The Big Picture Benchmarking Webinar

Responses: 55

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THE BENCHMARKING PROJECT

more strategic

At a Glance: What This Year's Benchmarking Reveals

Gifts in Wills income is **growing**, and more Australians are taking steps to leave a legacy.

Pipelines are **bigger than ever**, driven by Consideration and More Information.
The real opportunity is conversion turning interest into action.

The good news? Residual gifts are up, Online Wills are continuing to gain traction, and the sector is heading in the right direction.

This report highlights what's shifting and where to focus next.

Our Approach

Survey Approach:

- Conducted with **55 respondents**, reflecting a **90% increase** (26 more responses compared to last year).
- **Most questions were not answered by all respondents,** with response rates varied between **60–80%**, depending on the question.
- To ensure data quality, we’ve treated 0’s and N/As cautiously, excluding them from average calculations where appropriate.
- One large outlier, had a **GiW program ~2× larger** than the next largest charity. For averages we've compared results **with and without this outlier** to avoid skewed insights.
- Participants represented a **diverse cross-section** of IAC members, from charities raising <$5m to over $100m+, ensuring **broad representation** and insights.

Participation

Participants
55 (+90%)

Estates
3,121

Total Fundraising Income
Over $1.2 Bn

Total giWs Income
Over $318m

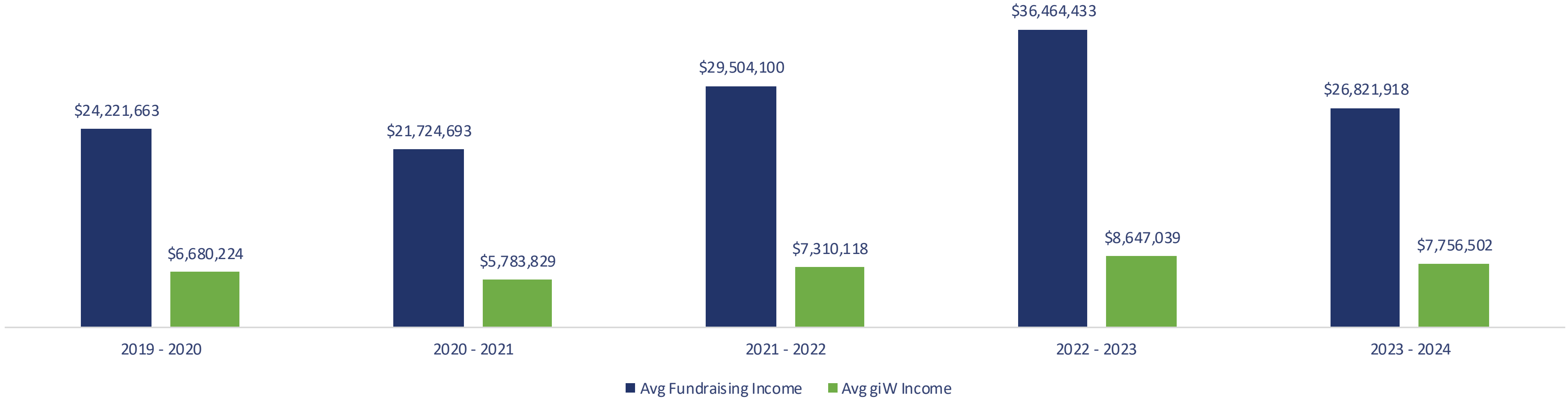
Average Fundraising Org
$26.6m

Average GiWs Income
$7.7m

Median Fundraising Org
$8.9m

Median GiWs Income
$3.9m

Income Benchmarking



This represents mix of charities participating not a trend.

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Participation by Size

Fundraising Income	Count	Average giW Income FY 23/24	Average giW Income FY 22/23	Average giW Pipeline FY 23/24	Average giW Pipeline FY 22/23
$1-5m	12	**$540k**	$651k	**328**	232
$5-10m	12	**$3.8m**	$2.6m	**2.6k**	1.7k
$10-20m	8	**$4.7m**	$5.7m	**2.8k**	4.5k
$20-50m	7	**$10m**	$8.2m	**7.1k**	6.4k
Over $50m	8	**$21m**	$23.2m	**11.7k**	7.9k

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Income Trends

Growth

Total Fundraising Income $1,206m

Total giW’s Income $318m

+18% Growth

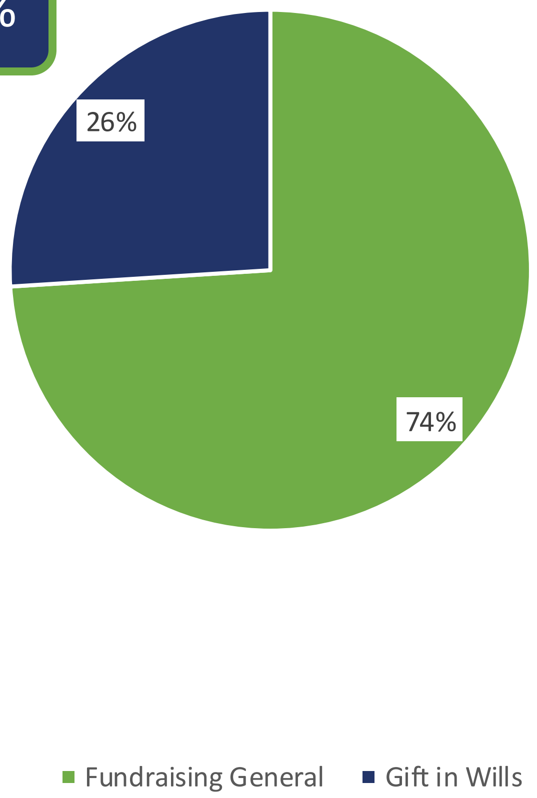
+31% Growth

Note: Growth is partly driven by **new submissions** this year, including **one large outlier**.

