



FUNDRAISING INDEX 2013 SUMMARY

NOTES ON THE FUNDRAISING INDEX

What is the Fundraising Index?

The Fundraising Index is a project which aims to bring together the key information on fundraising costs and income, providing useful intelligence and benchmarking data to help fundraisers and their organisations plan their activity.

The information presented in this report has been produced through an analysis of data available from the Charity Commission, and extra information provided to the IoF from a selection of our Organisational Members.

This is a Summary version of the Fundraising Index – the full version is available to all of IoF's Organisational Members.

33 Organisational Members took part in this year's project and every Organisation who did so has also received a tailored report which provides individual benchmarking data.

This data is not intended to be wholly representative of the sector nor of our Organisational members – it is a product of the participant data that we have received.

Methodology

In November 2013 a survey was sent to the lead contact at our Organisational members in order to capture their data, alongside guidance and also a spreadsheet to help with calculations and to gather the data.

To make it as easy as possible for organisations to take part, results were requested for the organisation's most recent financial year, rather than specifying a specific time period.

Get involved

We will be starting work on the next edition of the Fundraising Index later in the year. If you would like to be involved in next year's edition talk to us about becoming an Organisational Member and you can receive an individual report.

Visit <http://www.institute-of-fundraising.org.uk/membership/organisational-membership/> for more information.

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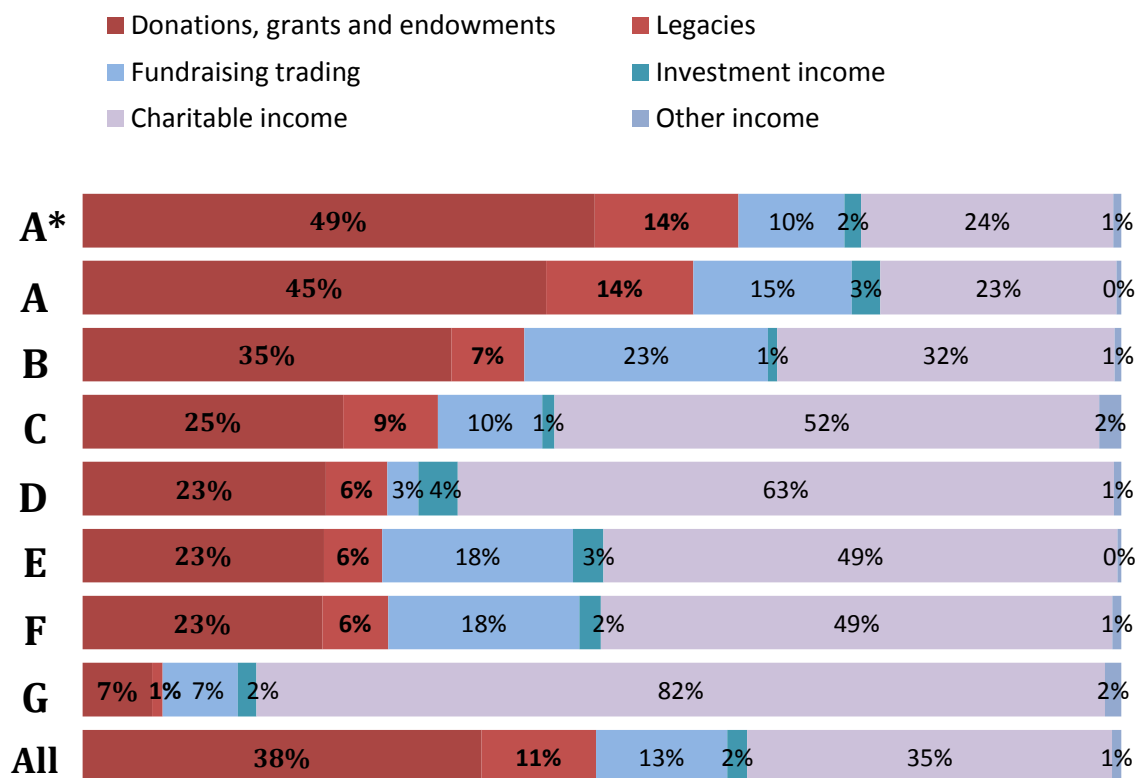
IoF ORGANISATIONAL MEMBERS: SUMMARY OF KEY DATA

