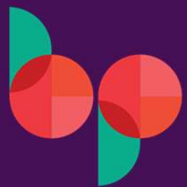
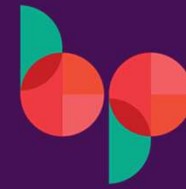


Topline Trends for Smaller Organisations



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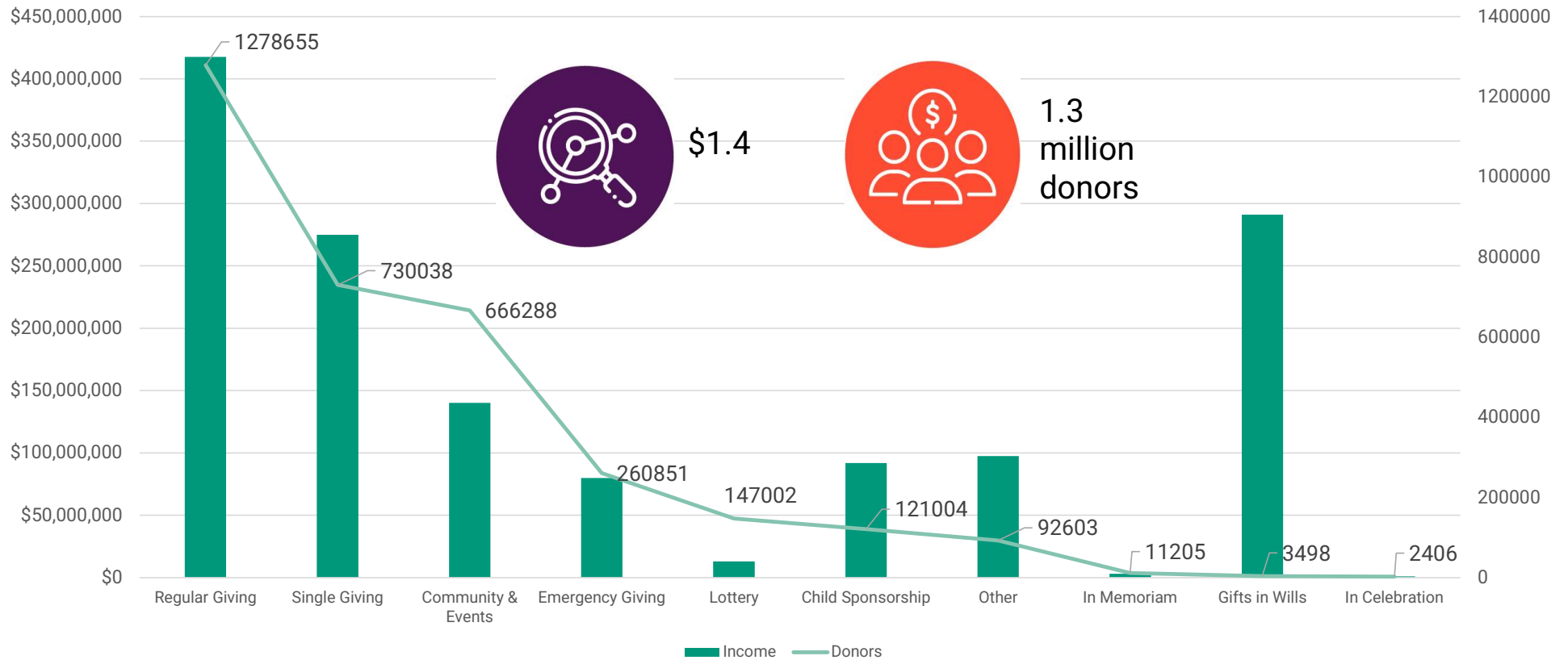


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Individual Giving Trends What does the Sector Look Like?

