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

52%  30%  45%

<table>
<thead>
<tr>
<th>Online presence</th>
<th>Donations &amp; bequests</th>
<th>Online fundraise</th>
</tr>
</thead>
<tbody>
<tr>
<td>52% of small charities reported an online presence</td>
<td>Donations &amp; bequests are 30% of small charities revenue</td>
<td>Only 45% of small charities conduct fundraising online</td>
</tr>
</tbody>
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All charities revenue is $155.5 billion
Small charities revenue at $4.9 billion

ACNC, 2021
Small Charities and COVID-19

58% of small charities told researchers during in-depth interviews they’d experienced a decline in fundraising due to COVID-19.

DUCERE, 2021

25% 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

76%
68%
67%

<table>
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<tr>
<th>Philanthropic grants</th>
<th>social media</th>
<th>Email</th>
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<tbody>
<tr>
<td>76% of small charities say grants are their top source of fundraising</td>
<td>68% of small charities use social media i.e Facebook Fundraising to fundraise</td>
<td>67% of small charities use eDM or email campaigns to fundraise</td>
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DUCERE, 2021
Fundraising revenue trends

**Fundraising Channels**

- Direct Mail Campaigns/Appeals
- Email Campaigns/Appeals
- Monthly Giving
- Major Donations
- Bequests/Gifts in Wills
- Special Events
- Peer-to-peer
- Crowdfunding
- Social Media
- **Third Party Events**
  - Annual Giving Day
  - Sponsorship
  - In-kind Donations
  - Workplace/Payroll Giving
  - Trust/Foundation Giving
  - Capital Campaigns
  - Point of Sale Donations
  - Other

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**Ducere, 2021**

The top three sources of fundraising are

1. Grants from trusts/foundations
2. Donor Appeals
3. Major Donations

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

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Fundraising challenges

- Attracting new donors: 28%
- Lack of awareness of organisation: 19%
- Lack of fundraising knowledge: 13%

How can fundraising be improved?

- More targeted/effective marketing: 33%
- Improved fundraising skills: 25%
- More staff/volunteers: 27%
Digital trends
Advertising of fundraising campaigns

DUCERE, 2021

Social media advertising: 72%
Social media advertising is the most popular way to promote fundraising campaigns

Email: 63%
Email campaigns or eDMs is the second most popular way to promote fundraising campaigns

83% of small charities use their website to fundraise
55% of small charities use paid social media marketing to fundraise
56% of small charities use email marketing to fundraise
47% of small charities use donor management software

65% of small charities use online donations to fundraise
21% of small charities have mobile donation capabilities
21% of small charities use Search Engine Optimisation (SEO)
47% of small charities use third party fundraising platforms

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Resourcing

Ducere, 2021

**Staff**

68%

68% of respondents use 1-3 staff for fundraising

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**Volunteers**

40%

40% of respondents use volunteers for fundraising

- 26% use 1-3 volunteers
- 24% use 4-9 volunteers
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’.