

Benchmarking

Bequests
FY21/22



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Thank you to participating charities



Thank you to this year's participants with more than a billion in fundraising income

Participation

Participants
39

Estates
2,549

Total Fundraising Income
Over
\$1.15Bn

Total giWs Income
\$285m

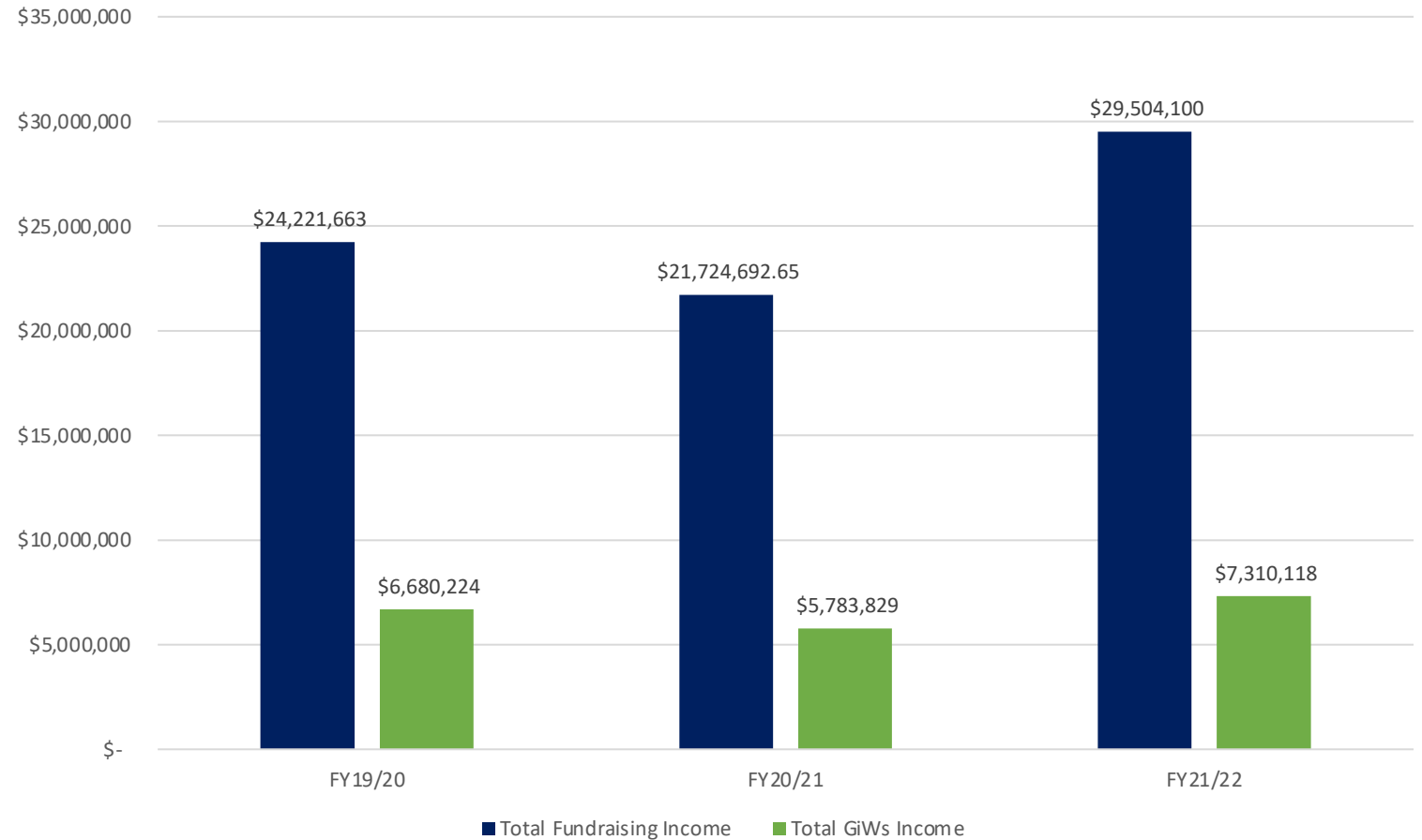
Average Fundraising Org
\$29.5m

Average GiWs Income
\$7.3m

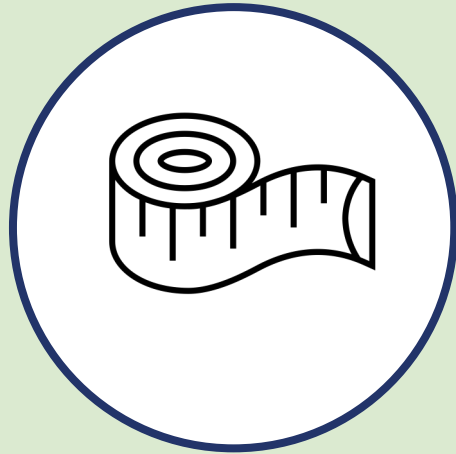


Our overall base is slightly higher in fundraising and giW's income

Income Benchmarking participants



This represents the mix of charities not the trend line



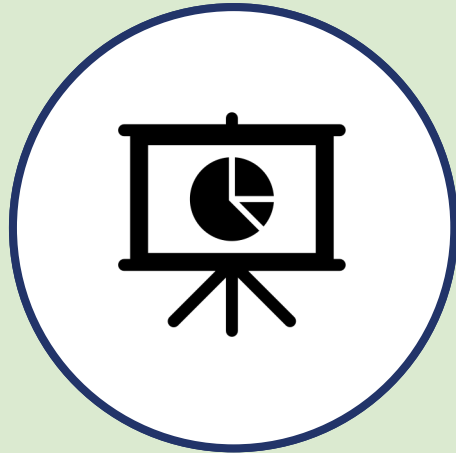
There is a big opportunity for orgs \$1-5m and 10-20m to grow pipeline

Income Benchmarking participants

Fundraising income	Count	Ave GiW Income FY21/22	Average pipeline
Under \$1m	2	\$74k	2352
\$1-5m	6	\$1m	254
\$5-\$10m	4	\$2.7m	3829
\$10-\$20m	8	\$5.3m	1301
\$20-\$50m	13	\$5.6m	3612
Over \$50m	6	\$25m	11406

Income trends





Gifts in Wills income is growing but not as strongly as overall fundraising income making up very slightly less of the pie.