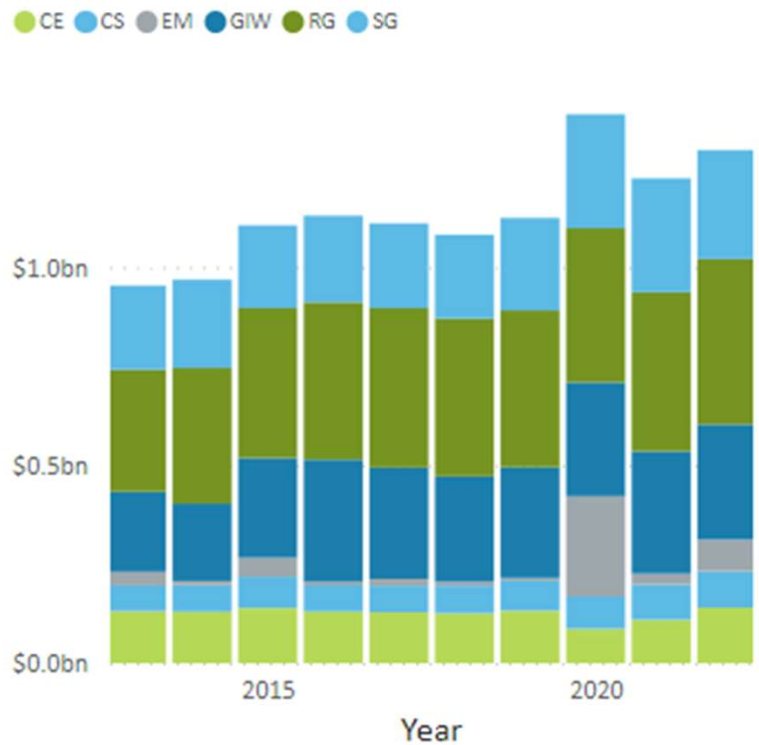
43 Australian charities

2022 Calendar Year Individual Giving Income & Donor Numbers

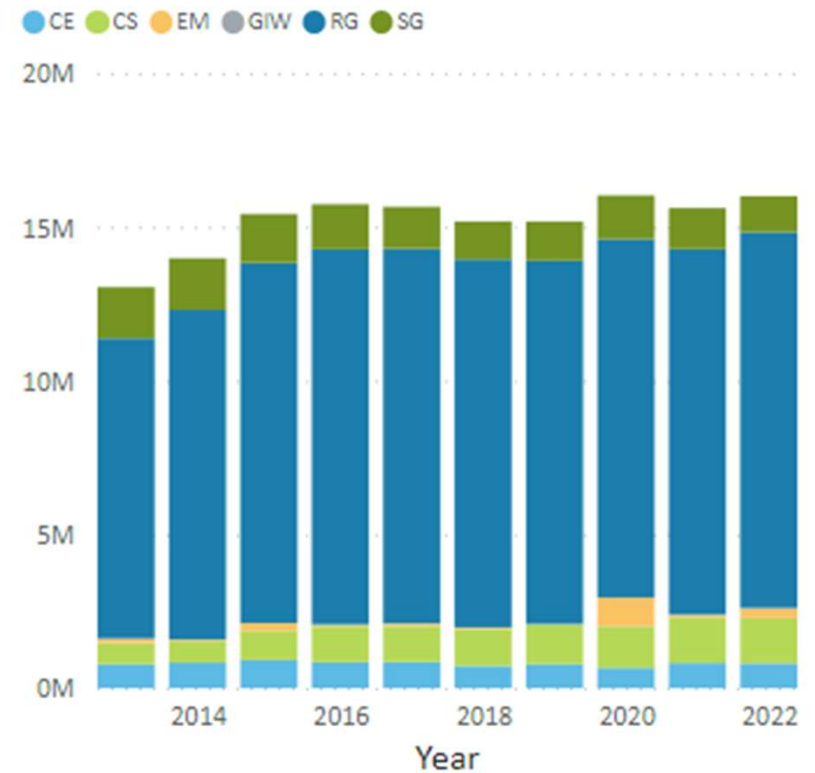


Individual Giving Income and Gift Growth

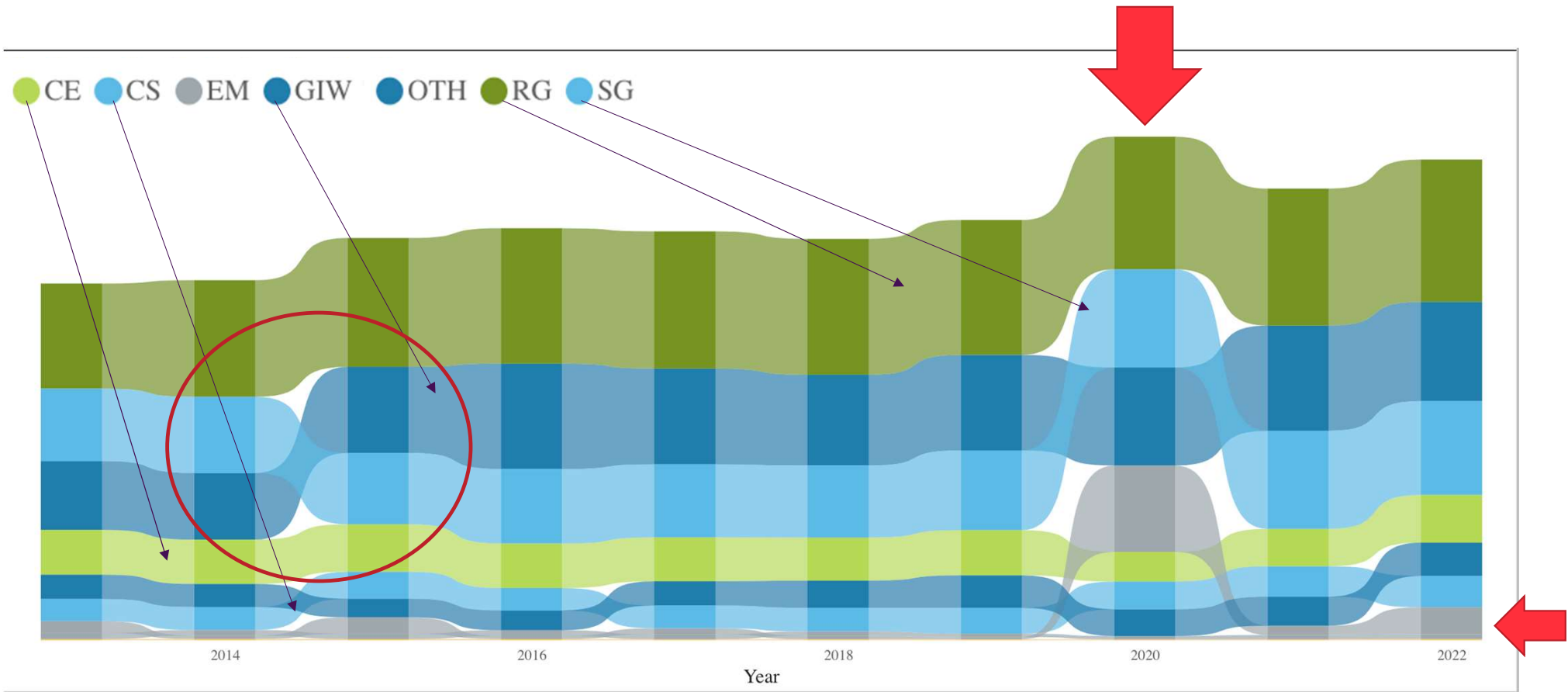
Total income



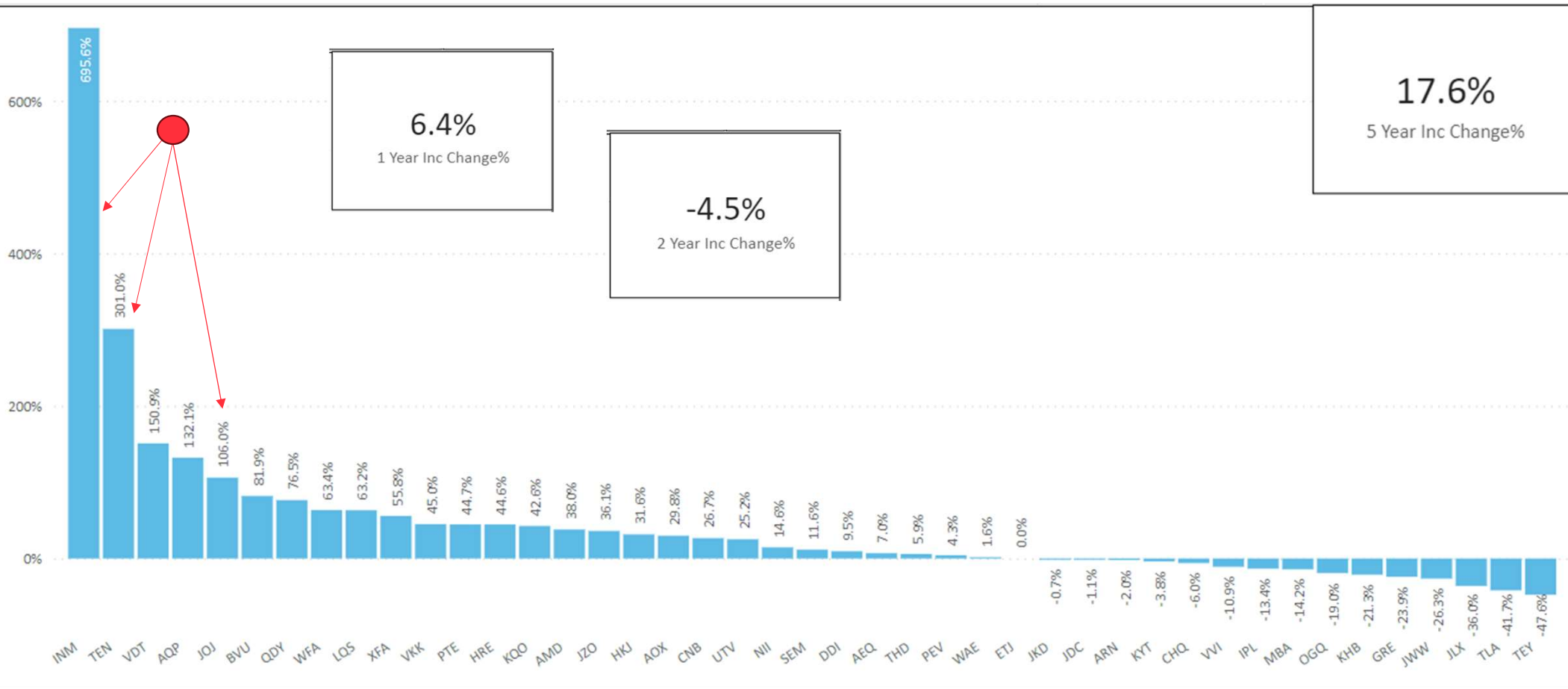
Total Gifts



Individual Giving showing resilience and growth



72% grew individual giving over the last 5-years





719K
Single Givers 2022

1.14M
SG Gifts Last Year

\$212.32M
SG Value

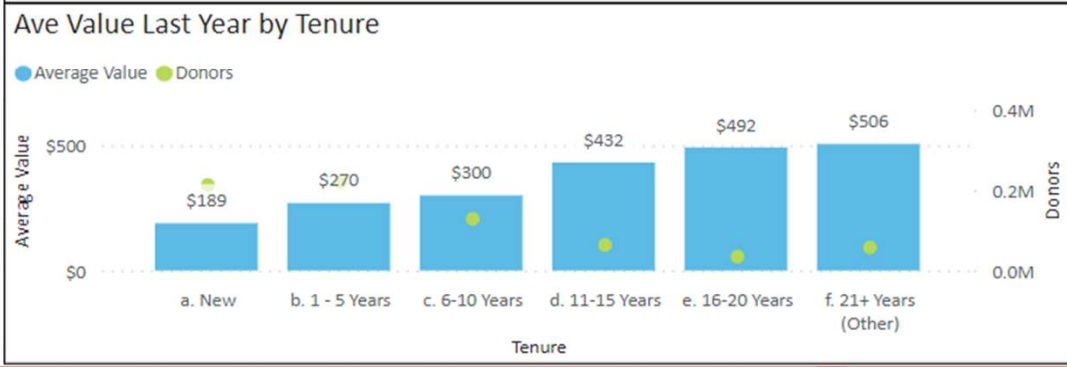
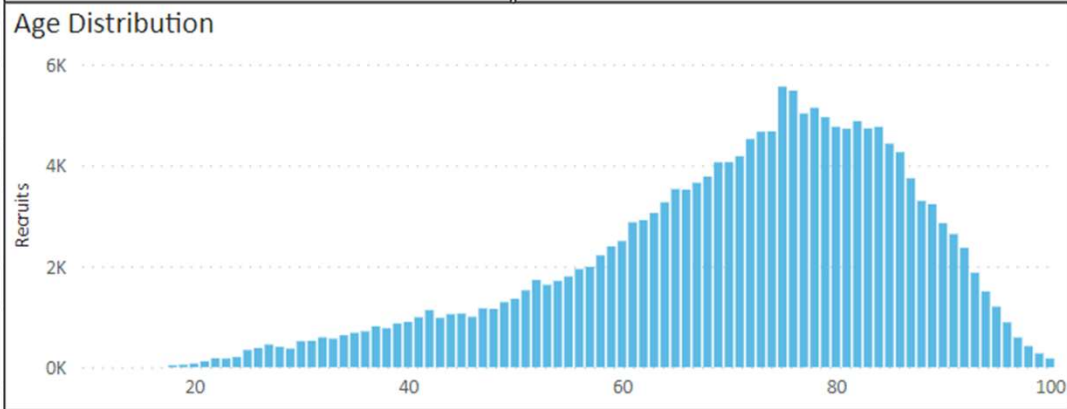
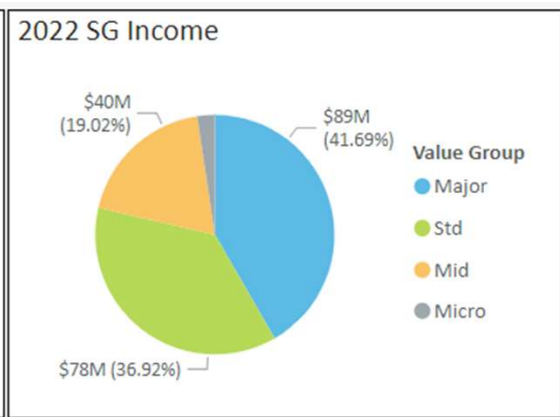
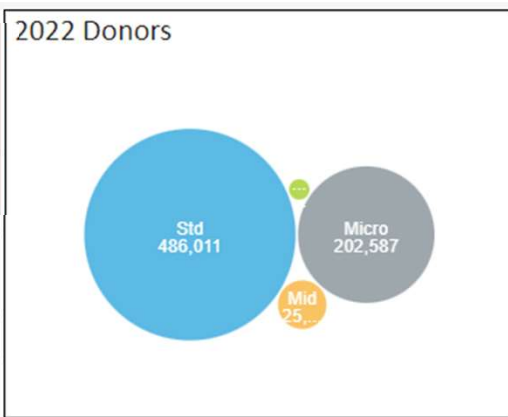
6.41
Average Tenure (Years)