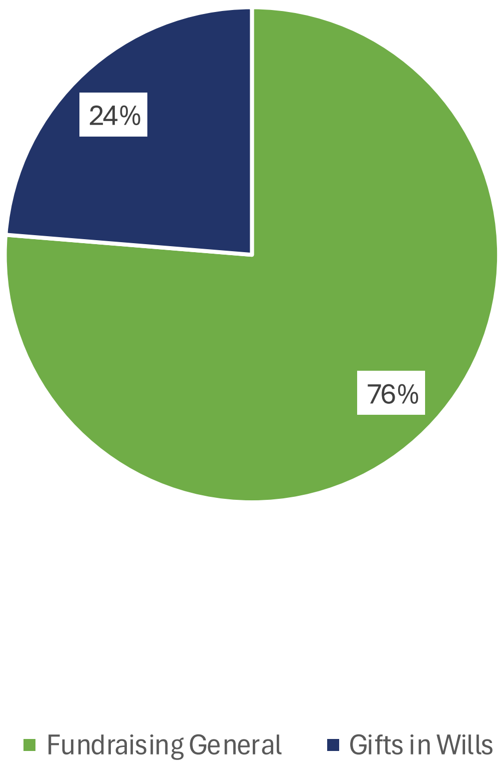
Contribution to Income

+2%

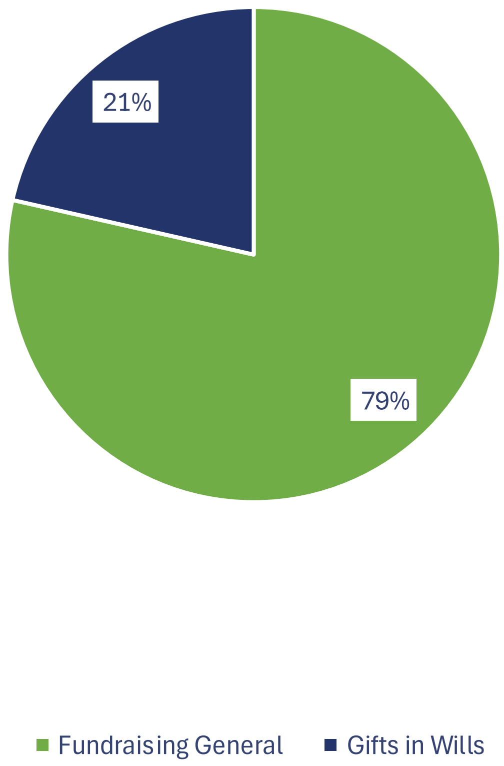
FY 24



FY23



FY22



While part of the uplift is influenced by **outlier**, it also highlights a broader sector trend: **GiWs are becoming a larger share of income.**

45 Responses
82% of Dataset

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Estates

	FY24	FY23	Difference
	$102k	$80.7k	+26.4%
	3,121	3,002	+3%

The number of estates have increased, average has also increased, driven by larger volume, uplift in pecuniary values, more charities reporting residual gifts and likely due to large outlier.

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Type of Gift

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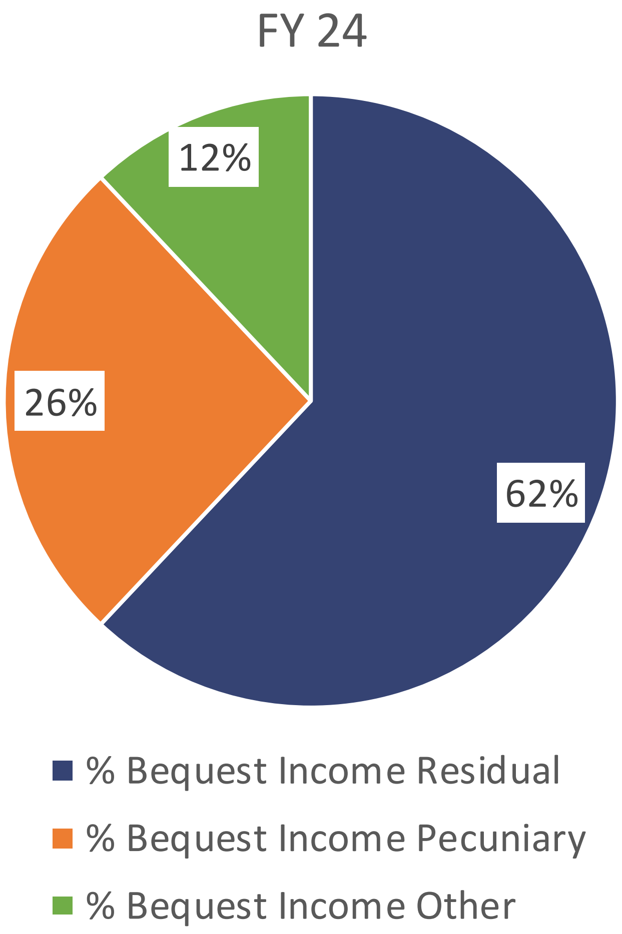
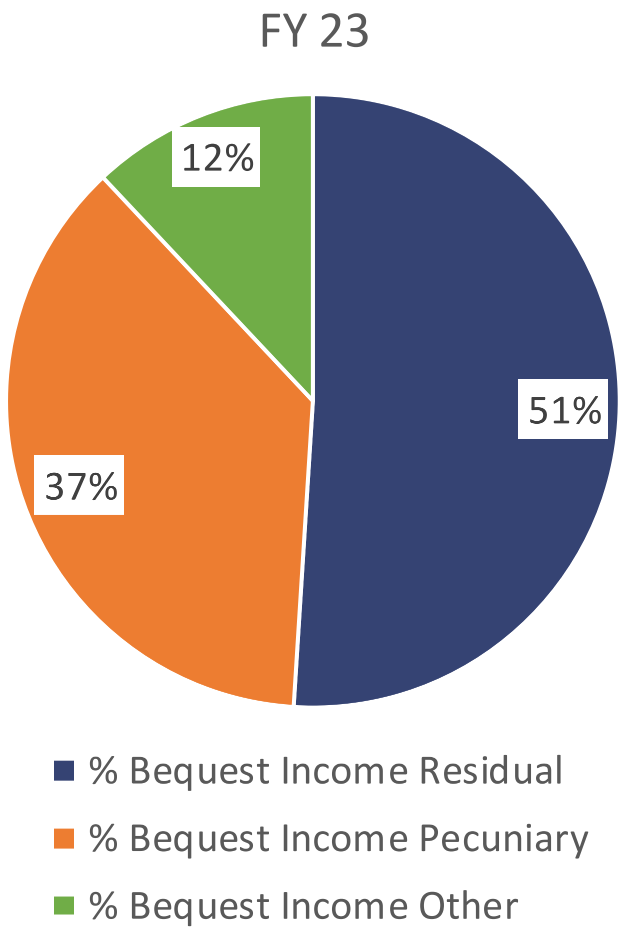
Bequest Type x Count





Residual gifts have grown as a proportion of total bequests, now making up 62% of count (up from 51%), while pecuniary gifts have declined from 37% to 26%.