Growth

Total
Fundraising
Income
\$1,151m

15.6% Growth

Total giW's
Income
\$285m

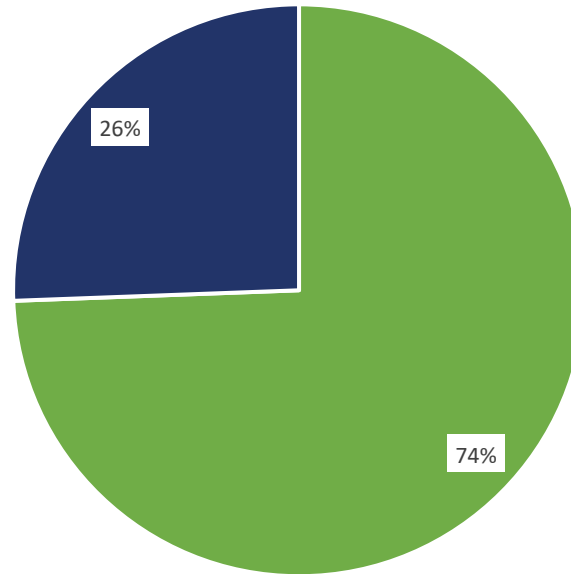
6.3% Growth



Significant
contribution to
fundraising income
25%

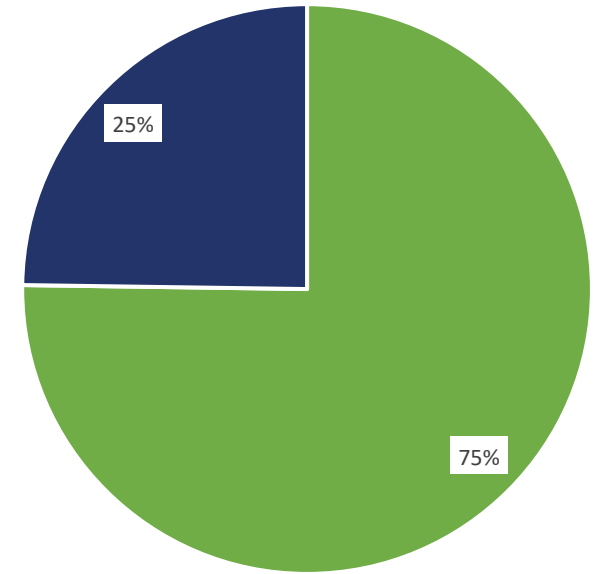
Contribution to Income

FY21

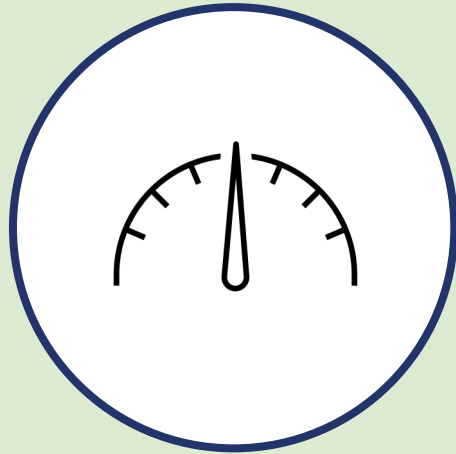


■ Fundraising General ■ Gifts in Wills

FY22



■ Fundraising General ■ Gifts in Wills



Average gift and volume by estate has remained relatively stable, although slight increase in volume vs value

Estates

FY22	FY21	Difference
\$96k	\$98k	-2%
2,916	2,665	+9%

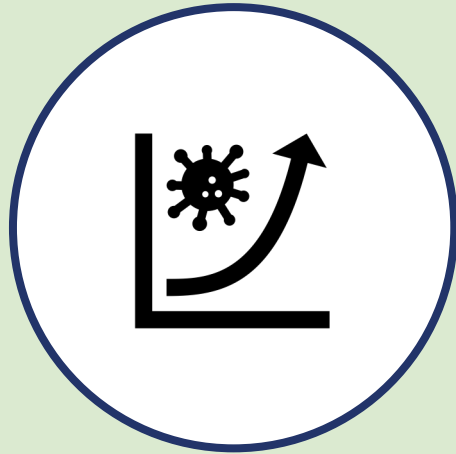
Type of gift



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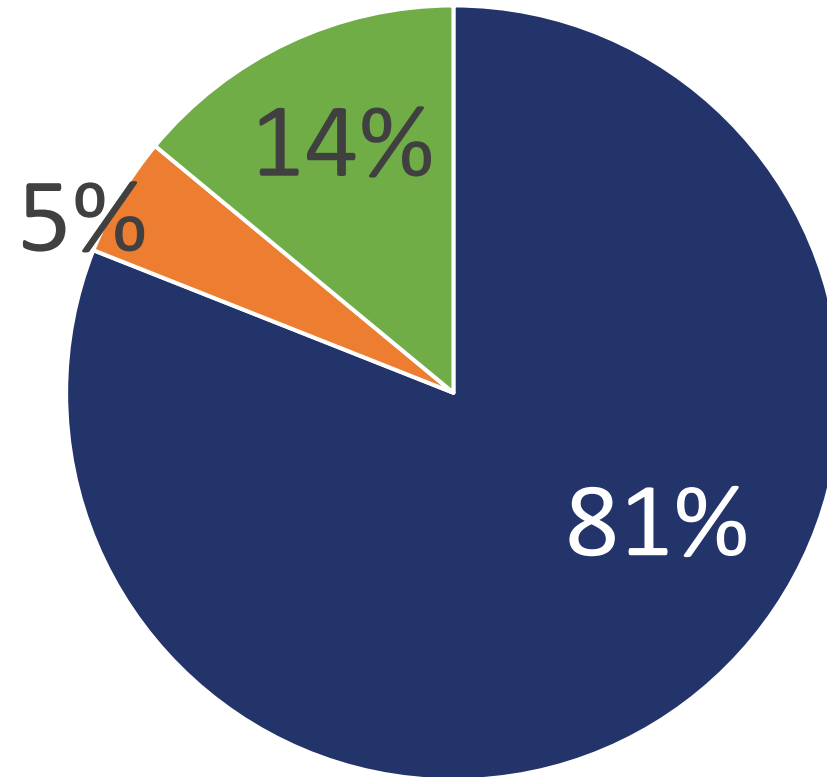