70.42
Average Age

\$144
Average First Gift

\$295
Average Value per Donor LY

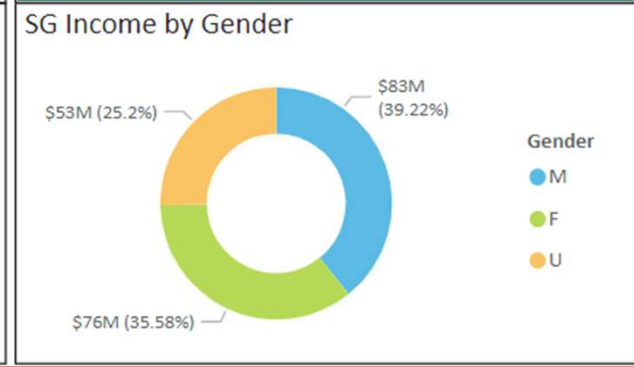
1.27
Giving Diversification



Single Givers in 2022

Average age at recruitment: 62

% of confirmed bequestors: 68%





1M
Regular Givers

12.17M
Regular Gifts Last Year

\$414.94M
RG Income Last Year

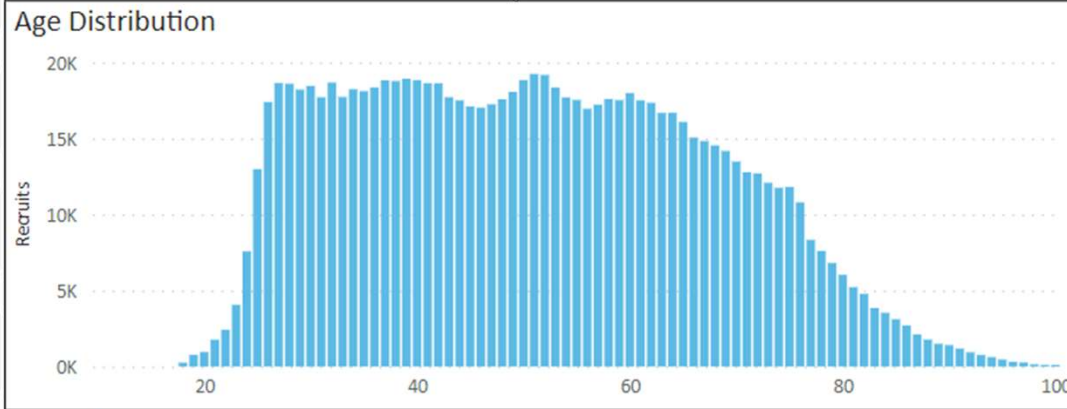
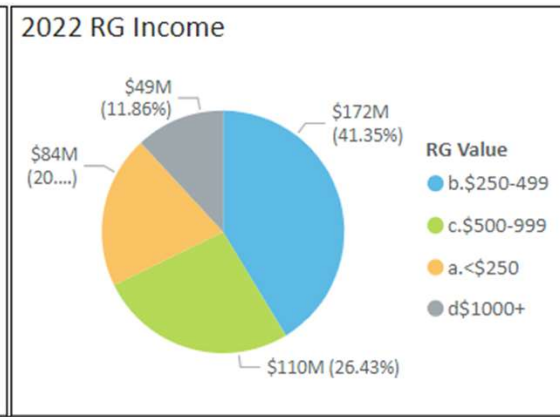
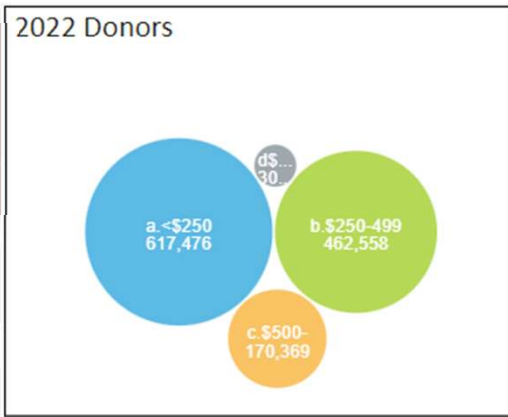
6.01
Average Tenure (Years)

50.81
Average Age

\$29.99
Ave First RG

\$324
Average Value per Donor LY

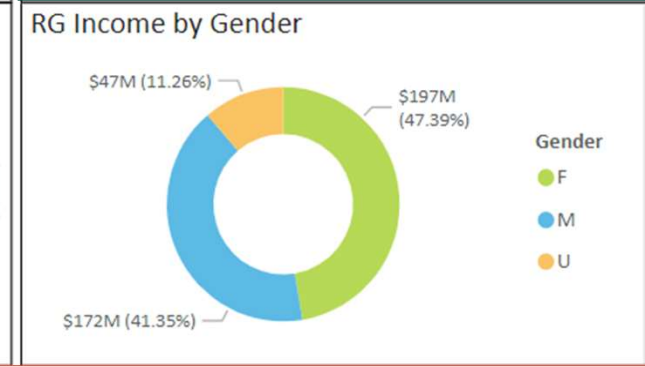
1.30
AllGiving



Regular Givers in 2022

Average age at recruitment: 43

% of confirmed bequestors: 12%





663K

Eventers 2022

764.73K

Event Gifts

\$84.62M

Event Income

0.90

Average Tenure (Years)