65% of Dataset

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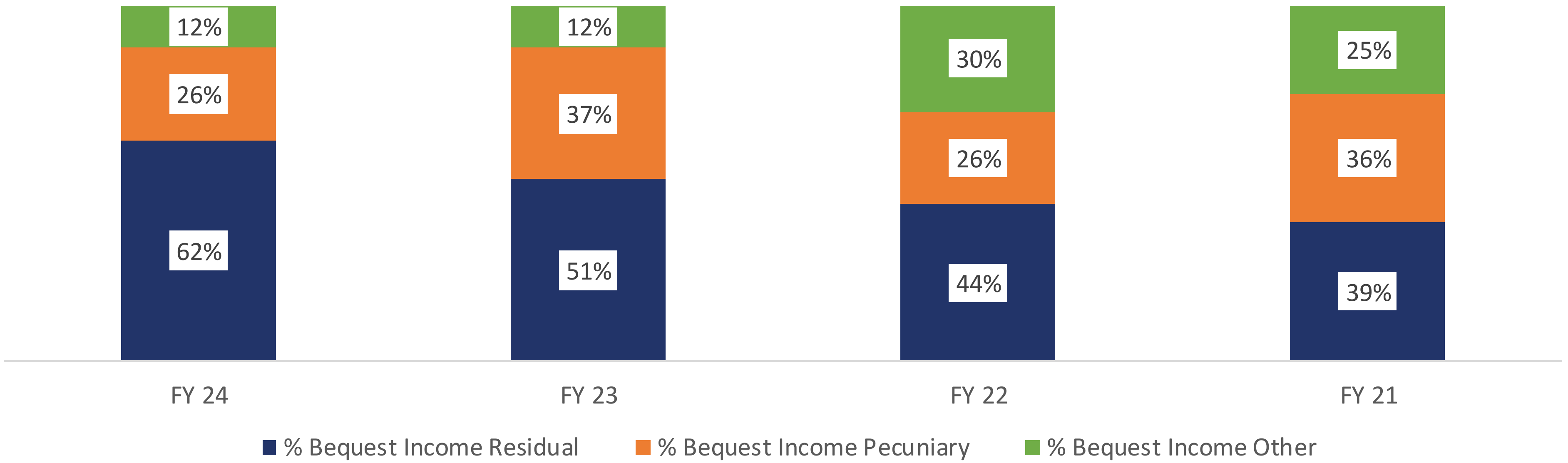
Bequest Type Trends



Year	Ave / charity - residual	Ave / charity - Pecuniary	Ave / charity - Other
FY 23/24	53	30	27
FY22/23	43	33	30
FY21/22	26	26	21
FY20/21	32	29	20
FY19/20	40	29	19

Residual gifts are steadily rising, now averaging **53 per charity**—up from 26 just two years ago. This growth suggests more charities are successfully nurturing higher-value gifts.

65% of Dataset

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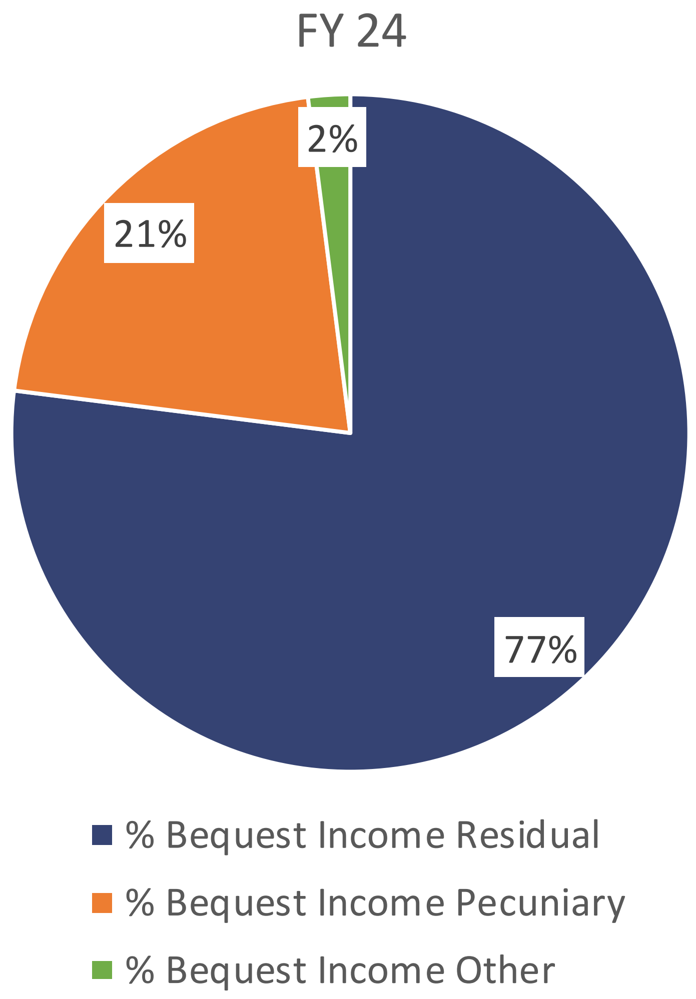
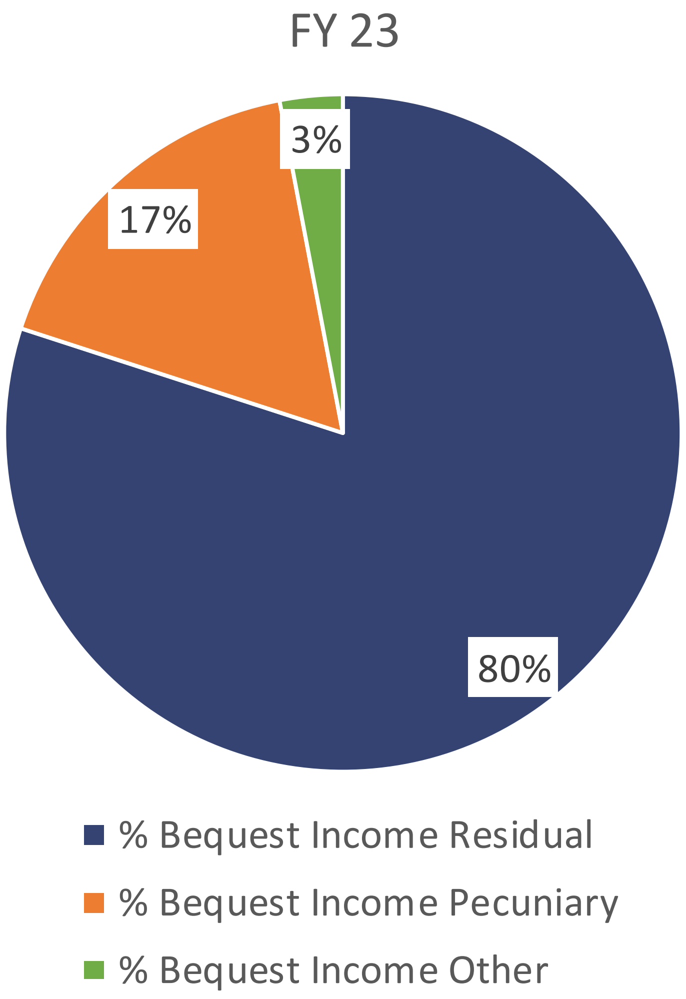
Bequest Type x Income





