



Salary Report 2023: Fundraising

June 2023



Introduction

2022 was a difficult year for charities recruiting. This was due to a highly competitive recruitment market where there were more job vacancies in the UK than candidates available to fill them. Offering fair pay is crucial, not only to attract candidates, but also to promote diversity in the workforce.

CharityJob has compiled this report for the Chartered Institute of Fundraising to provide insight into trends and average salaries for fundraising roles and to help charities offer competitive salaries that align with industry standards. The report is based on data from all fundraising jobs posted on CharityJob's website in 2022.

To find out more about average salaries and trends in the charity sector as a whole, as well as information on the benefits CharityJob candidates receive and value the most, please check out [CharityJob's full salary report](#).

About CharityJob

[CharityJob](#) is the UK's leading specialised job board for non-profit, NGO, social enterprise, CIC and voluntary roles. We draw on more than two decades of insight and personal experience, to align inspiring organisations with the brightest talent.

We help charities to find people who share their purpose, faster, easier and more fairly. We know exactly what it takes to find the perfect candidate and put it all in the palm of your hand: a fantastic range of practical free tools, including our end-to-end hiring platform, a salary checker tool and anonymous recruitment option, personal, tailored service from experts who care and exceptional value for money.

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About this report

All salaries in this report are derived from 9,500 UK charity and not-for-profit fundraising job vacancies posted on the CharityJob website in 2022. When we compare to all of our jobs, we're comparing to a base of 61,900 vacancies. At some points in this report, we compare to 2019 to give an idea of how the recruitment market has changed. We've chosen to only report on areas where there has been a significant or interesting change.

Charity size

We've listed salaries for small, medium and large charities, which for the purpose of this report have been classified by headcount as follows:

Small charities: 20 or fewer

Medium charities: 21-100

Large charities: 101+

Job levels

Within job categories, we've specified salaries by job level. These are in accordance with how these jobs are categorised by recruiters when posting jobs.

Data accuracy

The data presented in this report is based on a huge number of job roles and has been reviewed by our team at CharityJob. We're confident that it reflects the sector closely. Nevertheless, it's important to note that the categorisation of job roles is dependent on how recruiters classify the jobs they post on our website, which may not be without some errors.

In this report, when we use the term 'demand', we're referring to the number of clicks on the 'apply' button for various job types, specifically indicating demand from candidates.

Market trends

A candidate-driven market

As mentioned, in 2022 the UK experienced challenges with recruitment. Our data from 2022 reflects this tough recruitment market. However, some changes have started to emerge in 2023 and the market appears to be stabilising. Candidate registrations have increased by 32% from Q1 of 2022 to Q1 of 2023.

The number of all jobs posted on our website increased by 35% from 2019 to 2022. The number of fundraising jobs increased by 9% from 8,700 to 9,500.

The proportion of fundraising roles compared to other roles posted on our website has decreased, from 19% in 2019 to 15% in 2022.

Demand for all jobs, measured by the average number of clicks on the 'apply' button, decreased by 38% from 2019. Fundraising jobs saw a similar trend, with demand decreasing by 35% when compared to 2019.

Average salary

The average salary for a role posted on CharityJob in 2022 was £34,800, indicating a 3% decrease from 2019.

	2019	2022	% change
Total number of jobs	45,900	61,900	↑ 35%
Average salary	£35,700	£34,800	↓ 3%