43.88

Average Age

\$83

Ave First Gift

\$128

Average Value per Donor LY

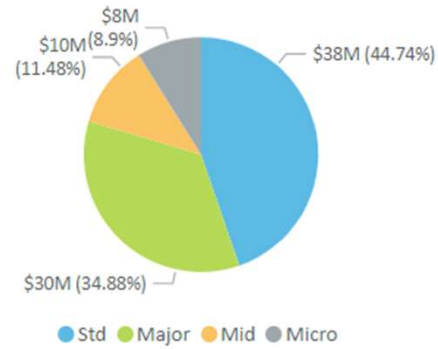
1.04

AllGiving

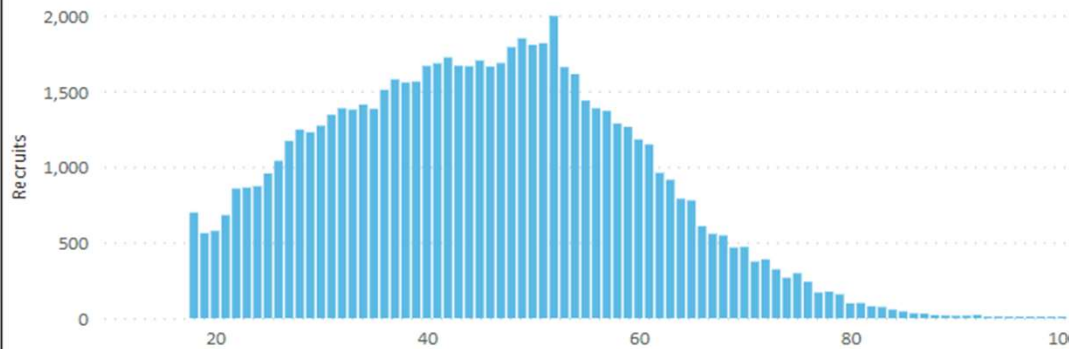
2022 CE Income



2022 CE Income



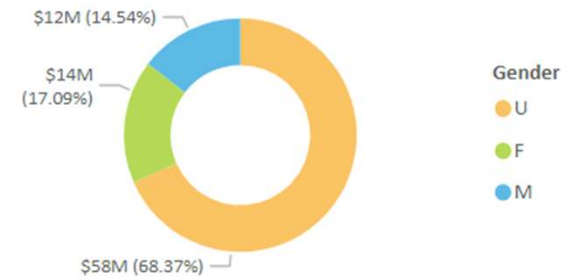
Age Distribution



Ave Value Last Year by Tenure



CE Income by Gender



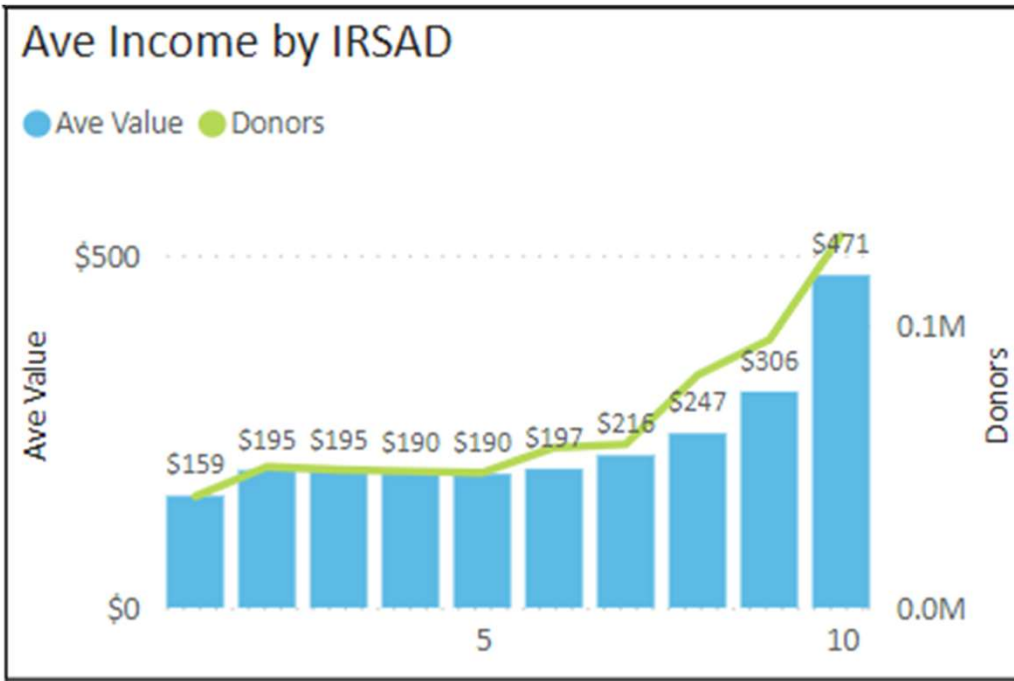
Community & Events Givers in 2022

Average age at recruitment: 39

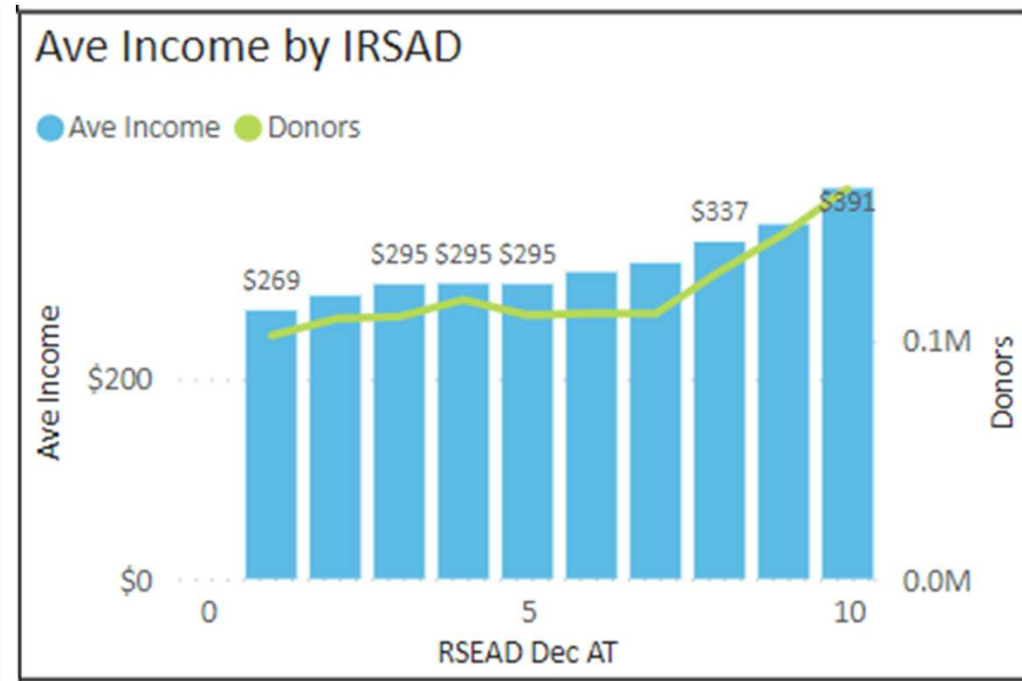
% of confirmed bequestors: 3%

Donor Socio-Economics & Demographics

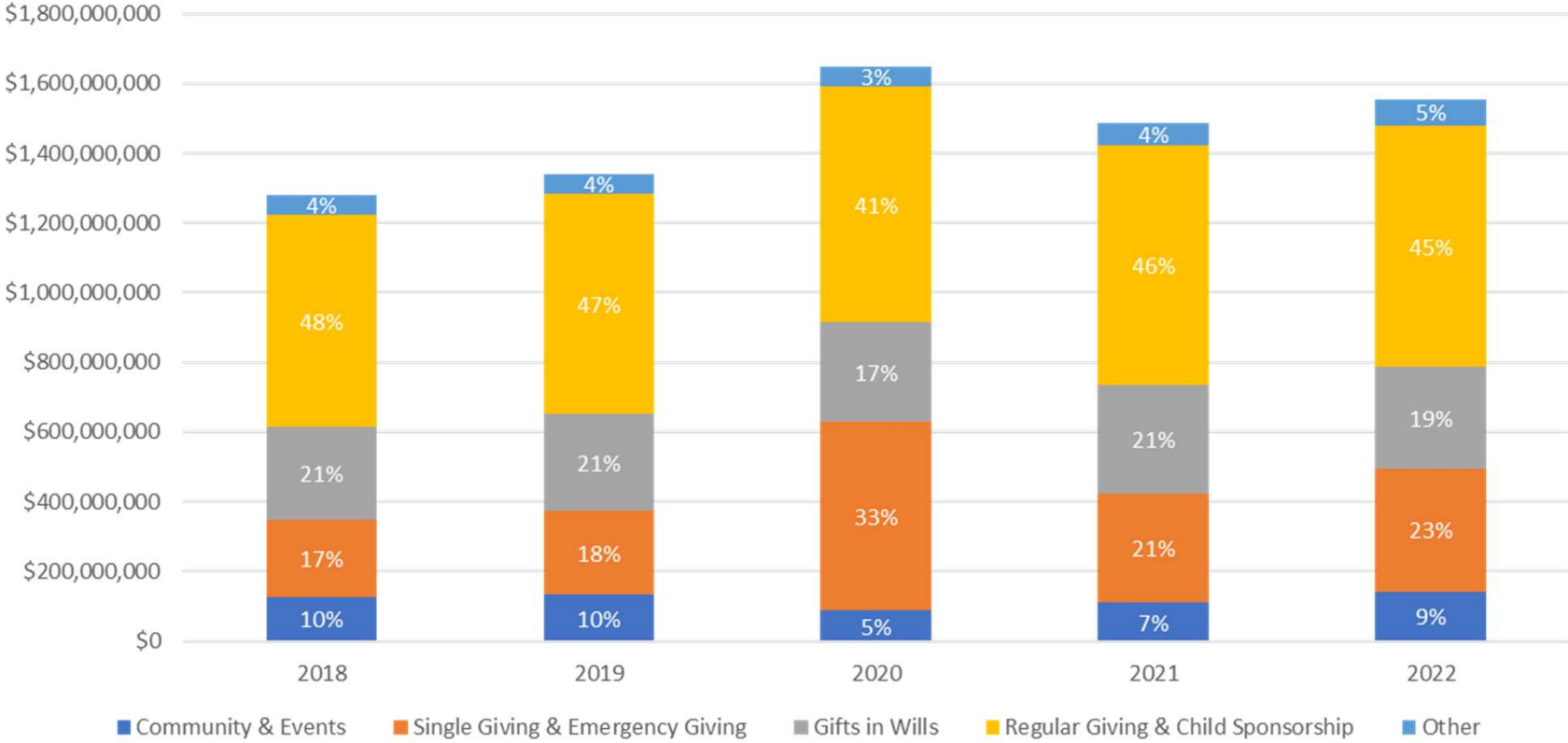
Single Givers



Regular Givers

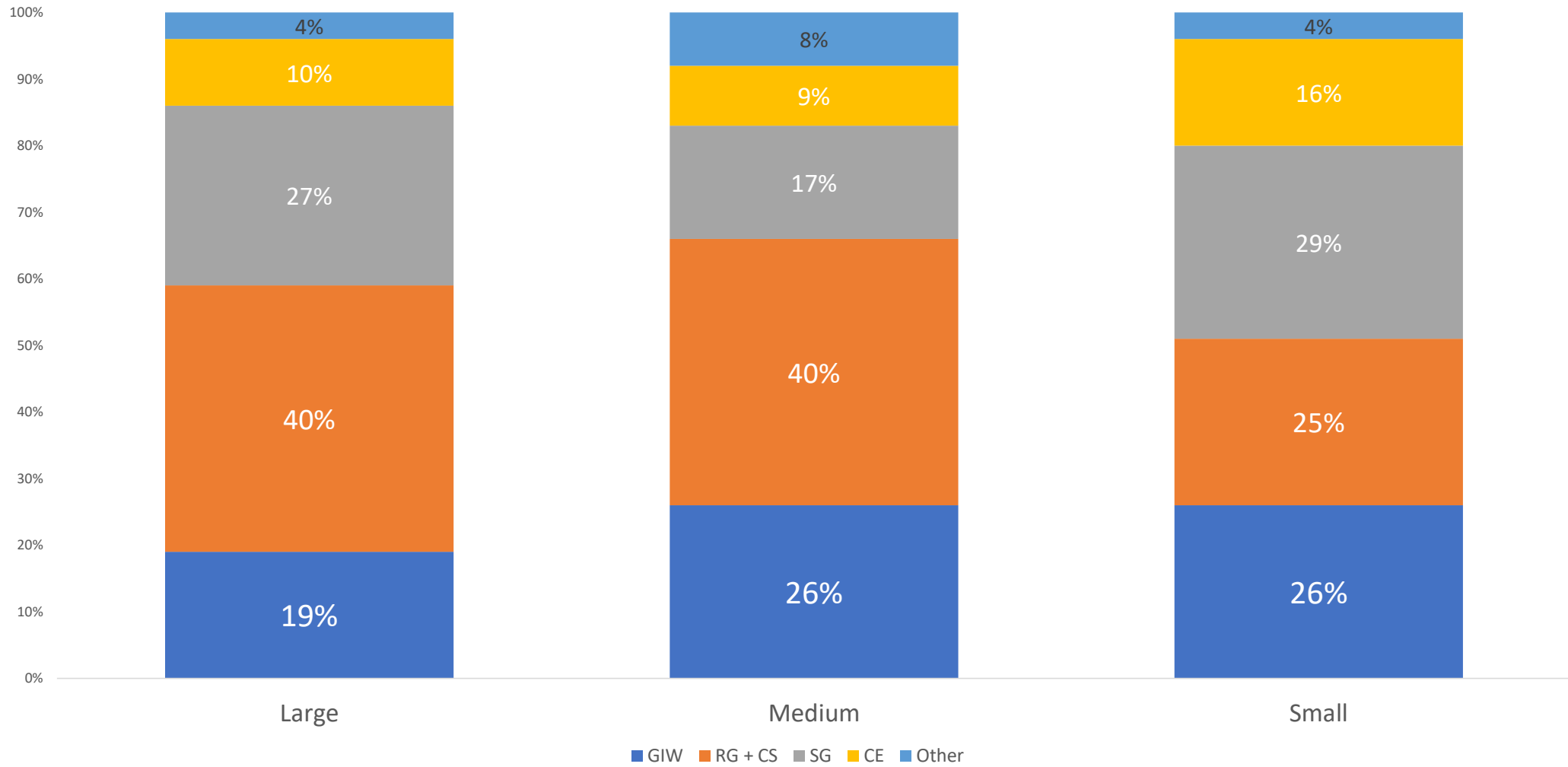


Individual Giving Income Trends

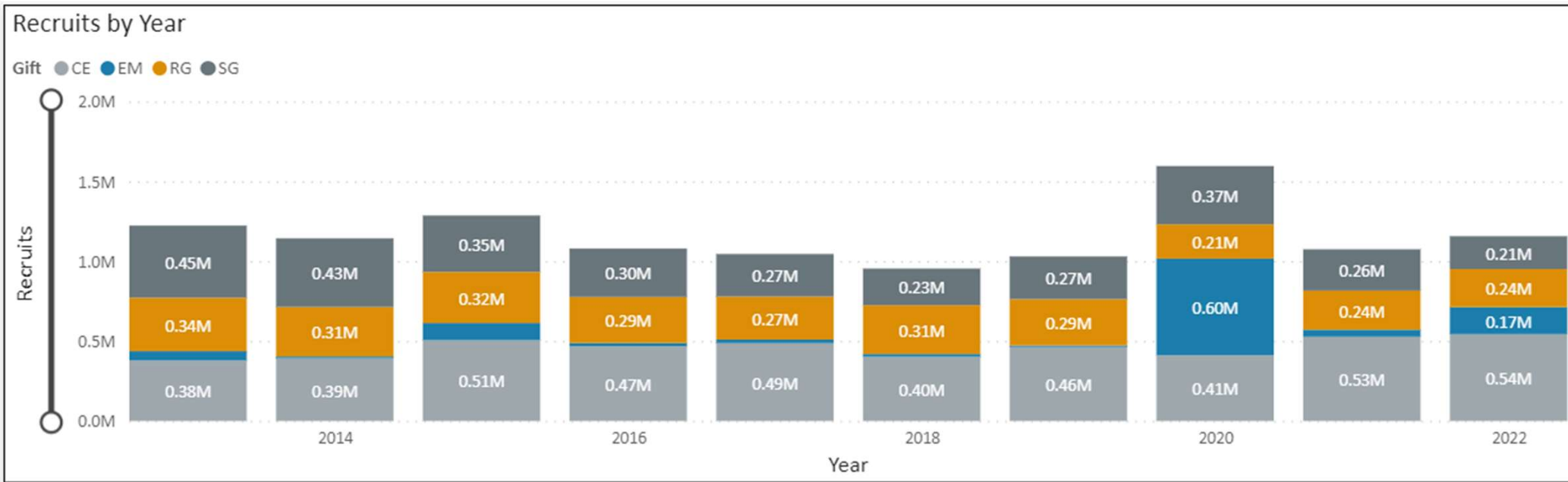


Other includes Lottery, In Memoriam, In Celebration, Membership and any Individual Giving not able to be classified to the identified giving types. All together they contributed less than 6% of total income in 2022.