Income of all IoF members by activity and IoF membership band

IOF Band (Voluntary income of...)		Income type, £ million							Total
		Legacies	Other voluntary income	Voluntary	Fundraising trading	Investment	Charitable activities	Other	
A*	£100m+	474.2	1689.8	2164.0	350.1	54.6	831.7	26.7	3427.1
A	£50-£100m	290.4	913.3	1203.6	311.9	56.0	465.7	9.4	2046.6
B	£25-£50m	57.6	290.7	348.3	192.2	7.2	265.9	5.4	819.0
C	£10-£25m	98.7	270.8	369.5	108.7	12.4	566.5	23.0	1080.1
D	£5-£10m	24.7	97.6	122.4	12.3	15.8	263.4	3.0	416.9
E	£2.5-£5m	19.3	80.0	99.3	63.3	10.1	170.4	1.3	344.3
F	£1-£2.5m	20.8	75.2	95.9	59.9	6.8	160.4	2.8	325.7
G	<£1m	5.4	35.7	41.1	38.6	9.6	435.6	8.4	533.3*
TOTAL		991.0	3453.1	4444.0	1136.9	172.5	3159.6	79.9	8993.0

* These totals are based only on charities with incomes over £500,000. The total income of Band G members including those with incomes of under £500k is £578.6 million.

IOF members - income type by IOF membership band (%)

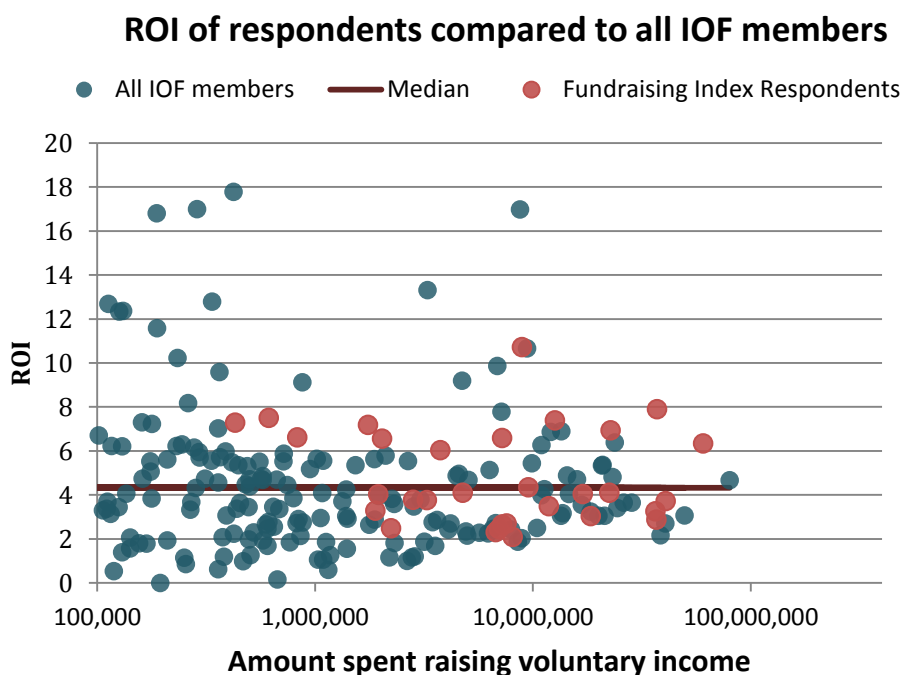


Income

- Total income for IoF members is £9bn
- IoF members generated £4.4bn of voluntary income in their latest financial years, and almost £1.0bn in legacies
- 273 IOF members generate 27% of the voluntary income raised by all charities – around £1 in every £4 of voluntary income.
- IoF members generate 49% of their income as voluntary income, compared to 26% for non-members. The median share of voluntary income of IOF members is 45%.
- 47% of IoF members generate the majority of their income as voluntary income, while over two thirds (67%) of members generate at least 25% of their income as voluntary income.