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Residual gifts
continue to drive the
bulk of income, with
a substantial jump up
from 68% LY

Bequest type: Income

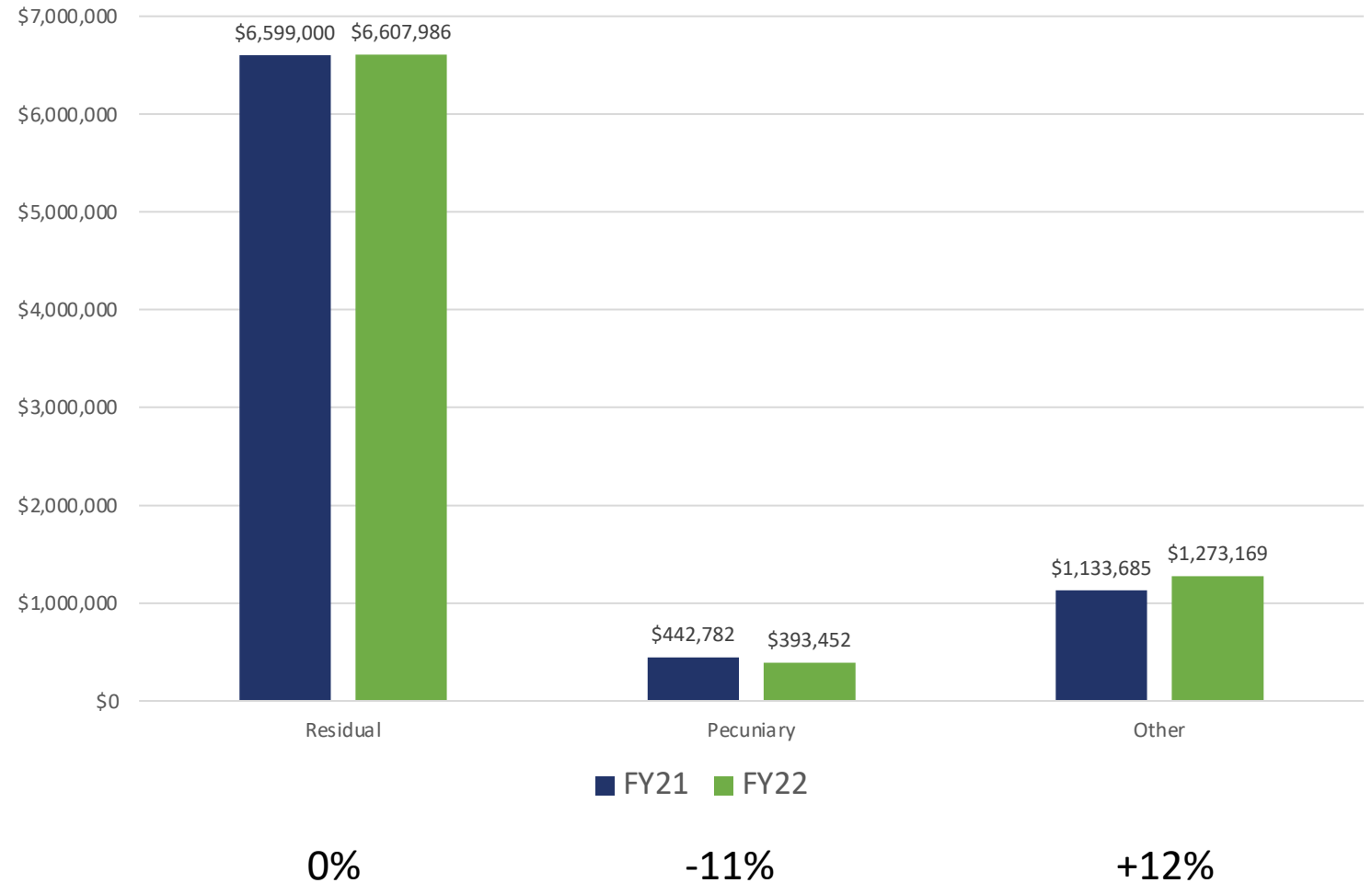


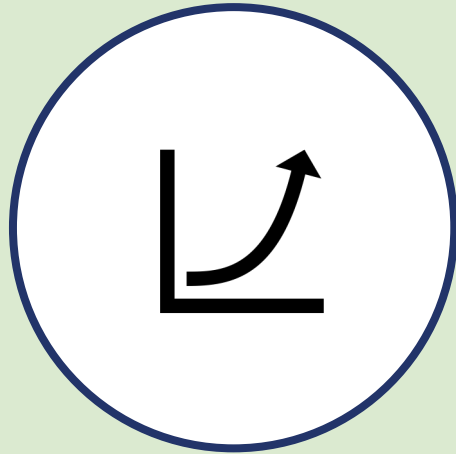
■ % Bequest Income Residual ■ % Bequest Income Pecuniary
■ % Other Income