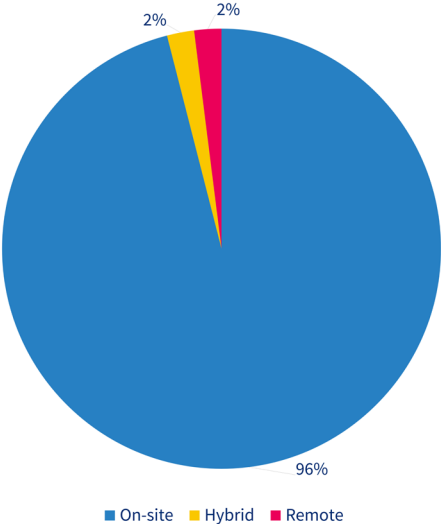
2019 - 2022 Number of jobs



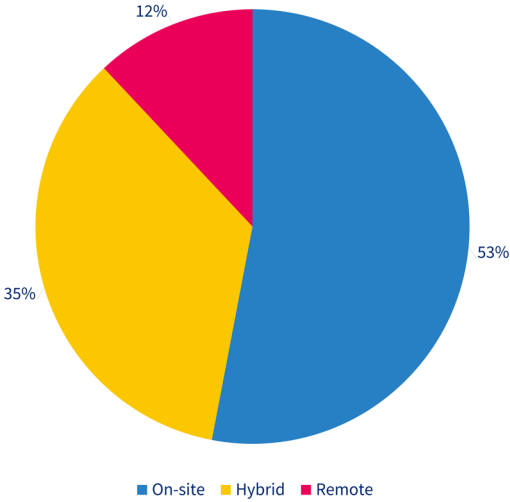
Changes in working arrangements

There have been significant changes in working arrangements as an after-effect of the pandemic, with 53% of all roles posted being on-site, 35% being hybrid, and 12% being remote. This is compared to 2019, where 96% of roles posted were on-site.

All jobs - working arrangements 2019



All jobs - working arrangements 2022



Fundraising data

Average salary 2019: £36,300

Average salary 2022: £37,700

↑ 4%

The average salary increased by 4% from £36,300 in 2019 to £37,700 in 2022. The total number of jobs posted increased by 9% from 2019, with small and large organisations seeing increases of 22% and 25% respectively. There was a 54% decrease in the number of fundraising jobs from 2019 to 2020 due to the pandemic, but it has increased steadily since then.

Trends over the last four years

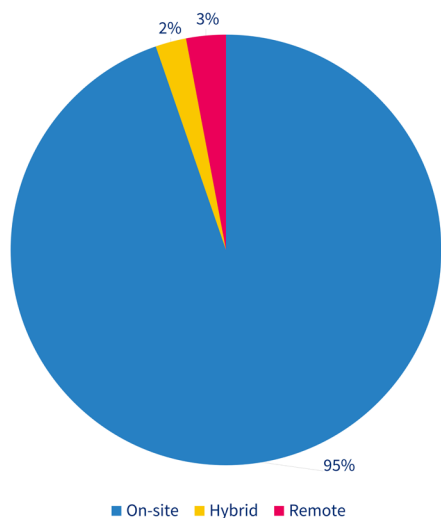
	2019	2020	2021	2022	% change
Average salary	£36,300	£37,300	£36,600	£37,700	↑ 4%
Number of jobs	8,700	4,000	7,400	9,500	↑ 9%

Working arrangements

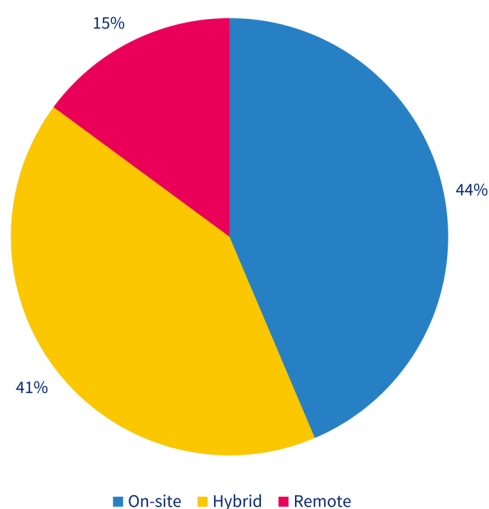
For fundraising roles, the change in working arrangements over time is even greater. In 2022, 44% of fundraising roles were on-site, 41% were hybrid and 15% were remote. This is compared to 2019, where 95% of roles posted were on-site.

In particular, the average salary for hybrid working jobs increased by 18% to £36,800. This is largely due to the huge increase in the number of hybrid working jobs—200 in 2019 to 3,900 in 2022. There was a 4% increase in average salary for on-site roles, even though the number of these jobs decreased by 50% from 8,200 to 4,100.