Nb. The data presented here is based on 351 charities who are registered in England and Wales and have filed at least one annual return

How does the ROI of Fundraising Index respondents compare to all IOF members?



NB: The scale for X axis for the ROI charts are not on a consistent scale

- This chart combines the data collected from respondents to the Fundraising Index, with data on IOF members from the England and Wales Charity Commission Register.
- It shows a scatterplot of the ROI of the 33 fundraising index respondents, compared to the ROI of the 351 IOF members who are charities registered in England and Wales and had an income of over £500,000 in their last financial year.
- The line shows the median ROI of all IOF members measured by their Charity Commission return.
- The mean average ROI for all Institute of Fundraising members is 5.24
- The mean average ROI for the 33 Fundraising Index respondents was slightly lower at 4.86

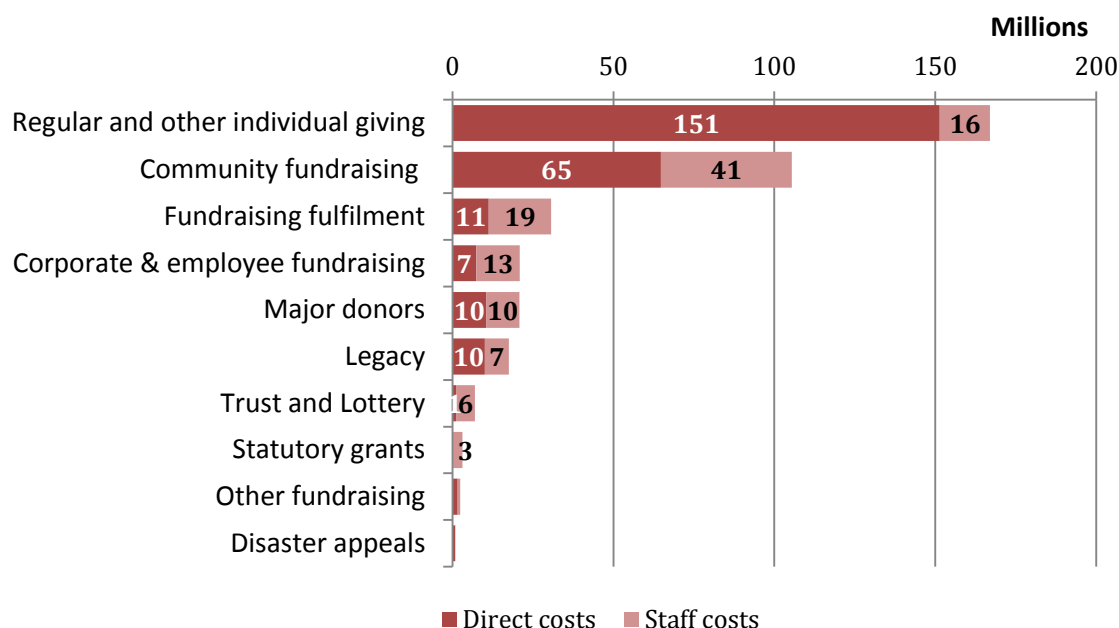
FUNDRAISING INDEX – EXPENDITURE SUMMARY

33 Organisational Members took part in the Fundraising Index for 2013. The tables below show the breakdown of the respondents by their income level, and the expenditure levels on direct and staff costs.