Residual income
stable and other in
growth while
pecuniary in
decline

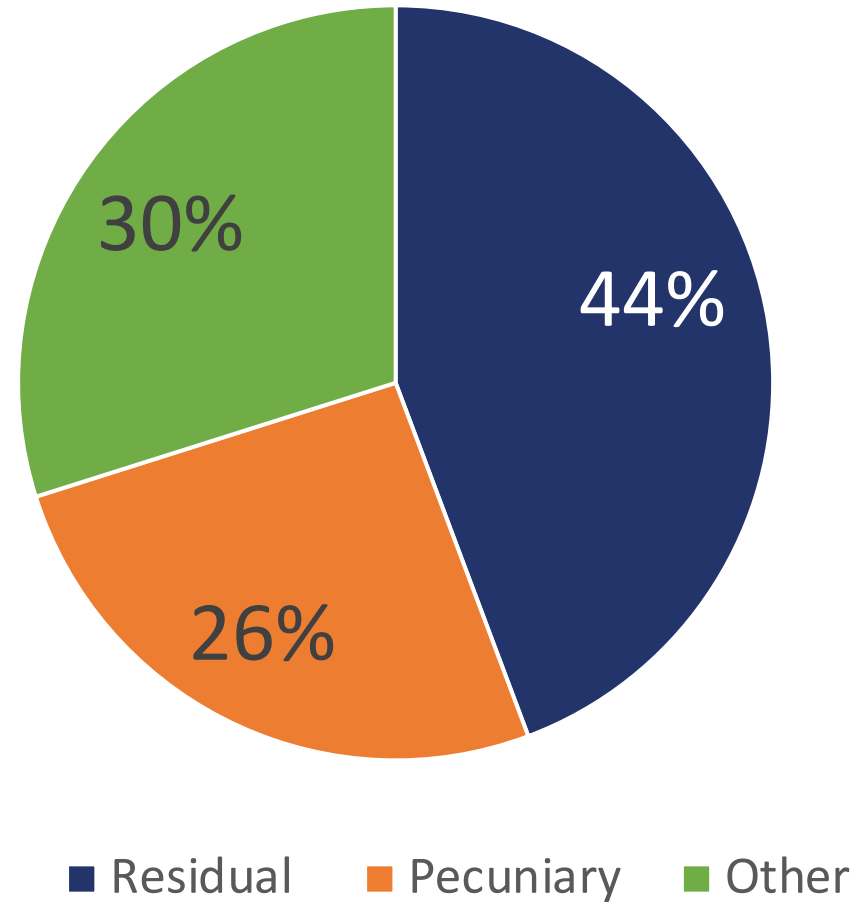
Average charity income by type



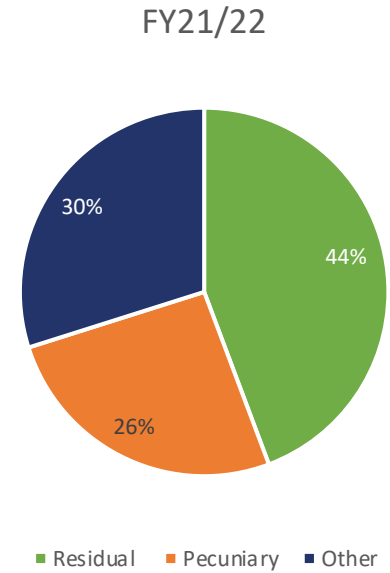
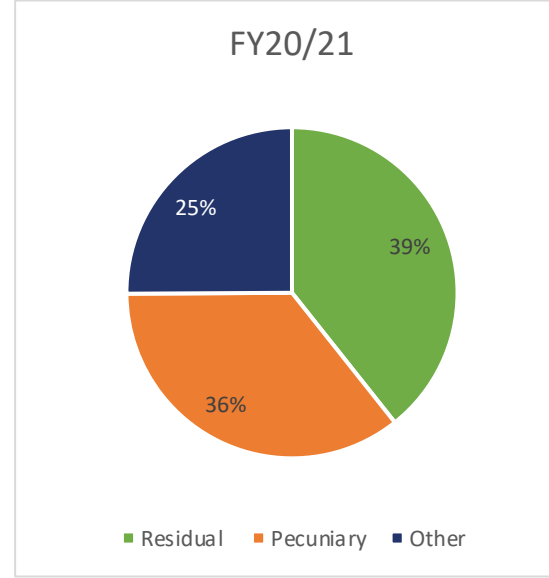
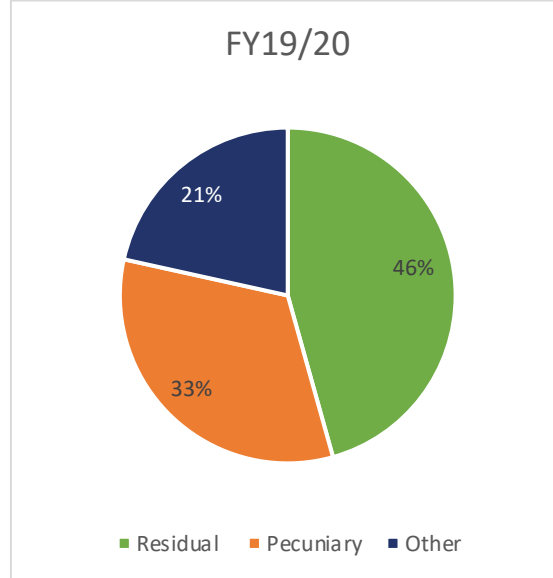
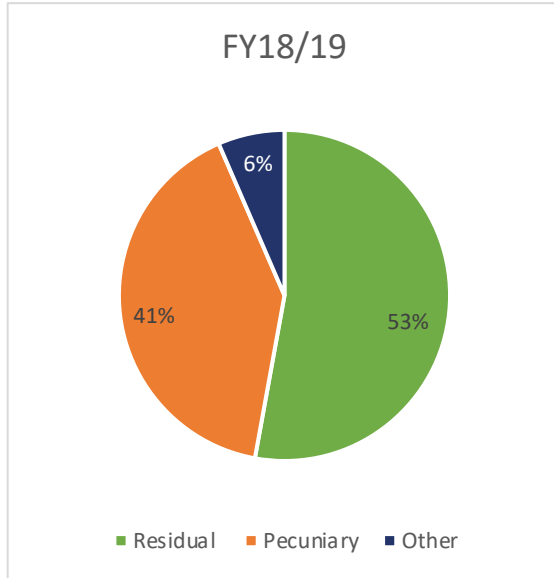


The count of residual gifts has increased as a % up from 39%

Bequest type: Count



Bequest type trends: count



Year	Ave / charity - residual	Ave / charity - Pecuniary	Ave / charity - Other
FY21/22	26	26	21
FY20/21	32	29	20
FY19/20	40	29	19
FY18/19	25	20	3