Average Income Stream Reliance by Size



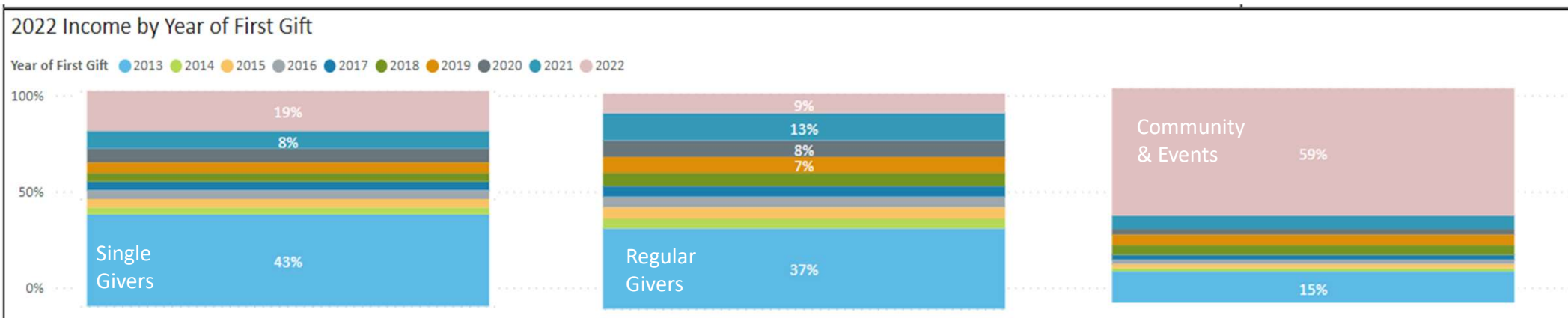
Industry: Acquisition is changing

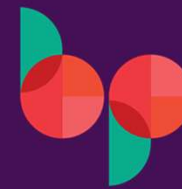


Retained donors drive income

Retained donors are critical to stability and growth. Long-term donors continue to grow in lifetime value and gift in wills confirmation rates. 83% of 2022 Individual Giving income came from from retained donors.

Donor Number % growth	Industry Average 2020 to 2021 (1-year growth)	Industry 5-year % growth
Single Giving	-11%	-16%
Regular Giving	2%	-5%
Community & Event Giving	6%	3%

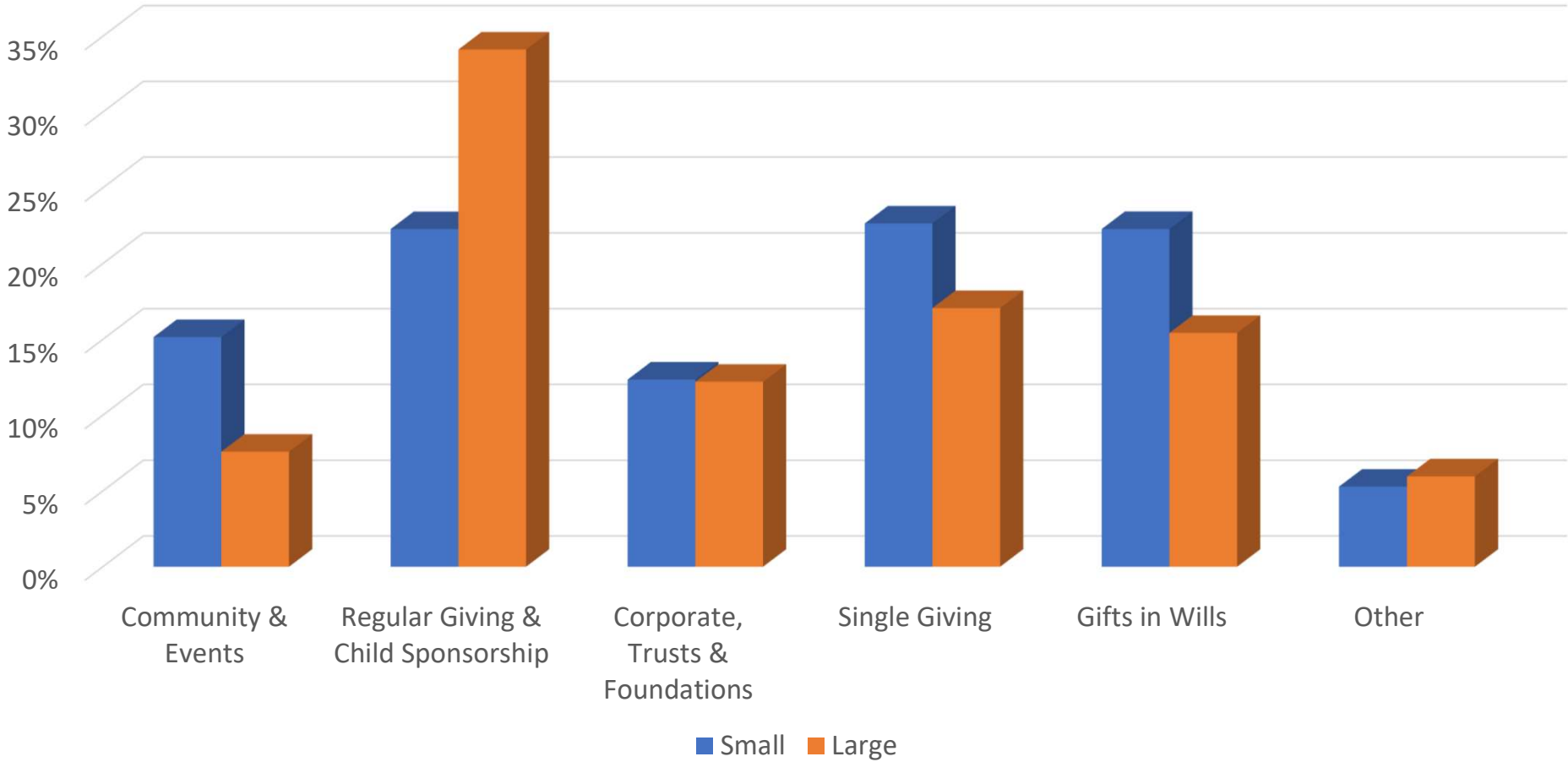




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How are the smaller
growth organisations
investing in individual
giving and why?