Residual gifts continue to dominate, making up 77% of income, Pecuniary has increased due to some high value gifts reported in FY24.

65% of Dataset

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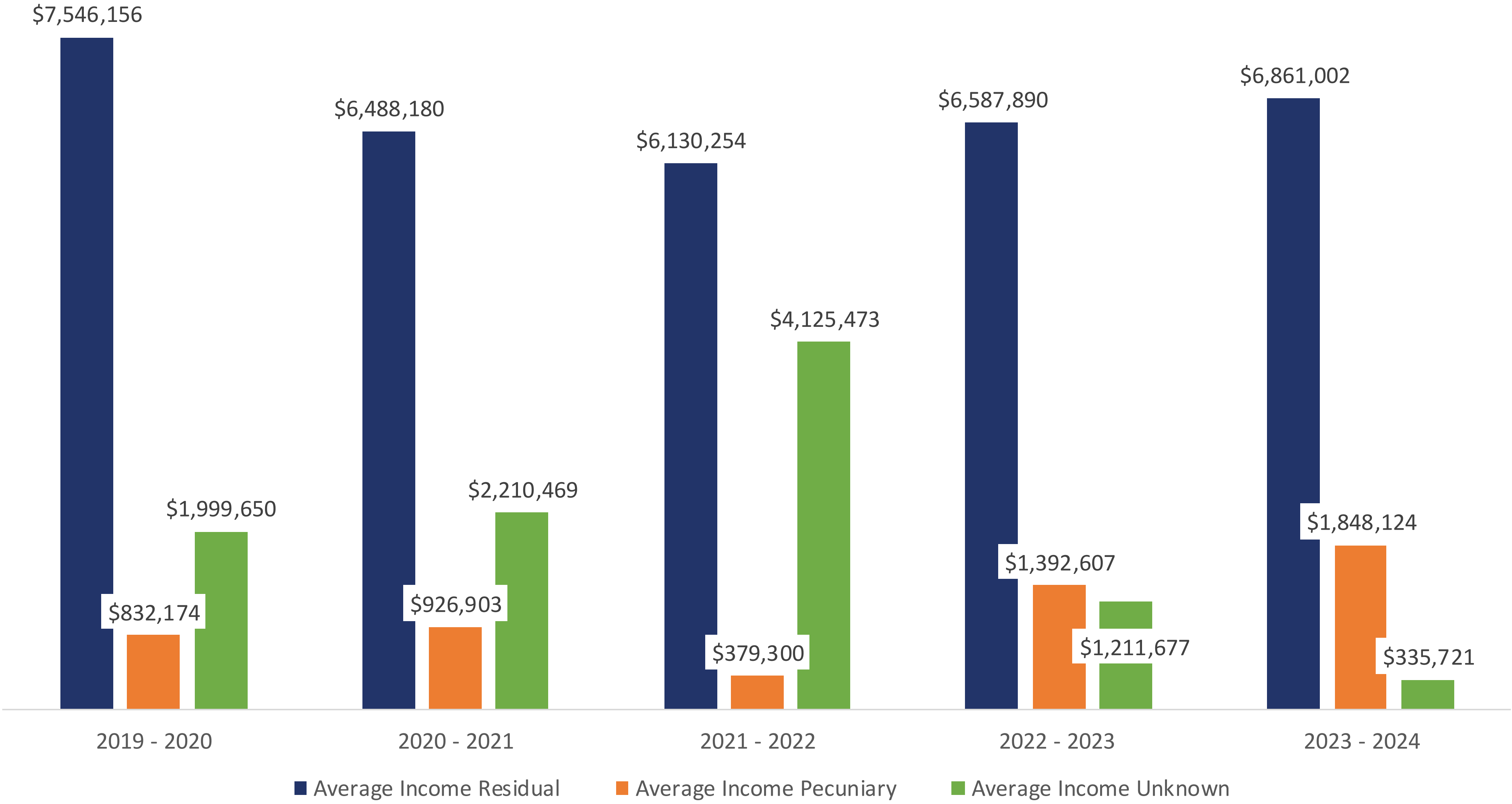
Bequest Type



Residual gifts remain the most stable and valuable source, averaging ~$6.8m per org in FY24. **Pecuniary income rose significantly**, while income from unknown gift types dropped.