Fundraising jobs - working arrangements 2019



Fundraising jobs - working arrangements 2022



Average salary by workplace 2019 & 2022

	2019	2022	% change
Hybrid	£31,100	£36,800	↑ 18%
On-site	£36,400	£37,800	↑ 4%
Remote	£31,800	£36,900	↑ 16%

Experience level

Salaries for junior, experienced (non-manager) and management level roles increased by 9%, 6% and 3% respectively. The average salary for entry level positions decreased by 2% and senior executive and director salaries also decreased by 8% and 7%.

Average salary by experience level 2019 - 2022

	2019	2020	2021	2022
Entry level / graduate	£25,300	£23,700	£24,800	£24,900
Junior	£26,900	£28,200	£27,700	£29,200
Experienced (non-manager)	£33,400	£34,100	£33,800	£35,300
Management	£42,600	£42,900	£43,400	£44,000
Senior executive	£60,600	£62,300	£55,100	£56,100
Director	£72,700	£75,700	£66,000	£66,800

Sectors

The 'health and medical' sector had the highest number of fundraising roles in both 2019 and 2022, meaning this sector was in the highest demand from recruiters.

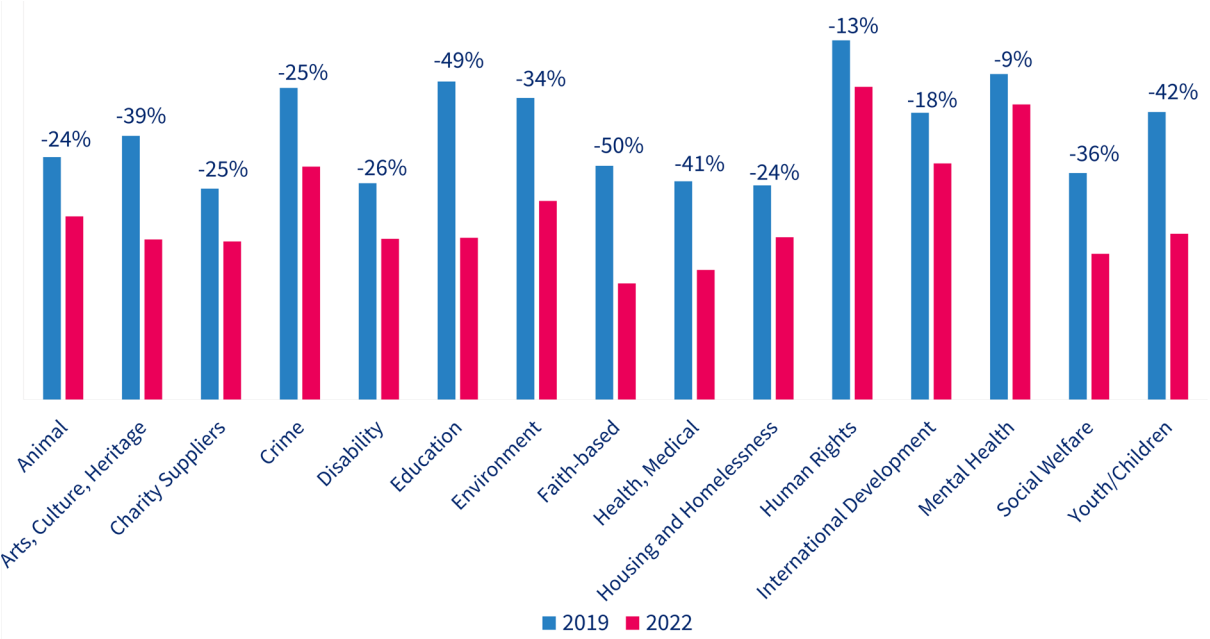
Number of jobs by sector 2019 & 2022

	2019	2022	% change
Animal	500	500	0%
Arts, culture & heritage	300	400	↑ 33%
Charity suppliers	200	200	0%
Crime	20	20	0%
Disability	500	500	0%
Education	400	500	↑ 25%
Environment	400	500	↑ 25%
Faith-based	100	100	0%
Health & medical	2,400	2,800	↑ 17%
Housing & homelessness	300	300	0%
Human rights	200	200	0%
International development	700	600	↓ 14%
Mental health	300	300	0%
Social welfare	1,000	1,200	↑ 20%
Youth / children	1,400	1,300	↓ 7%



When looking at candidate demand, fundraising jobs in the ‘human rights’ sector had the highest average number of clicks on the apply button in both 2019 and 2022.

