

Small Charities in Australia 2021



Small Charity
Research Insights

Introduction

This insights report has been prepared by the Small Non-Profits Alliance and is a summary of the key highlights of research into small charities titled *Fundraising in Australian Small Charities: Unique needs, Strengths and Challenges*.

The research was conducted in July and August 2021 by Ducere Business School at Torrens University Australia, in partnership with Fundraising Institute Australia (FIA) and the Small Non-Profits Alliance.

Methodology

To better understand the strengths, challenges and needs of Australian small charities, the sector was engaged through a quantitative online survey. This data was further supported by a series of in-depth interviews with a varied group of small charities from diverse range of industries and locations across Australia.

66 small charities responded to the online survey and 12 small charities were interviewed in depth.

41 charities stated they had been operating for 11 years or more, 18 had been operating for between six and 10 years, and seven charities has been operating less than five years.

For the purposes of this research, small charities were defined as those generating less than \$1 million per year in revenue.





2021 Small Charity Snapshot

ACNC, 2021



Online presence

52% of small charities reported an online presence



Donations & bequests

Donations & bequests are 30% of small charities revenue



Online fundraise

Only 45% of small charities conduct fundraising online

All charities revenue is \$155.5 billion



Small charities revenue at \$4.9 billion



ACNC, 2021

Small Charities and COVID-19



of small charities told researchers during in-depth interviews they'd experienced a decline in fundraising due to COVID-19.

DUCERE, 2021



Only 1-in-4 small charities told researchers they were able to pivot their fundraising plans during the pandemic.

DUCERE, 2021



How small charities fundraise

fundraising revenue trends



Philanthropic grants

76% of small charities say grants are their top source of fundraising



social media

68% of small charities use social media i.e Facebook Fundraising to fundraise



Email

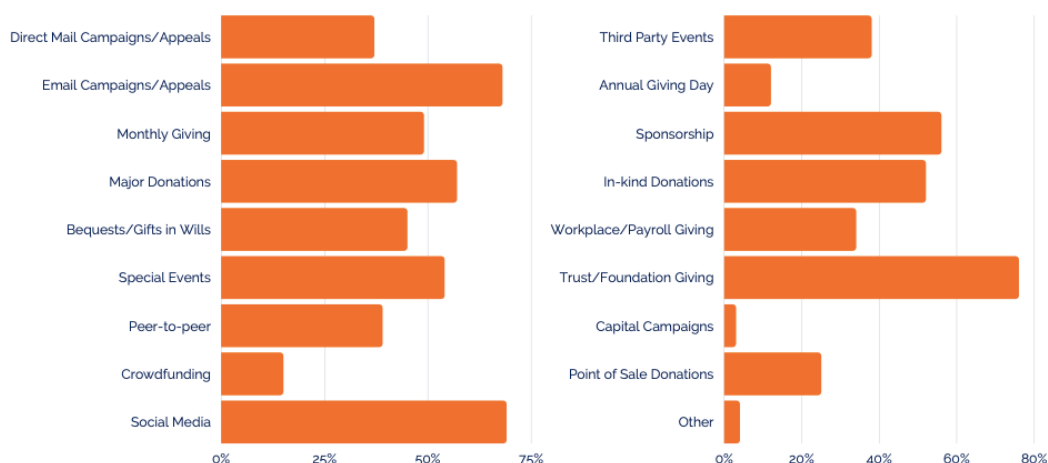
67% of small charities use eDM or email campaigns to fundraise