65% of Dataset

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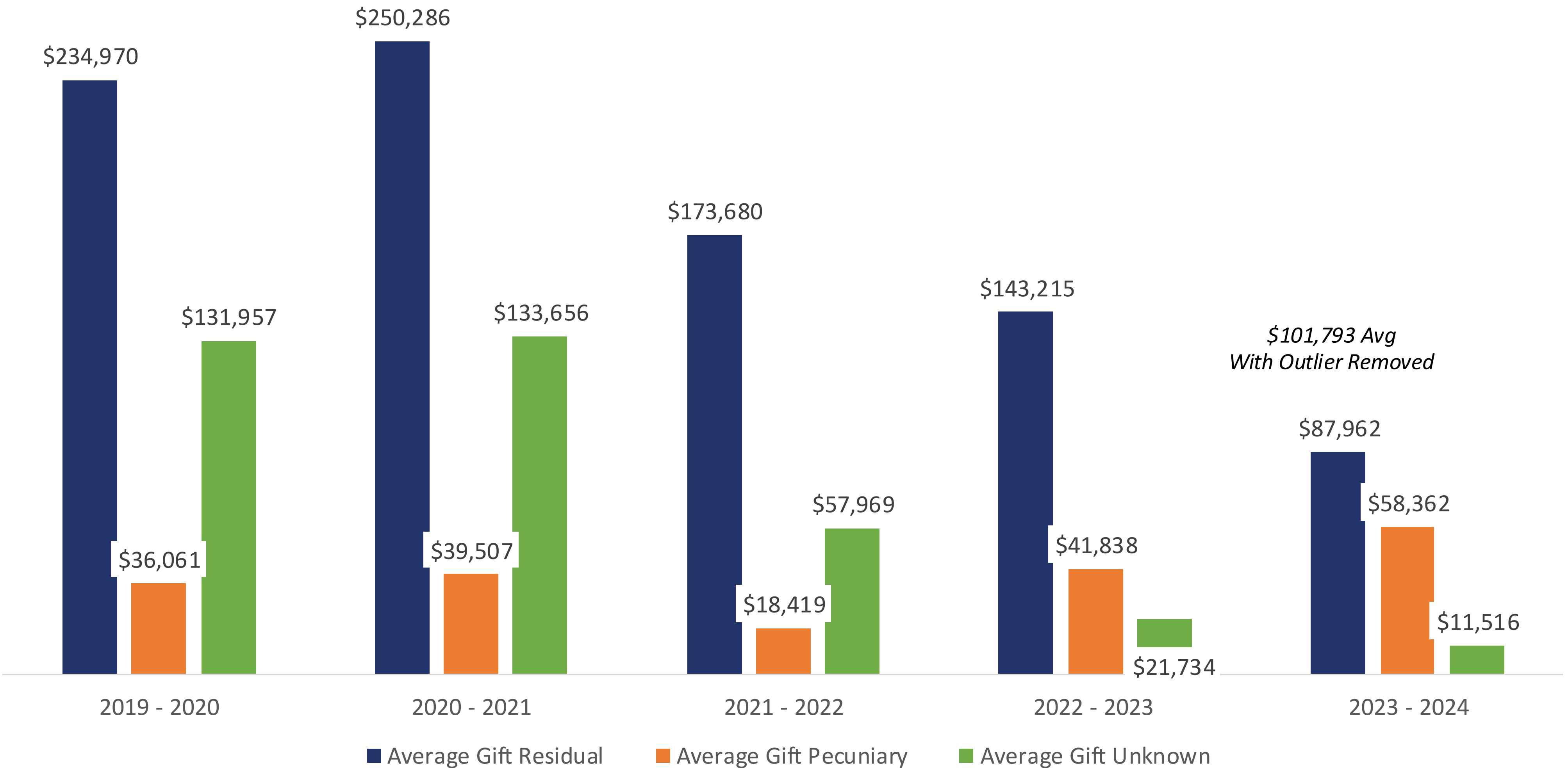
Average Gift x Type



Average gift value for residual gifts dropped.
Despite this, **pecuniary gifts saw a relative increase.**
The drop in average gifts is a by-product of the increase in the number of gifts within the sector.

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Type of Supporter

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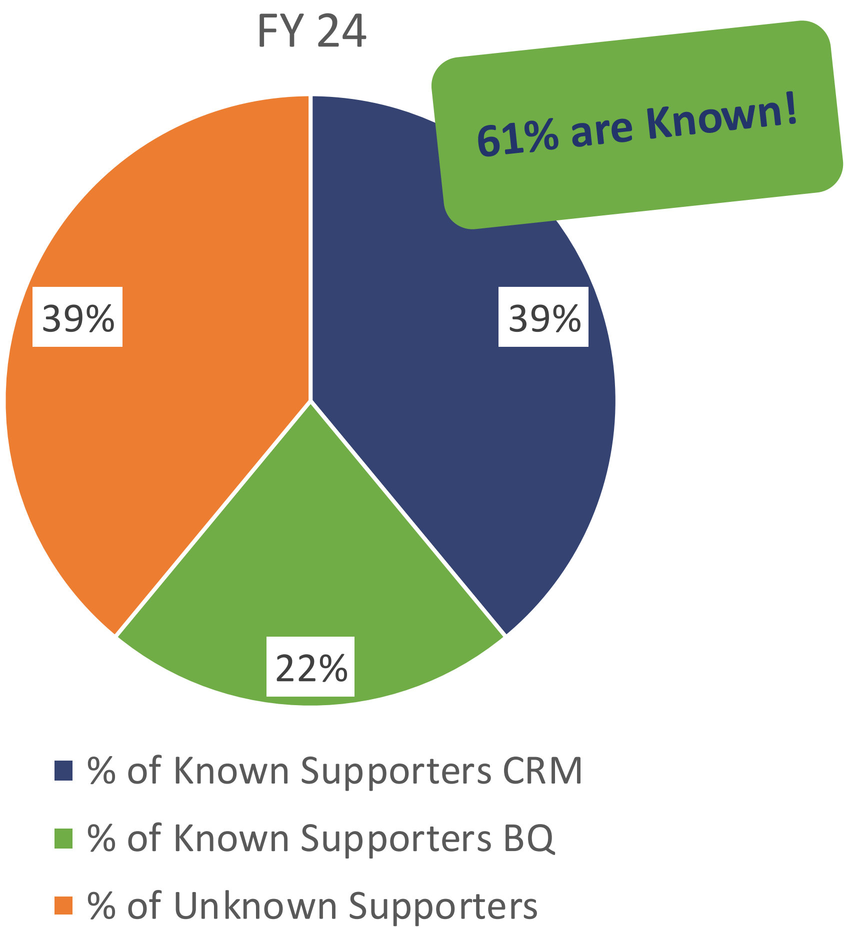
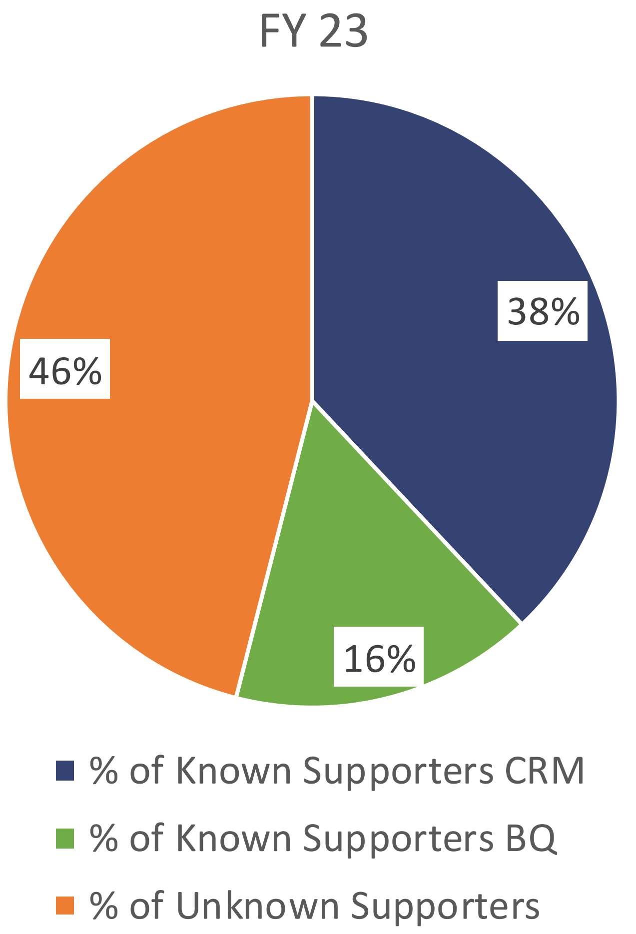
Supporter Type x Count