Average clicks on the apply button by sector - 2019 vs 2022



Salaries

Looking across salaries, in 2022 education was the highest paying sector for fundraising roles. It also saw the highest increase in average salary from 2019 (11%). Salaries in the animal and crime categories both saw increases of 10%.

Average salary by sector 2019 & 2022

	2019	2022	% change
Animal	£33,600	£37,100	↑ 10%
Arts, culture & heritage	£36,300	£37,800	↑ 4%
Charity suppliers	£38,400	£38,100	↓ 1%
Crime	£31,400	£34,600	↑ 10%
Disability	£34,100	£36,500	↑ 7%
Education	£39,300	£43,800	↑ 11%
Environment	£34,900	£36,300	↑ 4%
Faith-based	£34,100	£35,800	↑ 5%
Health & medical	£35,600	£36,500	↑ 3%
Housing & homelessness	£37,000	£36,700	↓ 1%
Human rights	£41,500	£39,400	↓ 5%
International development	£40,300	£41,000	↑ 2%
Mental health	£35,200	£35,900	↑ 2%
Social welfare	£35,700	£37,500	↑ 5%
Youth / children	£36,500	£38,100	↑ 4%

Location

In terms of job locations, fundraising roles are distributed similarly to all jobs, with the majority in the UK being in England (94%) and particularly in London (56%). This is in line with NCVO figures that show that more than half of the voluntary workforce (51%) is based in the south of England. Salaries elsewhere are typically a little lower.

	Country	Sector		Fundraising	
		% of total jobs	% of total UK jobs	% of total jobs	% of total UK jobs
UK		99%		99%	
	England		95%		94%
	Scotland		2%		3%
	Wales		2%		2%
	Northern Ireland		1%		1%
International		1%		1%	

Country	City	Sector		Fundraising	
		% of total UK jobs	% of total country jobs	% of total UK jobs	% of total country jobs
England		95%		94%	
	London		53%		56%
	Outside of London		47%		44%
Scotland		2%		3%	
	Edinburgh		34%		40%
	Glasgow		1%		28%
	Outside of Edinburgh & Glasgow		65%		32%
Wales		2%		2%	
	Cardiff		48%		38%
	Outside of Cardiff		52%		62%
Northern Ireland		1%		1%	

Summary

This report highlights the challenges faced by charities recruiting in 2022. The UK-wide candidate-driven market, with increased job vacancies but fewer candidates, resulted in a decrease in demand for jobs. As we move further into 2023, there's hope on the horizon as signs of increasing stability in the recruitment market are emerging.

The pandemic has changed the way charities work, with a significant increase in remote and hybrid opportunities for all jobs. In 2022, only 44% of fundraising roles were on-site, compared to 95% in 2019.

In 2022 the number of fundraising jobs increased, however, we expect this to level out as the market begins to stabilise in 2023.

Whilst average salaries for fundraising roles have increased by 4% from 2019, charities should ideally look to increase salaries in 2023 to better align with inflation and attract talent. If this just isn't possible for you, then you should look at other things you can do to make roles more attractive, such as offering more flexibility, training opportunities and other benefits, or reducing the responsibilities attached to the role.

Offering a fair salary is essential for attracting and retaining top talent, as well as for promoting diversity, equality and inclusion in the sector. We hope this report proved a useful tool in providing insight into trends in fundraising roles and average fundraising salaries in 2022 and will help charities to make informed decisions about salaries.

To find out more about wider salary trends, and average salaries across all charity job categories, please check out the [CharityJob Salary Report 2023](#).

Please note that the salaries in this report are based on last year's data. Check out the [CharityJob salary checker tool](#) for the most up-to-date information, and don't forget to consider inflation when making salary-related decisions.