2022 Income Contribution





Gifts In Wills
3.7k Confirmed

Range:
11 to 811



Regular Givers
96k donors

Range:
200 to 27k



Single Givers
101k donors

Range:
2k to 22k



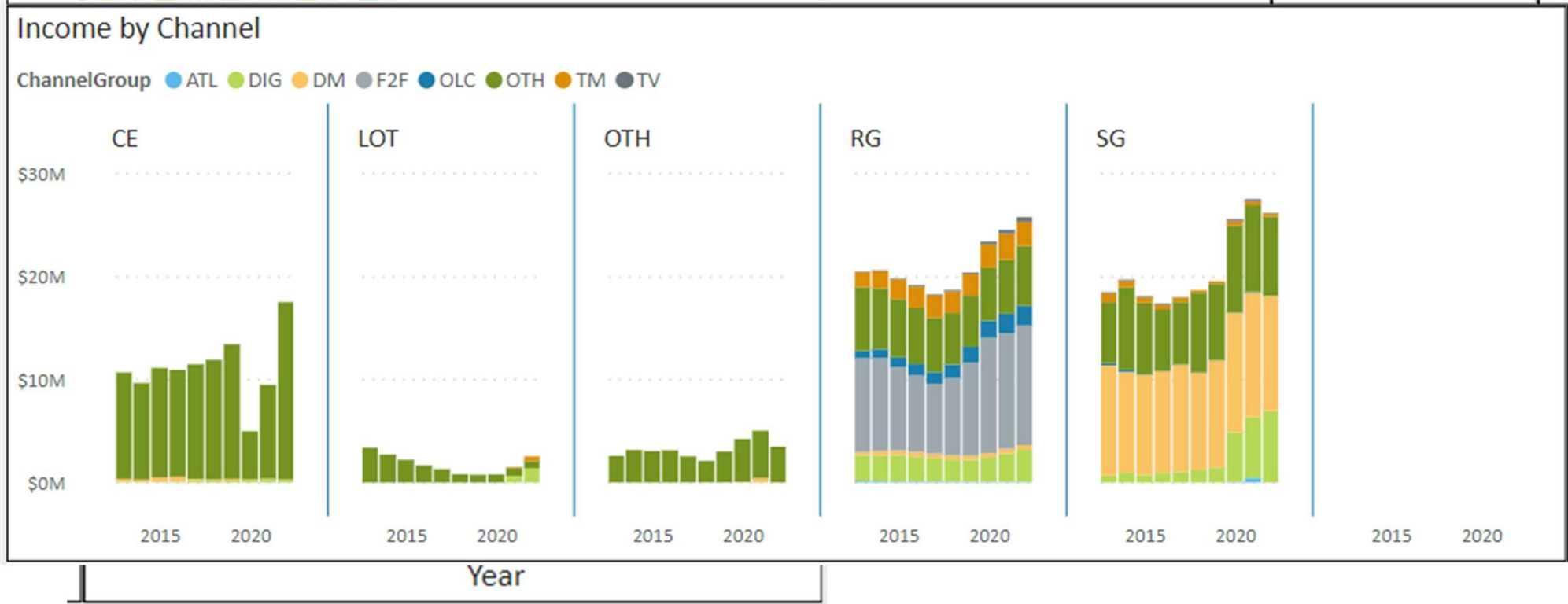
Community &
Events Givers
78k donors

Range:
0 to 49k

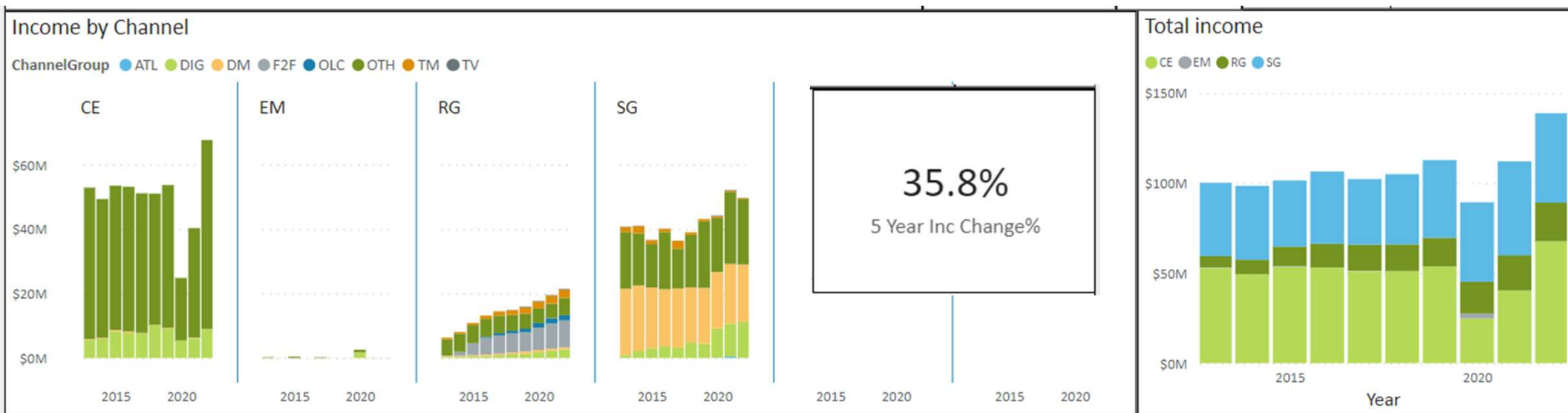
2022 income range: \$1.5m to \$14.1m

Small – ex Gifts In Wills & Emergency

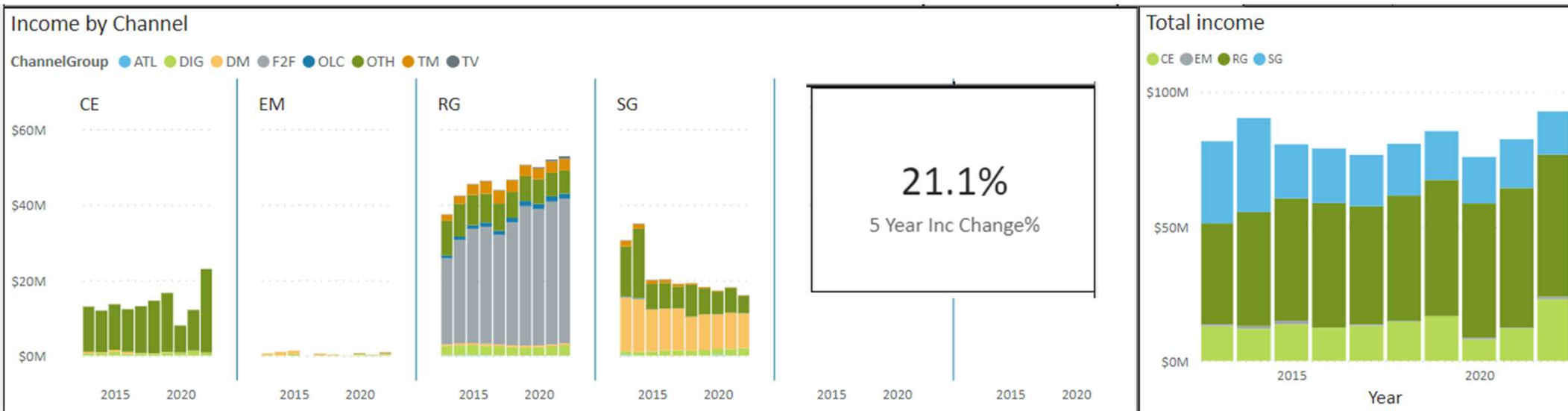
45.6%
5 Year Inc Change%