The share of **known supporters has grown**, now representing **61% of all realised gifts**—up from 44% last year. **8%** growth in Known Bequest supporters!

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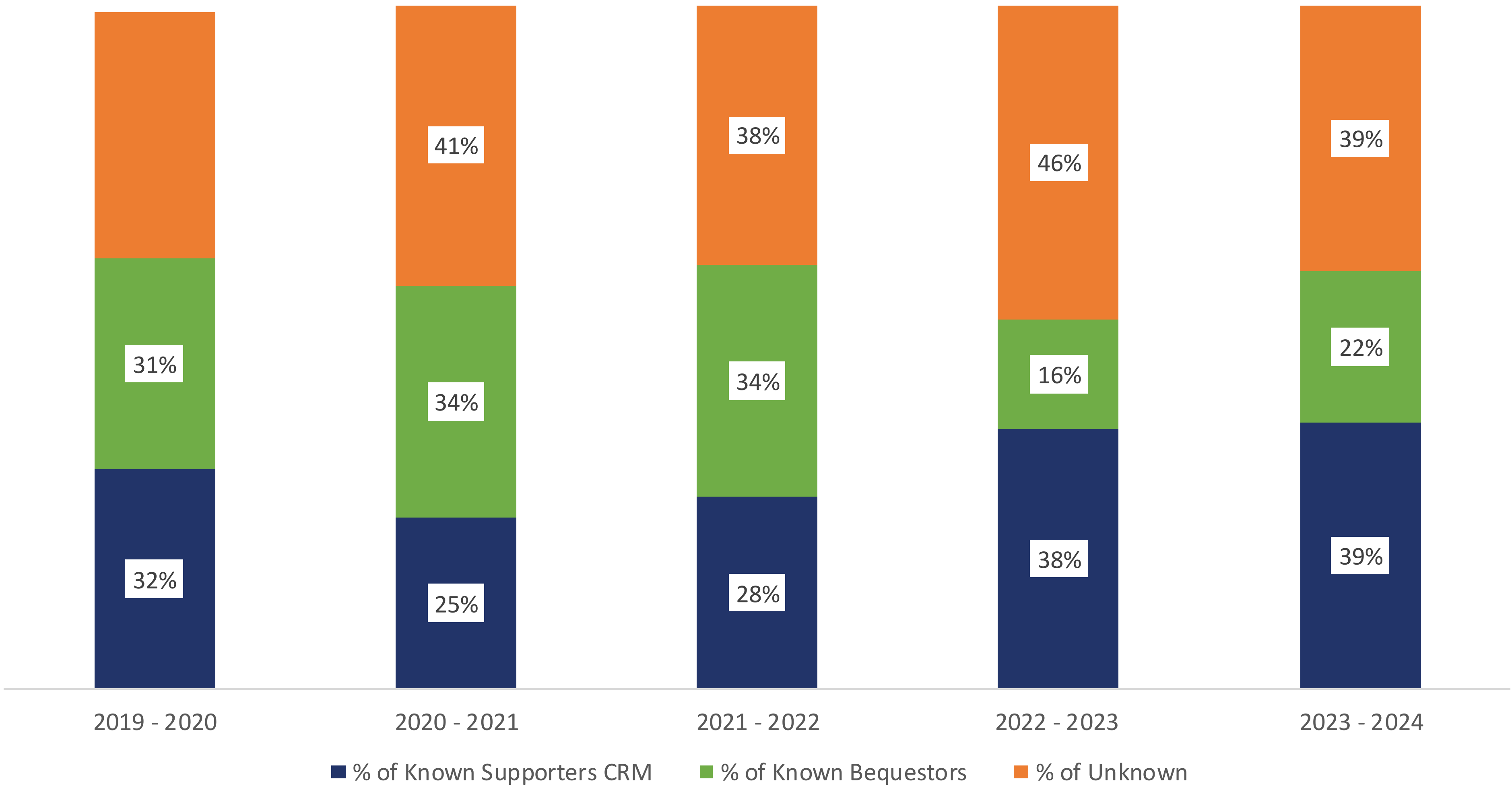
Supporter Type Trends



After a dip in FY22–23, **known supporters (CRM + bequestors) rebounded to 61% in FY24**, the highest in five years.
This shift reflects **stronger identification and tracking.**