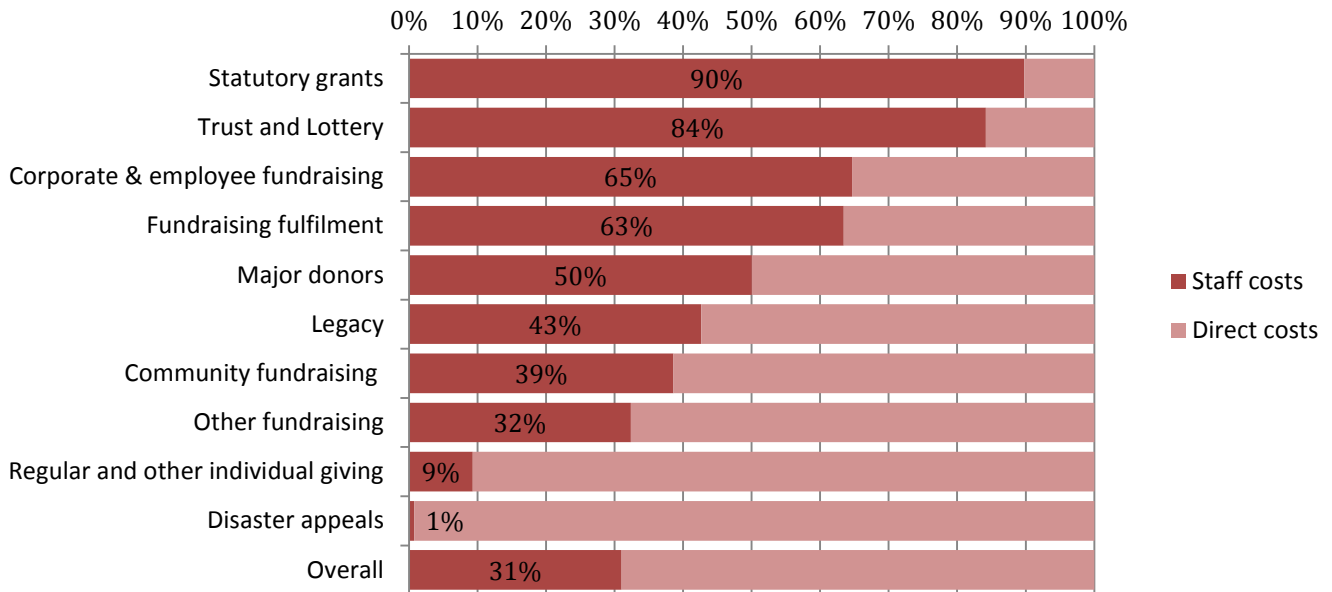
Breakdown of respondents by income level	Number of responses
Under £5m	3
£5m-£25m	15
£25m	15
Overall	33

	Direct costs	Staff costs	Total	Staff costs %
Regular and other individual giving	151,398,866	15,564,257	166,963,123	9.3%
Community fundraising	64,729,739	40,673,249	105,402,987	38.6%
Fundraising fulfilment	11,214,845	19,467,935	30,682,780	63.4%
Corporate & employee fundraising	7,371,864	13,475,456	20,847,321	64.6%
Major donors	10,400,754	10,418,660	20,819,415	50.0%
Legacy	10,058,274	7,480,733	17,539,008	42.7%
Trust and Lottery	1,104,376	5,873,430	6,977,806	84.2%
Statutory grants	312,909	2,747,348	3,060,257	89.8%
Other fundraising	1,591,203	761,912	2,353,115	32.4%
Disaster appeals	795,002	6,000	801,002	0.7%