Small Regular Giving Programs

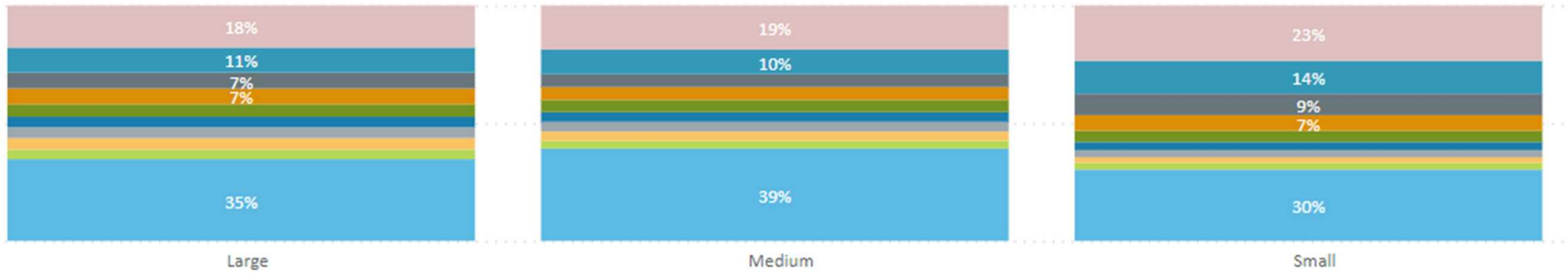


Small Single Giving Programs



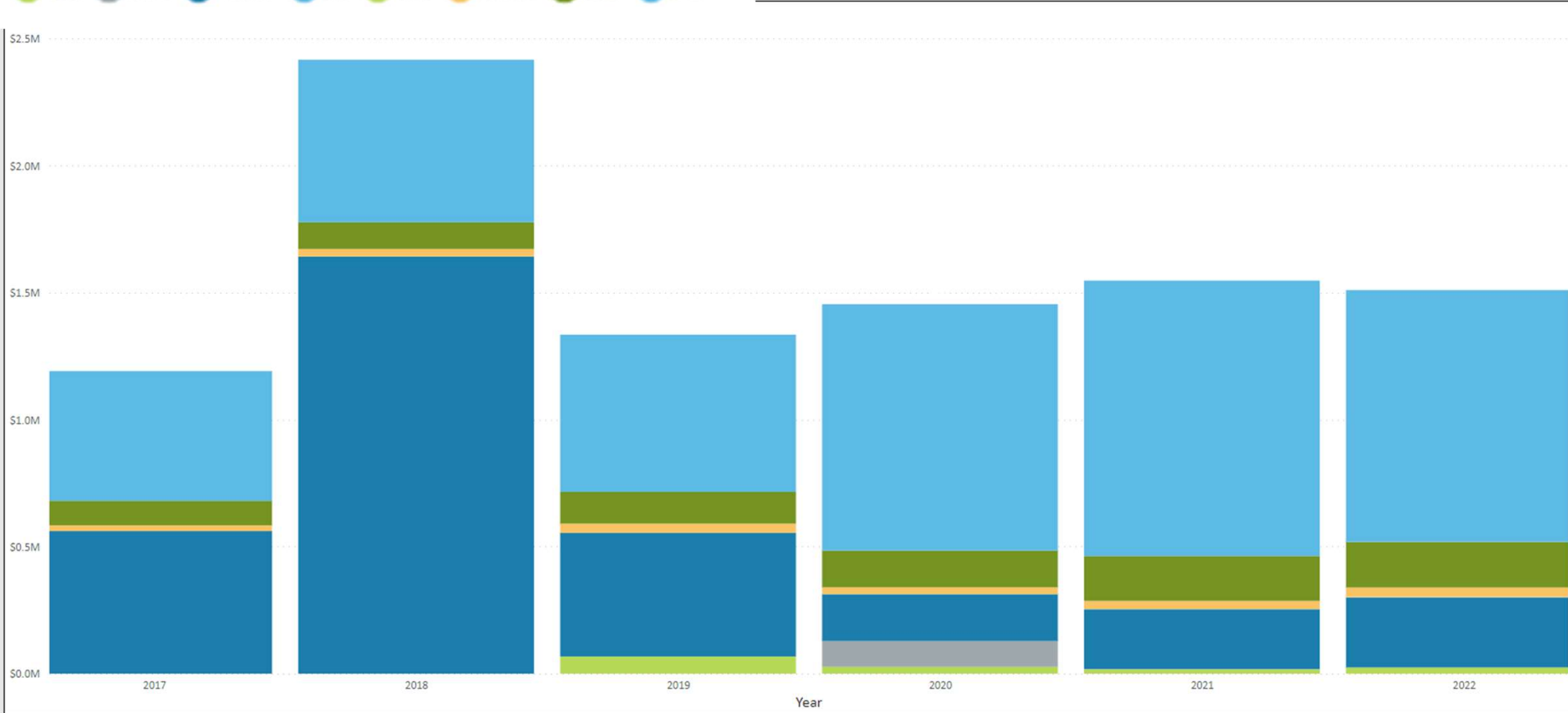
2022 Income by Year of First Gift

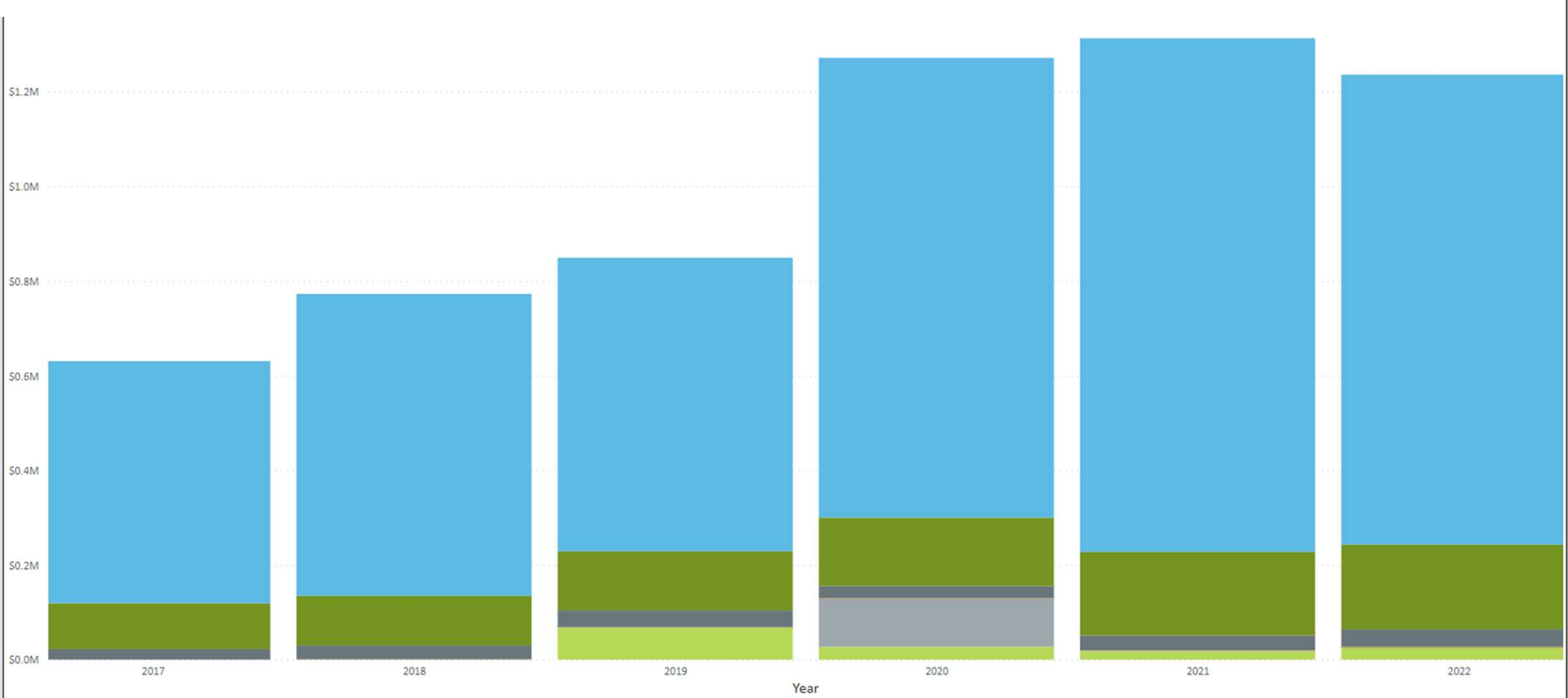
Year of First Gift ● 2013 ● 2014 ● 2015 ● 2016 ● 2017 ● 2018 ● 2019 ● 2020 ● 2021 ● 2022



The larger the program the lower the reliance on acquisition / new donor income

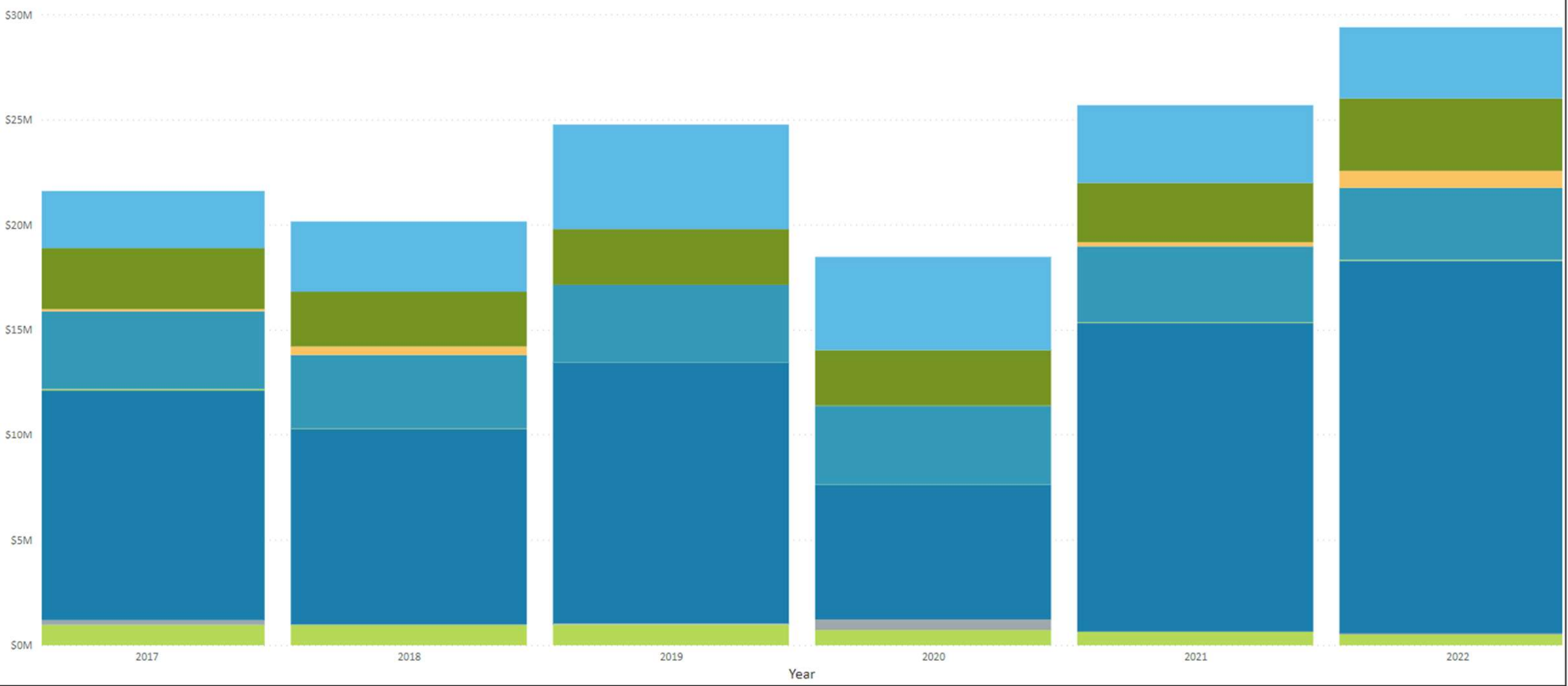
● CE
 ● EM
 ● GIW
 ● IC
 ● IM
 ● OTH
 ● RG
 ● SG