65% of Dataset

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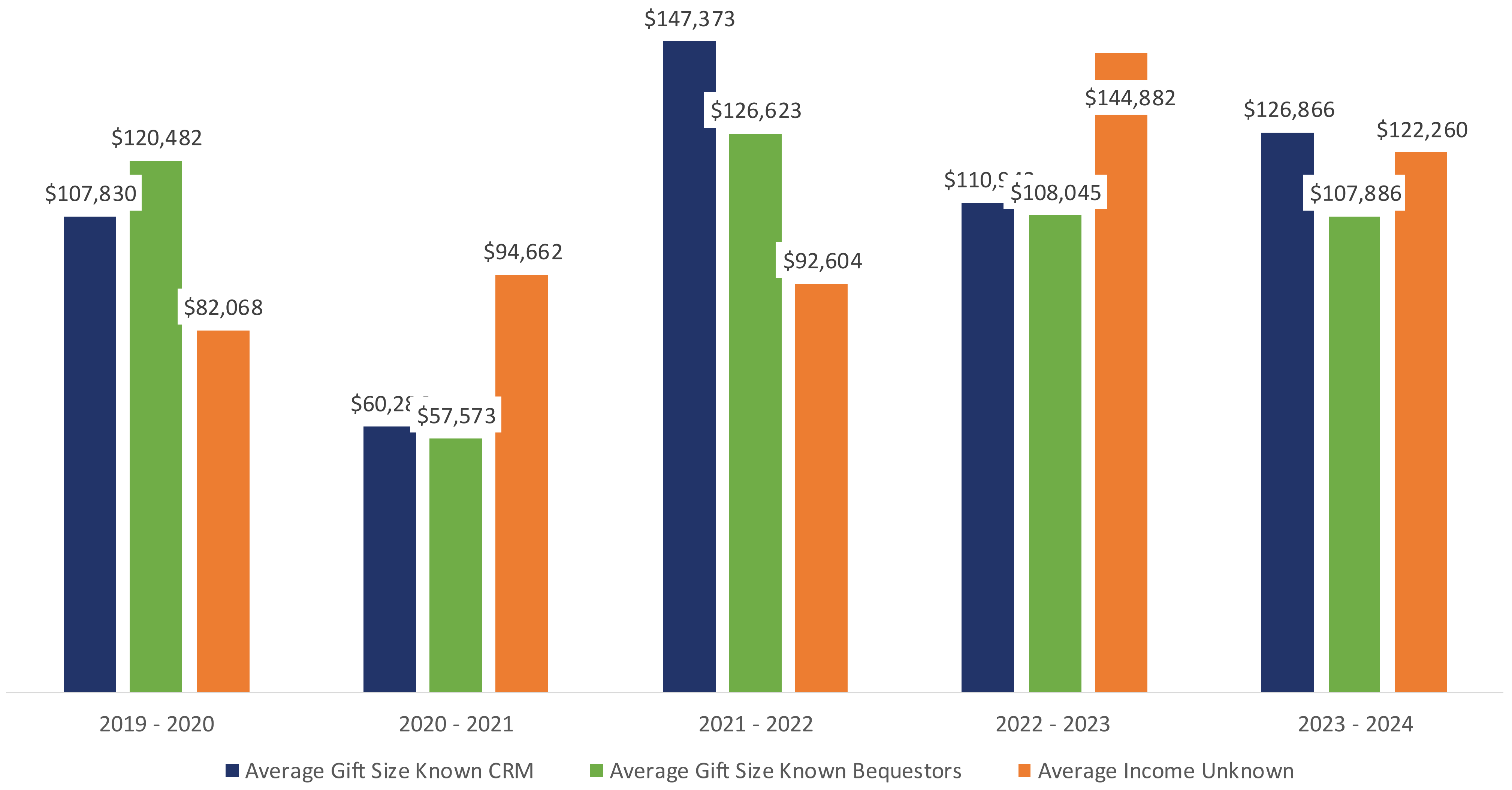
Supporter Type x Average Gift



Unknown supporters consistently deliver the highest average gift. This highlights an opportunity to **better understand and engage high-value unknowns**.

65% of Dataset

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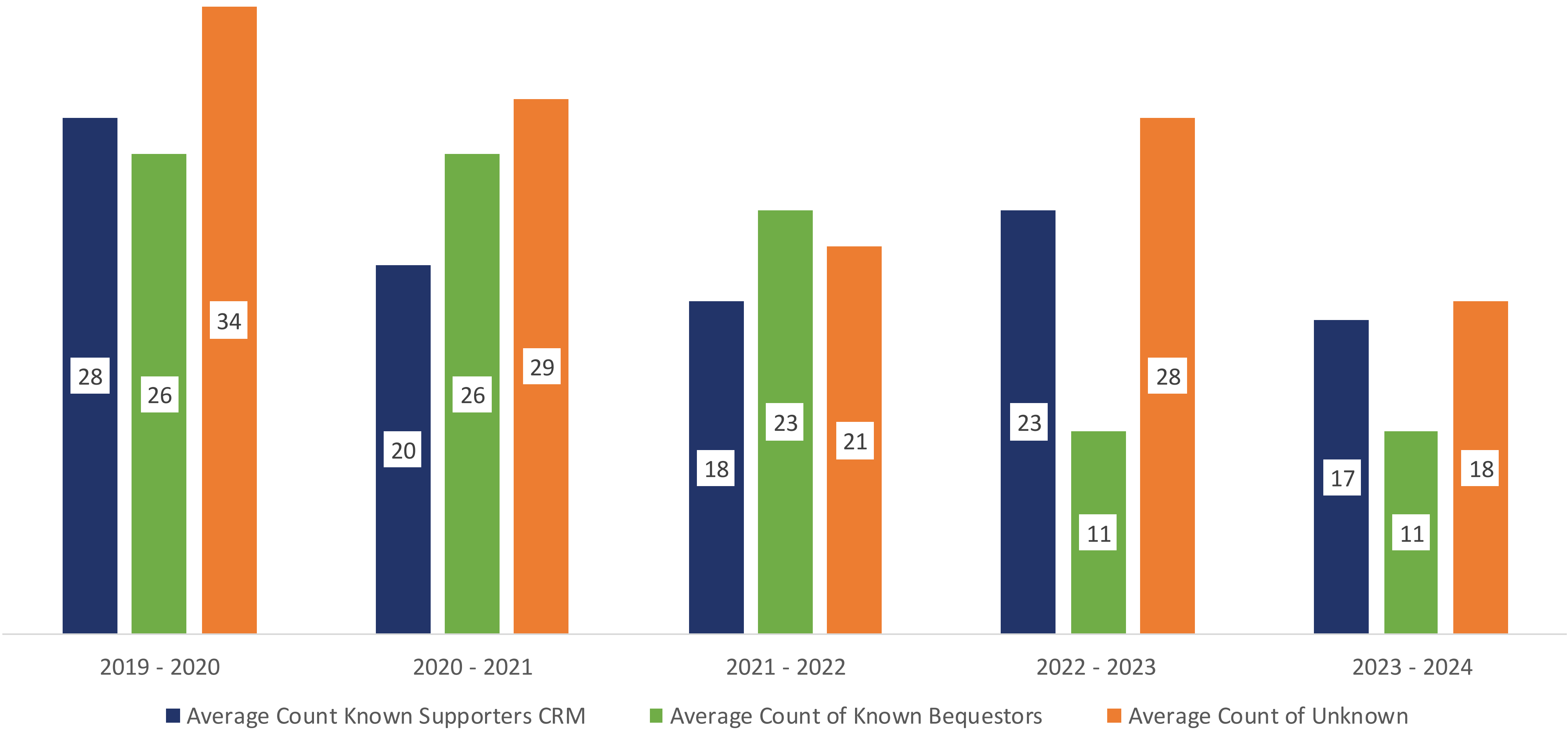
Supporter Type x Average Count



Known bequestor counts remain flat, reinforcing the need to strengthen identification and stewardship pathways.