Gift value has
dropped but more
significantly for
pecuniary gifts

Average gift

Overall
\$96k

Residual FY21
\$184k

Residual FY22
\$174k

Change
-6%

Pecuniary FY21
\$30k

Pecuniary FY22
\$18k

Change
-38%

Type of supporter



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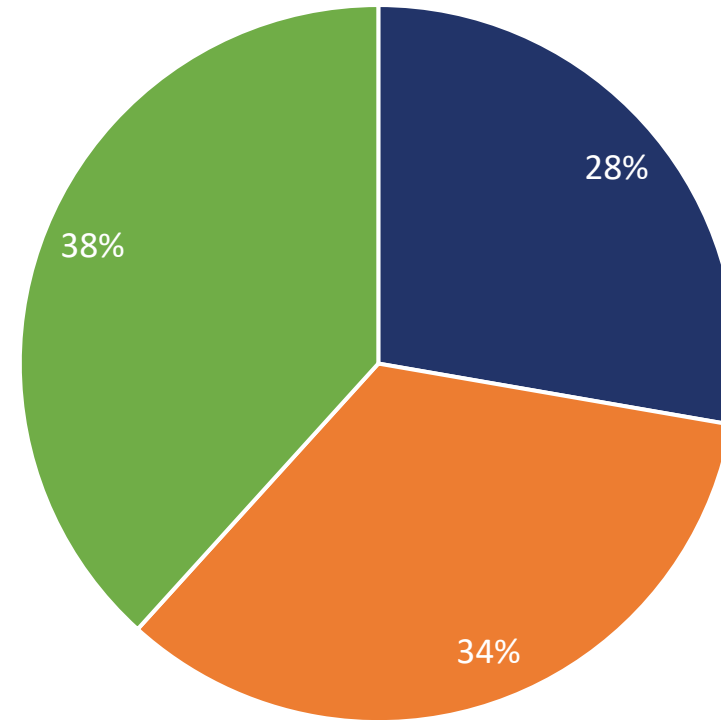


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62% of realised gifts are from supporters known to the charity