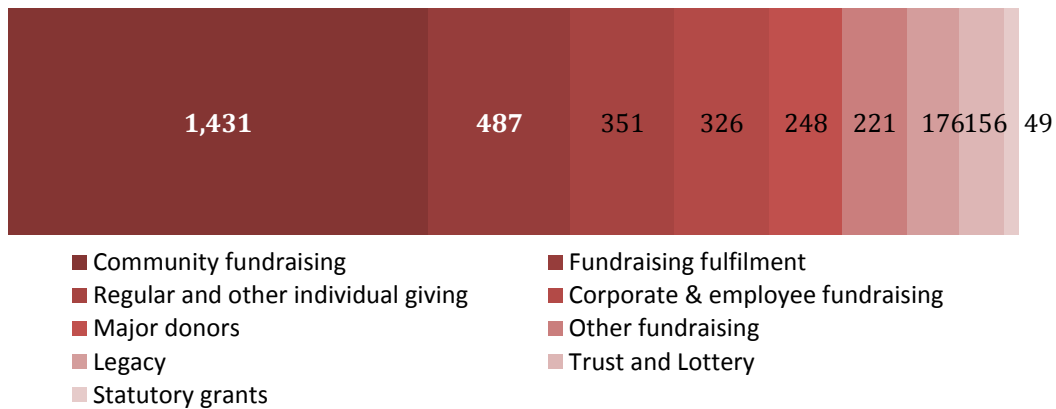
Expenditure by fundraising method



Staff costs as a percentage of fundraising expenditure



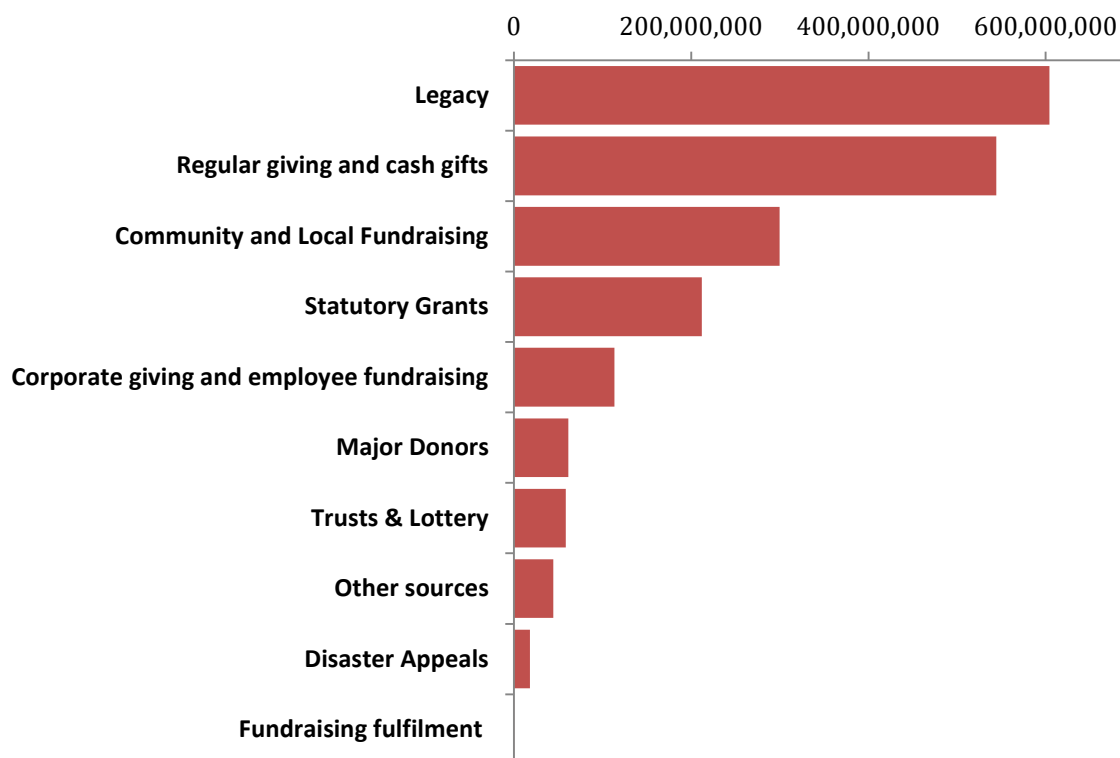
Which method employed the most staff?



FUNDRAISING INDEX – INCOME SUMMARY

Which method raised the most money?