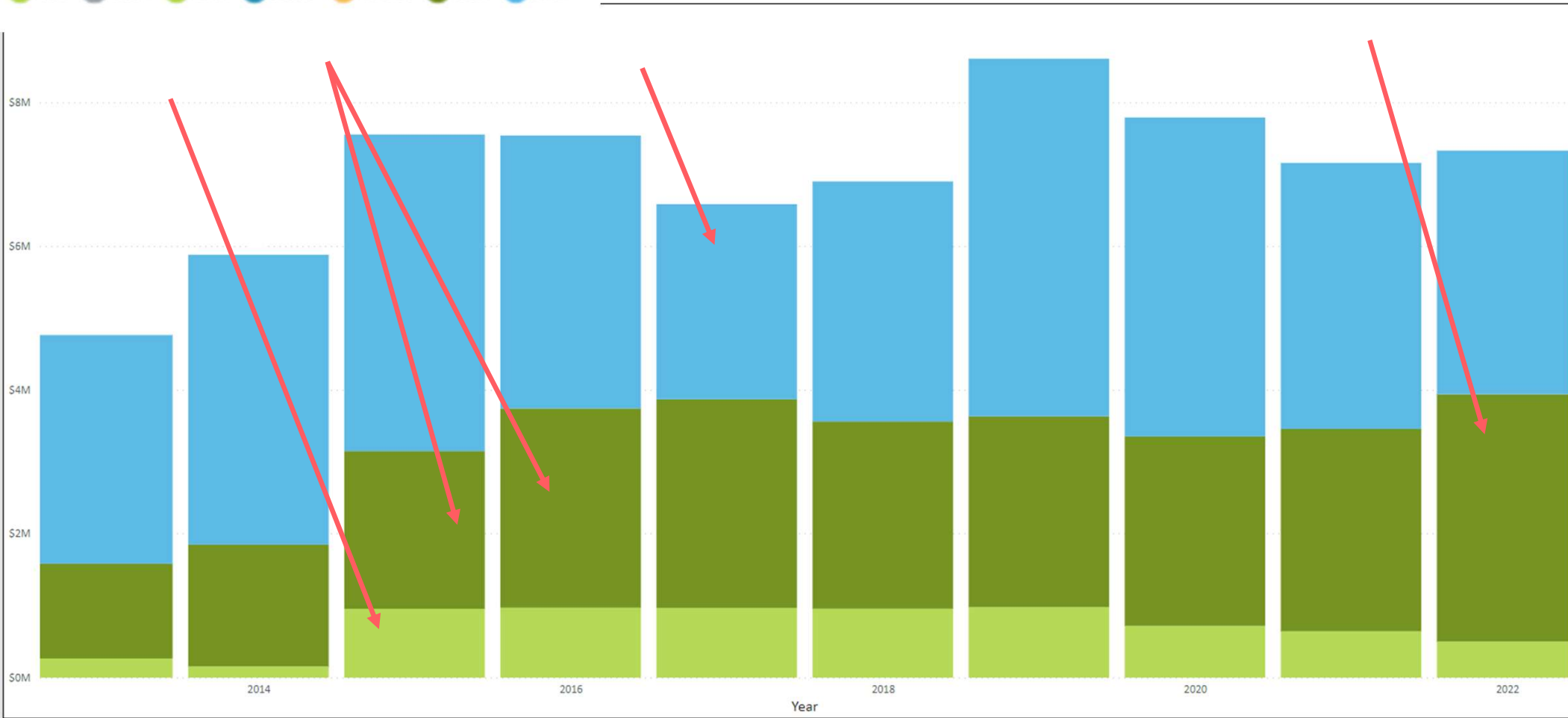


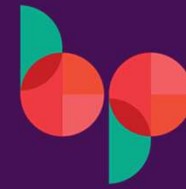


● CE ● EM ● IM ● LOT ● OTH ● RG ● SG



● CE ● EM ● IM ● LOT ● OTH ● RG ● SG





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Key Metrics for Individual Giving

The Benchmarking Project KPIs

By tracking performance with benchmarks that roll up to your big picture goals (like net revenue over time and contribution of different donor programs / donor types) KPIs help you to **focus on what matters the most.**

They allow you to:

- reflect on learnings
- track progress
- signpost changes in outcomes
- reinforce the 'investment' nature of fundraising

The Benchmarking Project KPIs

Give yourself, your board, boss or team a focal point in the depth and breadth of data you have

Show what success looks like / should look like –
Adapt to changing conditions of your environment

Ensures you are planning by setting realistic goals
– reduce the surprises

Top 4 KPIs



1. Revenue growth (gross & net – with net being the most important)

Useful by program type as an overall number hides any diversity in your program. Often a useful one to compare donor types ... keeping in mind the potential lifetime

Top 4 KPIs

Revenue growth (gross & net – with net being the most important)

This should be the top KPI of any fundraising program – the money available to spend on the cause.

Usually presented as a 12-month figure – we recommend you forecast it over 3 and 5 years to demonstrate tracking towards the investment returns of your program & represent the donor development you work so hard to deliver.

Individual Giving gross income growth ex Gifts in Wills & Emergency:

5-year: 46%

1-year: 11%



Top 4 KPIs

1. Revenue growth (gross & net – with net being the most important)
2. Revenue per donor & projected Lifetime value

	Industry Average Value to Date per recruit
Regular Givers – average tenure 9 years	\$830
Single Givers – average tenure 7 years	\$355

How much revenue do you generate per donor, on average, each year?

Useful to look by Donor Type, program and in particular (to reinforce the investment nature of fundraising) longevity of giving

Value

- For the industry average gifts and income per donor are growing. Single Giving shows strong growth, Regular Giving slow growth.

Gift Type	2022 High Average Gift	2022 Median Average Gift	2022 Low Average Gift
Single Giving	\$555	\$194	\$67
Regular Giving (p/mth)	\$45	\$34	\$18
Emergency	\$371	\$194	\$90

Gift Type	2022 High Year 1 Value	2022 Median Year 1 Value	2022 Low Year 1 Value
Single Giving	\$495	\$198	\$61
Regular Giving	\$432	\$267	\$150
Emergency	\$264	\$150	\$60

- Year 1 value is a function of the acquisition average gift, second gift rates and value of the second gift and subsequent year 1 gifts



Top 4 KPIs

1. Revenue growth (gross & net – with net being the most important)
2. Revenue per donor & projected Lifetime value
3. Donor retention rate (with income retention rate useful alongside this as donor retention rate does not indicate quality of those retained)

What percentage of donors are you keeping year to year?

Useful by donor type / program type

Channel of recruitment 2022 recruits	Industry One Month Retention	Industry Three Month Retention	Industry 12 Month Retention
Face-to-Face	Average: 88% High: 100% Low: 77%	Average: 78% High: 92% Low: 62%	Average: 50% High: 76% Low: 38%
Digital	Average: 98% High: 99% Low: 89%	Average: 89% High: 98% Low: 68%	Average: 74% High: 87% Low: 52%

Channel of recruitment	Industry second gift rate in 12 months (2021 recruits)	Industry second gift rate in 3-years (2019 recruits)	Industry Year on Year retention 2022
Direct Mail	Average: 36.1% High: 51.5% Low: 17.3%	Average: 46% High: 59% Low: 15%	Average: 52%
Digital	Average: 22.5% High: 34.1% Low: 7.3%	Average: 33% High: 60% Low: 11%	Average: 32%



Top 4 KPIs

1. Revenue growth (gross & net – with net being the most important)
2. Revenue per donor & projected Lifetime value
3. Donor retention rate (with income retention rate useful alongside this as donor retention rate does not indicate quality of those retained)
4. Donor satisfaction / commitment (qualitative measure)

Not part of TBP but critical within your program, and one you can benchmark

Thank you

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www.benchmarkingproject.org



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