DUCERE, 2021

Fundraising revenue trends

FUNDRAISING CHANNELS



Ducere, 2021

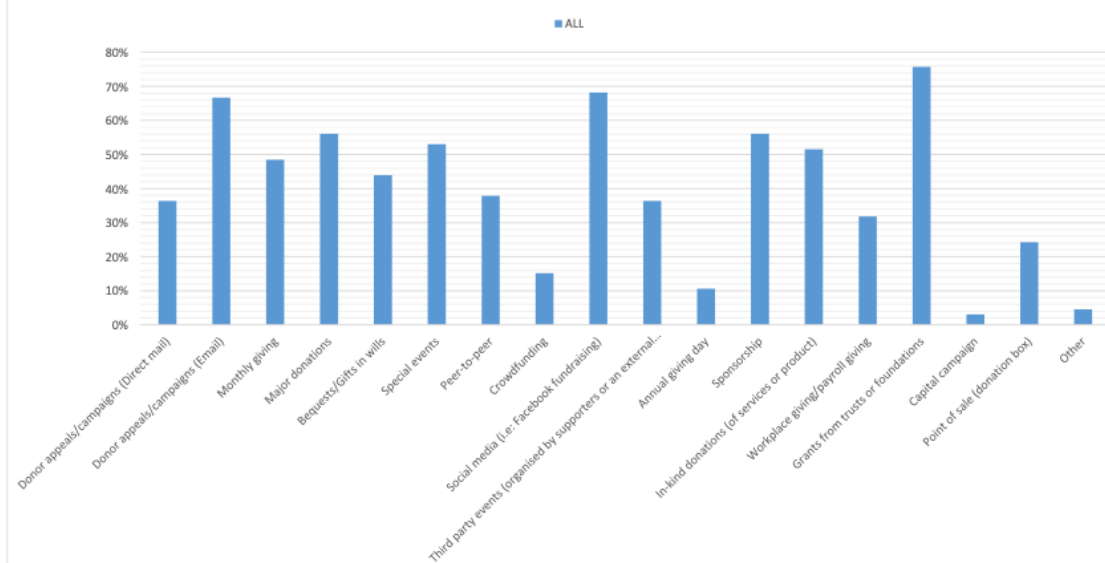
The **top three** sources of fundraising are

1 Grants from trusts/foundations

2 Donor Appeals

3 Major Donations

Which of the following fundraising practices do you use as part of your fundraising program?



Fundraising challenges



Attracting new donors



Lack of awareness of organisation



Lack of fundraising knowledge

How can fundraising be improved?



**More targeted/
effective marketing**



**Improved
fundraising skills**



**More staff/
volunteers**



Digital trends

Advertising of fundraising campaigns

DUCERE, 2021



Social media advertising

Social media advertising is the most popular way to promote fundraising campaigns



Email

Email campaigns or eDMs is the second most popular way to promote fundraising campaigns



of small charities use their website to fundraise



of small charities use paid social media marketing to fundraise



of small charities use email marketing to fundraise



of small charities use donor management software

DUCERE, 2021



of small charities use online donations to fundraise



of small charities have mobile donation capabilities



of small charities use Search Engine Optimisation (SEO)

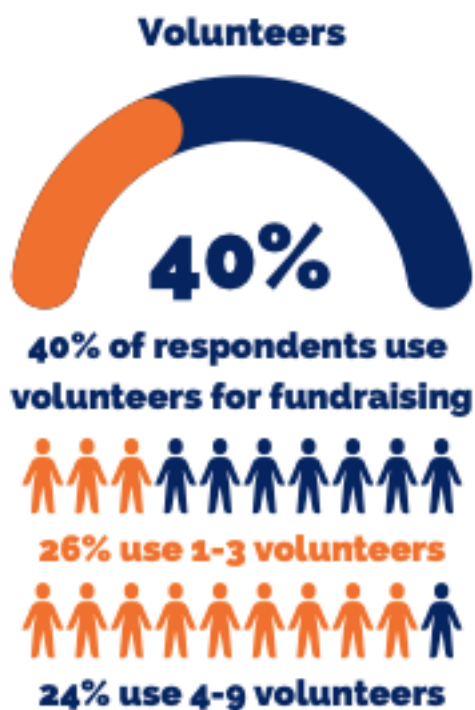


of small charities use third party fundraising platforms

DUCERE, 2021

Resourcing

Ducere, 2021



Disclaimer

This research summary document has been prepared and intended to be used as a summary document only.

Information contained in this summary has been taken from the final report provided by Ducere Business School from the research conducted between July and August 2021, in partnership with Fundraising Institute Australia and Small Non-Profits Alliance, titled Fundraising in 'Australian Small Charities: Unique needs, Strengths and Challenges'.