Method	Total raised
Legacy	£604,332,802
Regular giving and cash gifts	£544,140,389
Community and Local Fundraising	£299,798,479
Statutory Grants	£212,174,191
Corporate fundraising	£113,614,508
Major Donors	£61,548,121
Trusts & Lottery	£58,557,786
Other sources	£44,576,469
Disaster Appeals	£18,210,983
Fundraising fulfillment	£24,535



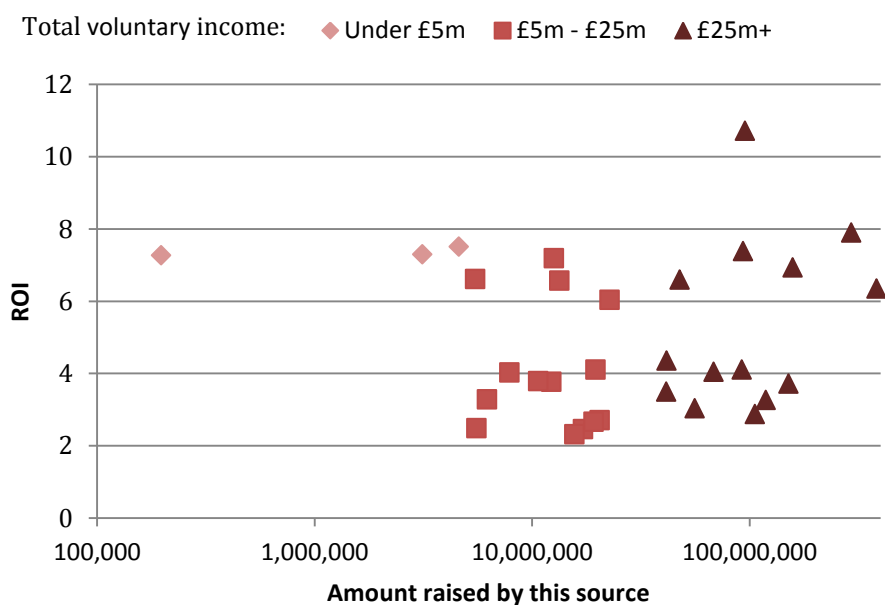
Nb. These figures are again based on the data of 33 participating organisations

RETURN ON INVESTMENT – Fundraising Index respondents

	Number of responses	ROI				Staffing	
		Min	Avg	Max	Median	Ave staff FTE	Ave volunteers
Under £5m	3	7.27	7.36	7.51	7.29	4.2	5.8
£5m-£25m	15	2.09	4.00	7.19	3.76	30.2	396.5
£25m	14	2.87	5.24	10.71	4.23	199.7	4688.5
Overall	32	2.09	4.86	10.71	4.07	104.9	2311.9

Method	Mean ROI
Statutory Grants	47.96
Legacy	44.31
Disaster Appeals	22.02
Trusts & Lottery	8.36
Corporate giving and employee fundraising	4.13
Major Donors	3.32
Regular giving and cash gifts	3.07
Community and Local Fundraising	2.10
ALL FUNDRAISING	4.86

ROI from all fundraising



AVERAGE AMOUNT PER INCOME STREAM

Due to the participant profile being different from last year, it is not possible to make direct comparisons on the total amount of money raised for each income stream. However, looking at the average amount per organisation for each income stream does provide an indication of changes in income as the profile of participants by income level is roughly similar to last year.

The average amount raised for each income stream per organisation increased in all areas apart from Major Donor. This increase in average amount of income is an encouraging indicator of the health of fundraising across the board.

Method	Average per organisation 2012	Average per organisation 2013
Major Donor	£2.05m	£1.87m
Trusts and Lottery	£1.67m	£1.89m
Statutory Grants	£5.8m	£6.9m
Corporate fundraising	£3.01m	£3.57m
Community & events	£7.38m	£9.12m
Legacy giving	£14.82m	£19m
Regular Giving	£10.79m	£16.84m