Supporter type: gift count

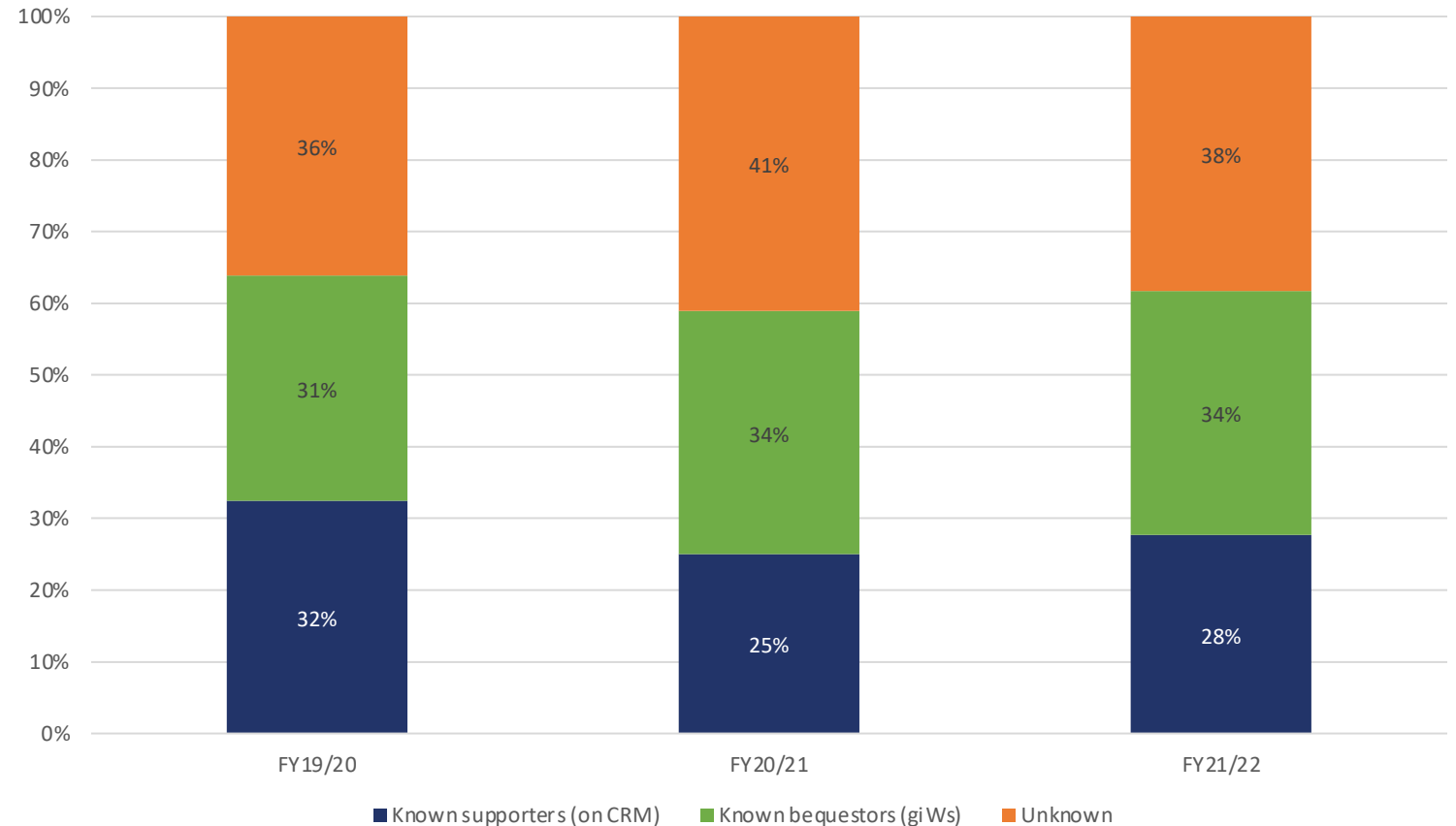


■ Known supporters (on CRM) ■ Known bequestors (giWs) ■ Unknown



Supporter type: trends

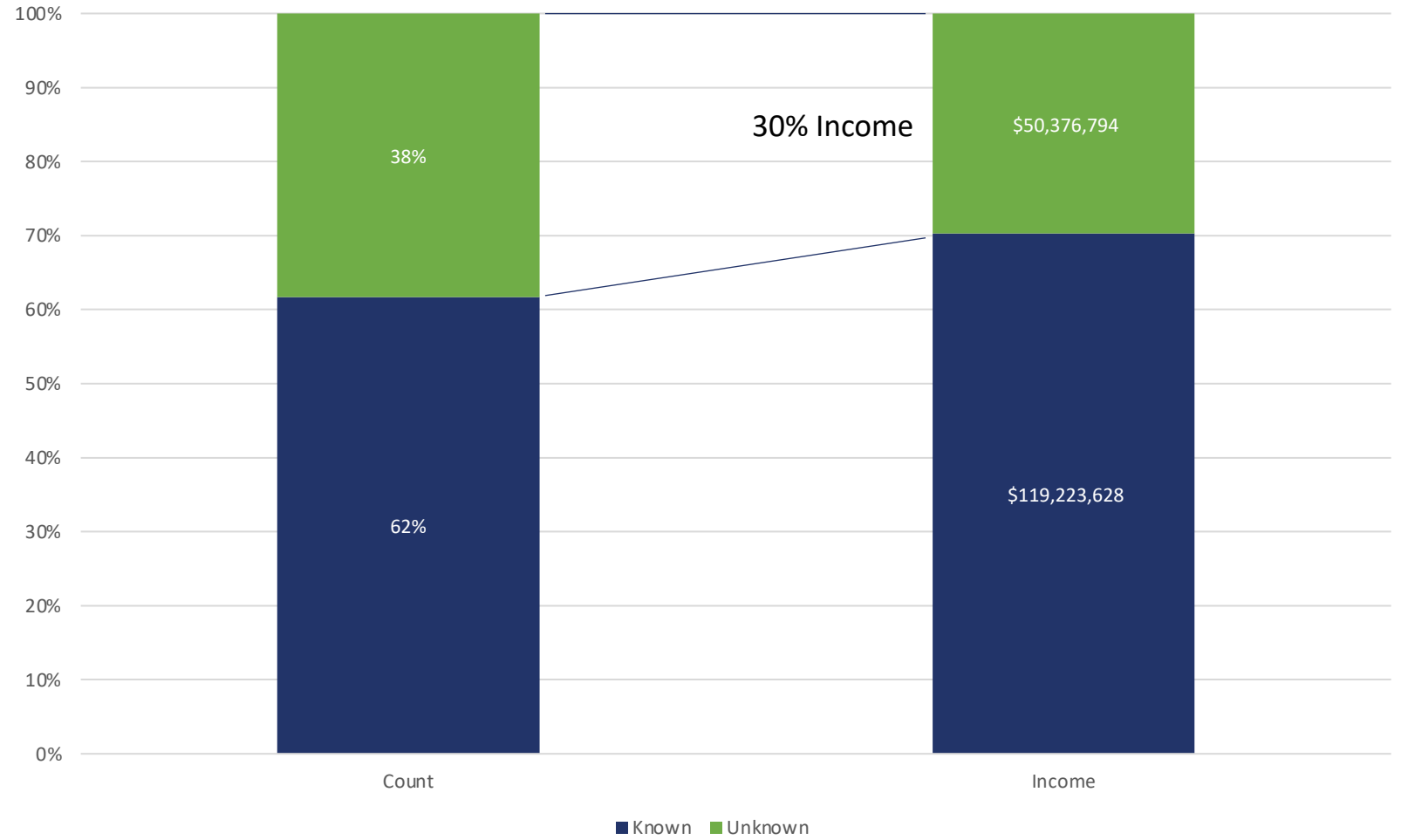
We have seen supporter type fall back to the more traditional third split. A positive trend after unknowns appeared to increase last year. Known bequestors quite consistent year on year.





