF, Public Perceptions: <https://www.institute-of-fundraising.org.uk/guidance/research/public-perceptions/>
 - 5 massive, sports fundraising market snapshot 2019: <https://www.wearemassive.co.uk/insight/sports-fundraising-market-snapshot/>
 - 6 Institute of Fundraising & PwC, Fundraising for Impact: <https://www.institute-of-fundraising.org.uk/guidance/research/fundraising-for-impact/>


LOTTERIES

£1.5 billion

in National Lottery contributions to good causes from Oct 2017 – Sep 2018, a **↑ 0.3%** increase on previous year¹

£314 million

was raised for good causes by large society lotteries **↑ £15.2 million** increase from the last reporting period and the highest contribution figure to date¹

 **22%** of charities increased their level of investment in lottery fundraising over the last three years

34% of charities expect to increase their investment in lottery fundraising over the next three years⁶

 **37%** had bought a lottery/ raffle ticket in last 12 months³

EVENTS FUNDRAISING



The 25 largest events raised **£133.6 million in 2018** **↓ Down 1%** from the previous year²



14 events grew income, **10 saw falls** and **1 saw income remain flat**²

22% of the public had given to charity via a fundraising event in last 12 months³

13% had taken part in a charity event in the last 12 months⁴


In 2018 the top 25 sports events raised over **£150 million – a 12% increase from 2017**⁵

51% of charities had increased their investment in community and events fundraising over the last three years

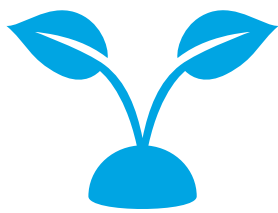
58% of charities expect their income from community and events fundraising to increase over the next three years⁶

LEGACIES

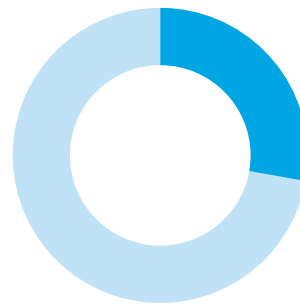
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- 1 Smee & Ford, Legacy Trends 2019: https://go.wilmingtonplc.com/Legacy-Trends-Report-2019_Legacy-Trends-2019.html?utm_source=exacttarget&utm_medium=email&utm_campaign=Legacy+Trends+2019+report+-+gen+prospects
 - 2 NCVO, UK Civil Society Almanac: <https://data.ncvo.org.uk/>
 - 3 Remember a Charity, UK Legacy Fundraising Market 2019: <https://www.rememberacharity.org.uk/latest-news/legacy-research-reinforces-importance-of-normalising-legacy-giving/>
 - 4 Remember a Charity, Consumer tracking: <https://www.rememberacharity.org.uk/latest-news/new-poll-shows-more-people-are-happy-to-leave-charitable-gifts-in-wills/>
 - 5 Institute of Fundraising & PwC, Fundraising for Impact: <https://www.institute-of-fundraising.org.uk/guidance/research/fundraising-for-impact/>



Legacy income is
£3.36 billion
the largest ever reported¹



Over the last five years legacies have **grown by 50%**²



Legacies generate **28% of fundraising** charities total voluntary income³



The proportion of wills that include a charitable gift has increased from **12.2% in 2007 to 15.8% in 2017**³



24% From 2007 to 2017 there was a **24% increase** in the number of top fundraising charities reporting legacy income³

6.3% of the population leave a bequest in a will¹

40% of people now say they would be happy to leave a gift to charity in their will, **up from 35% in 2008**⁴



Health charities account for **42% of all legacy income**³

The average number of bequests per charitable will was **3.4 in 2018**¹



Organisations with annual income over **£10 million** account for **81% of legacy income**²

48% of fundraisers expect **legacy income to increase** over the next three years⁵

DIGITAL AND TECHNOLOGY

-
- 1 Blackbaud & IoF, The Status of UK Fundraising 2019 Benchmarking Report: <https://hub.blackbaud.co.uk/npinsights/the-status-of-uk-fundraising-2019-report>
 - 2 IoF, Public Perceptions: what does the public think about fundraising?: <https://www.institute-of-fundraising.org.uk/guidance/research/public-perceptions/>
 - 3 CAF, UK Giving 2019: <https://www.cafonline.org/about-us/publications/2019-publications/uk-giving-2019>
 - 4 Phone-paid Services Authority, Annual Market Review: <https://psauthority.org.uk/news/news/2019/august/market-grows-by-over-90-million-according-to-psa-annual-market-review>

1 in 5 charities do not have a digital strategy¹

Twice as many small charities (42%) do not have a digital strategy¹

 **29%** of the general public had visited a charity website in the last 12 months²

 Of the **15% who donated** via debit card – **9% was contactless**³

45% of charities feel underprepared to take advantage of contactless payments¹

 **92%** of charities use Facebook to communicate


with supporters and 80% said these efforts have been successful over the past year¹

 When the public were asked where they'd heard something about fundraising, **30% said Facebook**²

1 in 5 people reported giving via website or app in last 12 months – of these:¹

 **46%** via a charity website

 **3%** via an app

 **58%** via third-party site e.g. JustGiving

 **14%** through social media



Text donations to charities grew by 32% from £37.5 million to £49.6 million⁴

LOOKING FORWARDS

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- 1 Blackbaud & IoF, The Status of UK Fundraising 2019 Benchmarking Report: <https://hub.blackbaud.co.uk/npinsights/the-status-of-uk-fundraising-2019-report>
 - 2 Institute of Fundraising & PwC, Fundraising for Impact: <https://www.institute-of-fundraising.org.uk/guidance/research/fundraising-for-impact/>



Top three concerns for the future:²

79%

Uncertainty over the economy and disposable income of donors

70%

Increased costs for carrying out fundraising activity and campaigns

66% Brexit



Top three future fundraising priorities:²

74%

Finding new supporters

54%

Exploring new fundraising activities

51%

Improving the experience of our current supporters



Top three fundraising challenges for the sector over the next 3 years:

1. Economic situation leading to fewer donations
2. Public perceptions of the sector
3. Keeping up with the pace of technology change¹



50% of charities expect income to increase



67% said the biggest challenge to the sector is the economic environment



41% say that they do not have enough people with the right balance of skills in their fundraising teams



66% of respondents told us that they are positive about the future of the sector as a whole¹



2019: A YEAR IN FUNDRAISING

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