70% of our gift in Wills income comes from known supporters. All your fundraising team needs to be upskilled in giW's messaging.

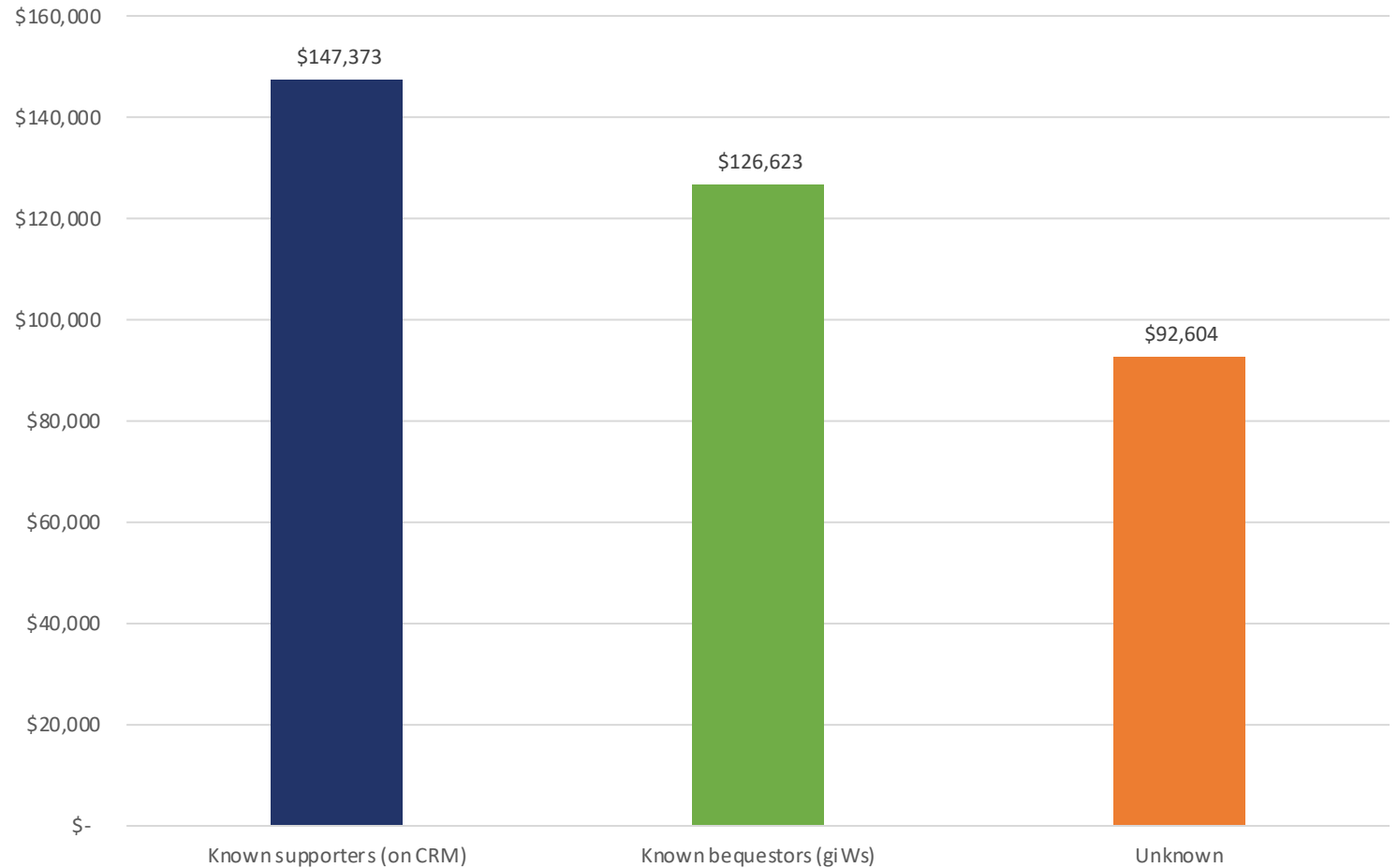
GiW's Income contribution





Our known supporters have high value. Review their stewardship and donations for insights. Possibly major donors?

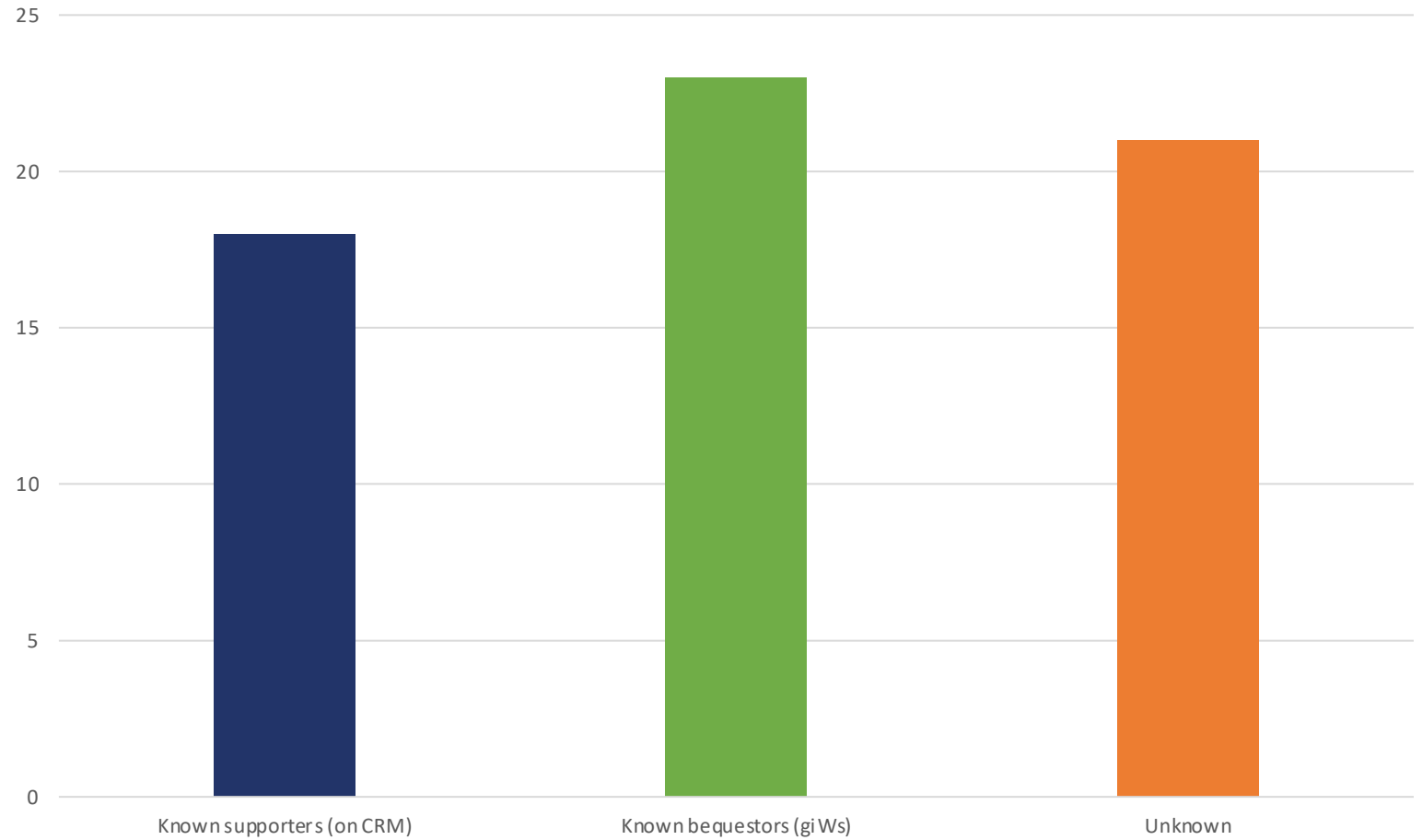
Supporter type: Ave value





Average count
highest from
known bequestors

Supporter type: Count



Gifts in Wills pipeline



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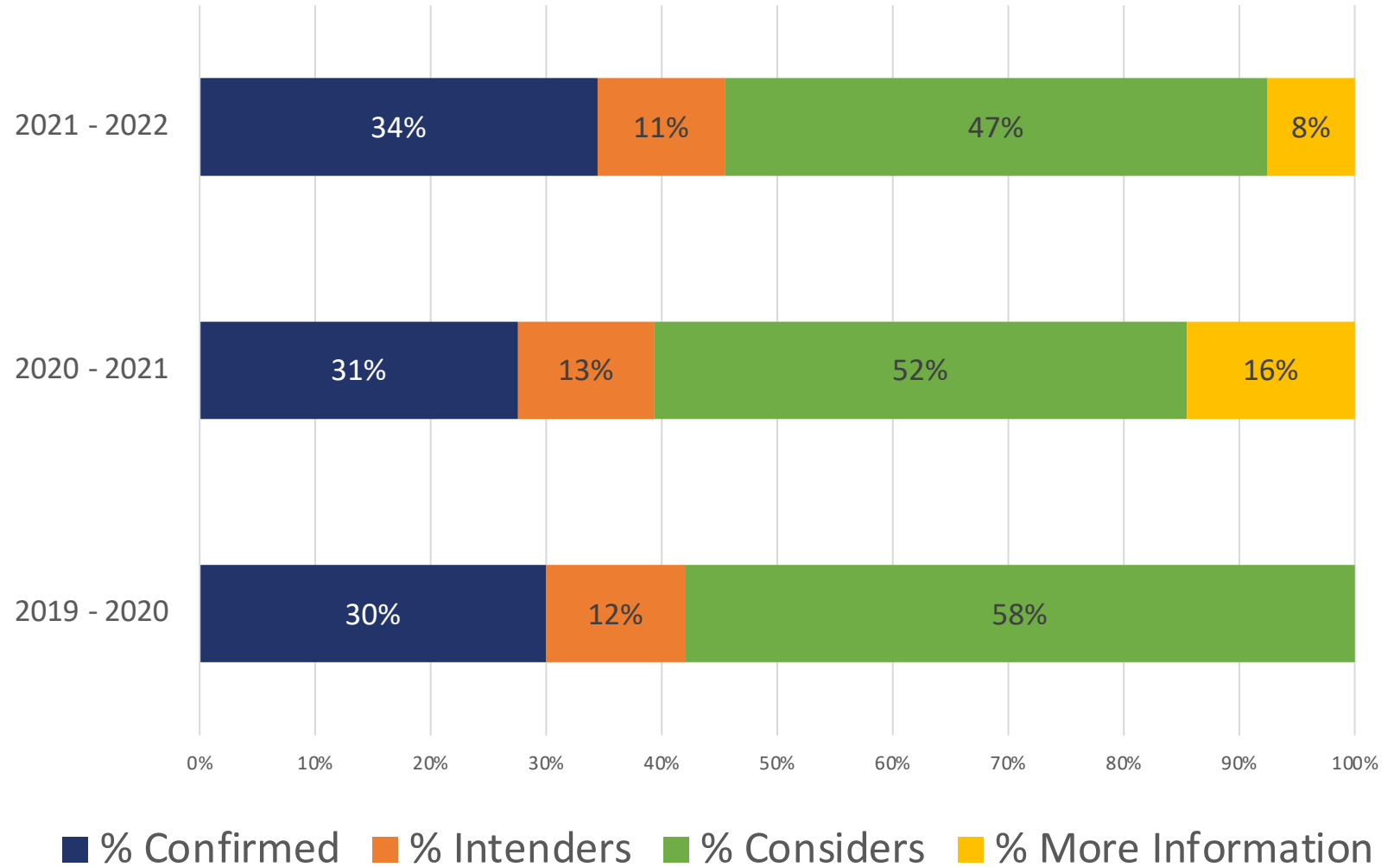


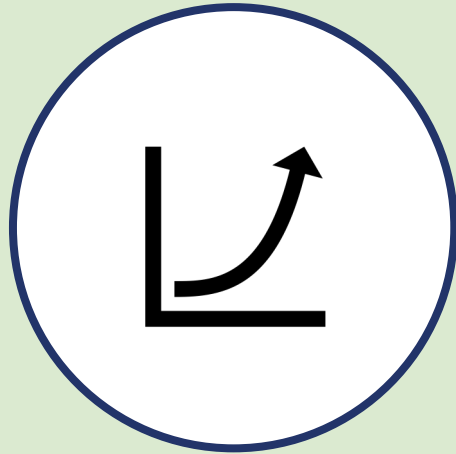
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Confirmed slightly larger %. Growth is happening. Need to maintain momentum.

GiW's Pipeline



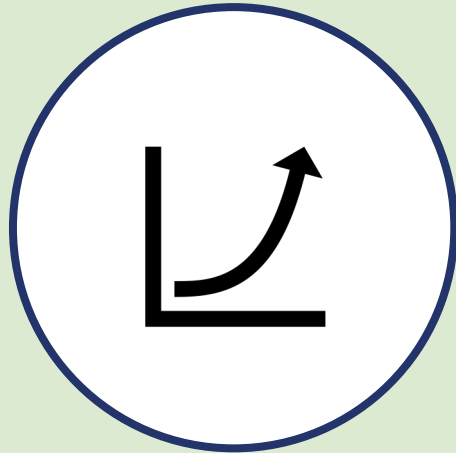


Well done

Pipeline growth

10.5% growth

Included 23 charities who participated in both years



There is significant value in the GiW's pipeline that should be stewarded like other high value relationships in the organisation. Need to influence senior leadership increase resourcing – people & \$.

Average pipeline

Average Confirmed
1292 (70%)

Average Estimated Value
Confirmed
\$87m

Average Intender
467 (7%)

Average Estimated Value
Intender
\$3m

Average considerer
2066 (3%)

Average estimated value
considerer
\$6m

Average more
information
536 (0.5%)

Average estimated value
more information
\$260k



Online Wills were reported by 36% of charities. Strong adoption and good average gift

Online Wills

Reported Online Will results

36%

Gift left to charity (over-reported)

60%

Average gift

\$39k

Warning: Unknown if Will value actuals or assumptions. Remember to collect total Wills completed as well as those that include you. If a charity didn't know total Will volume this was written as per including (over representing success).

Key Insights



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Thank you!

Key Insights & actions

- 1 Income is growing.
Residual income is king – more than ever!
- 2 Need to increase investment in resourcing our stewardship, collaborate with other teams and automate where necessary.
- 3 Online Wills showing hopeful signs
- 4 Focus stewardship on the right people - more residual gifts will deliver significant growth.
- 5 Understand the experience of known supporters with realized gifts – Who left them and how has their experience differed. Take learnings and apply to GiW's stewardship and upskill teams.

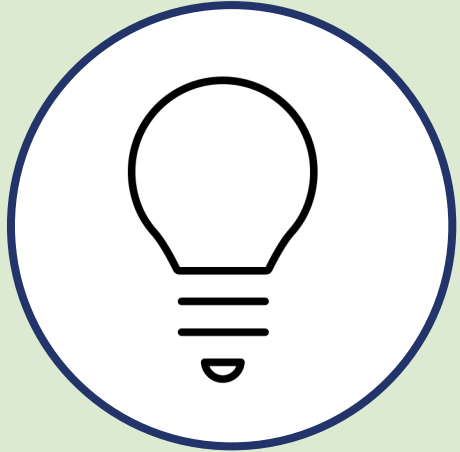
Q&A



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Help us understand
what insights you
need.

The future

Topline

Advanced

***Building & Growing: Successful
Acquisition Models for a gifts
in Wills program.***



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IAC TRAINING DAY

Date: 24 May 2023

Time: 10am - 3:30pm AEST

*10:30am for Zoom attendees

Venue: Aitken Partners,
Level 28, 140 William Street,
Melbourne VIC, 3000



REGISTER NOW



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FIA

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Thank you for being part of a movement

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