65% of Dataset

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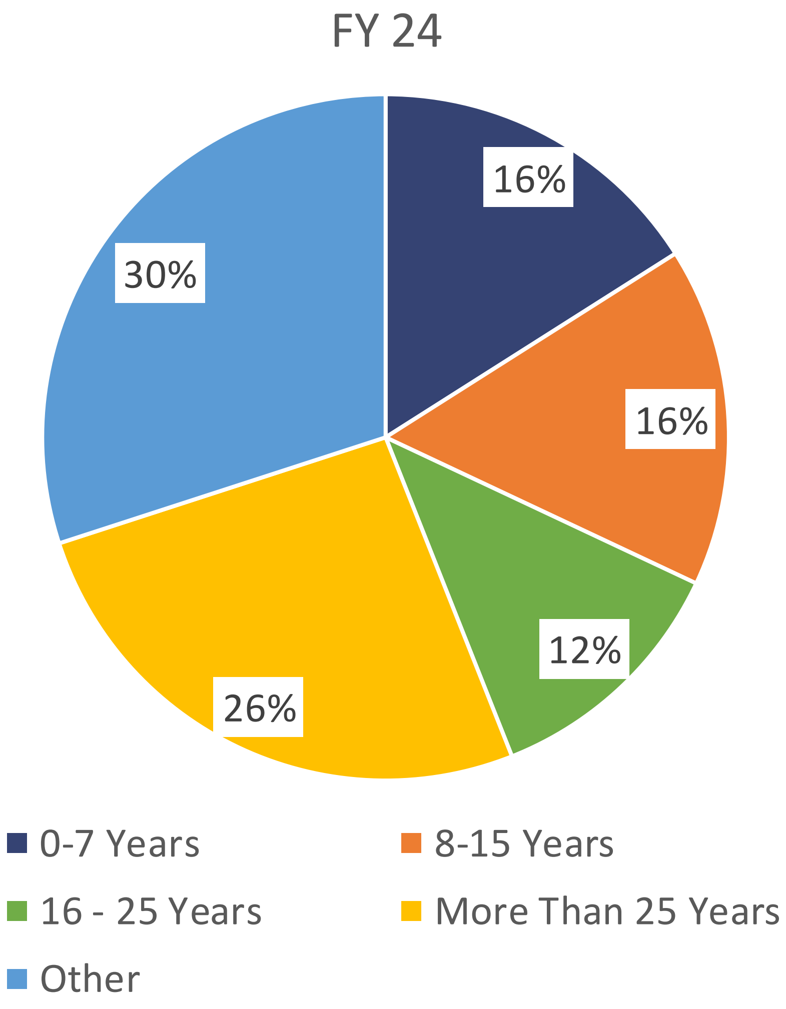
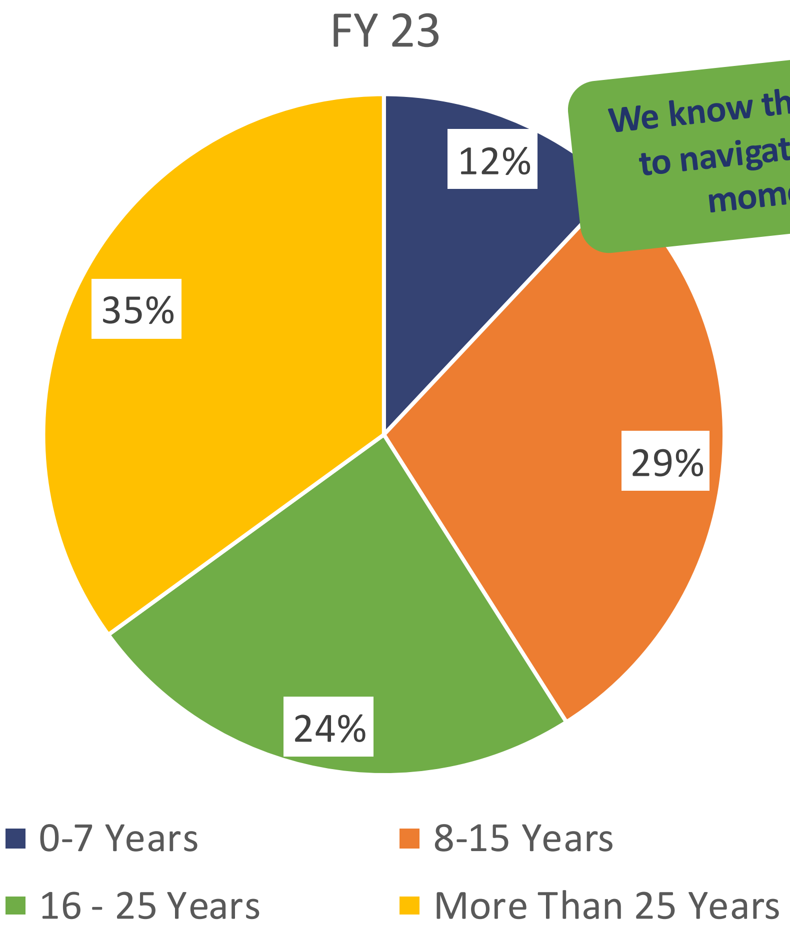
Data Retention





We know this is hard to navigate at the moment!

The percentage of charities storing **longer giving histories (16+ years)** has declined from **59% to 38%**, while **'Other' and 0–7 year cohorts grew.**

100% of Dataset

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Data Open Text

Policies about retaining personal information is becoming increasingly complex.

In the below open text box please note any issues you have retaining personal details about your supporters or matching realised estates against your supporter base.

Include concerns and action plans about deleting data which may inform accurate matching of realising gifts in the future.

- CRM Transitions Causing Data Loss
- Lack of Clear or Enforced Data Retention Policy
- Challenges Matching Realised Estates to Known Supporters
- Data Governance vs Legacy Stewardship Tension
- Unknown or Untracked Supporter Relationships
- Proactive Risk Management
- Small Programs Struggle with Lack of Historic Data

Gift in Wills Pipeline

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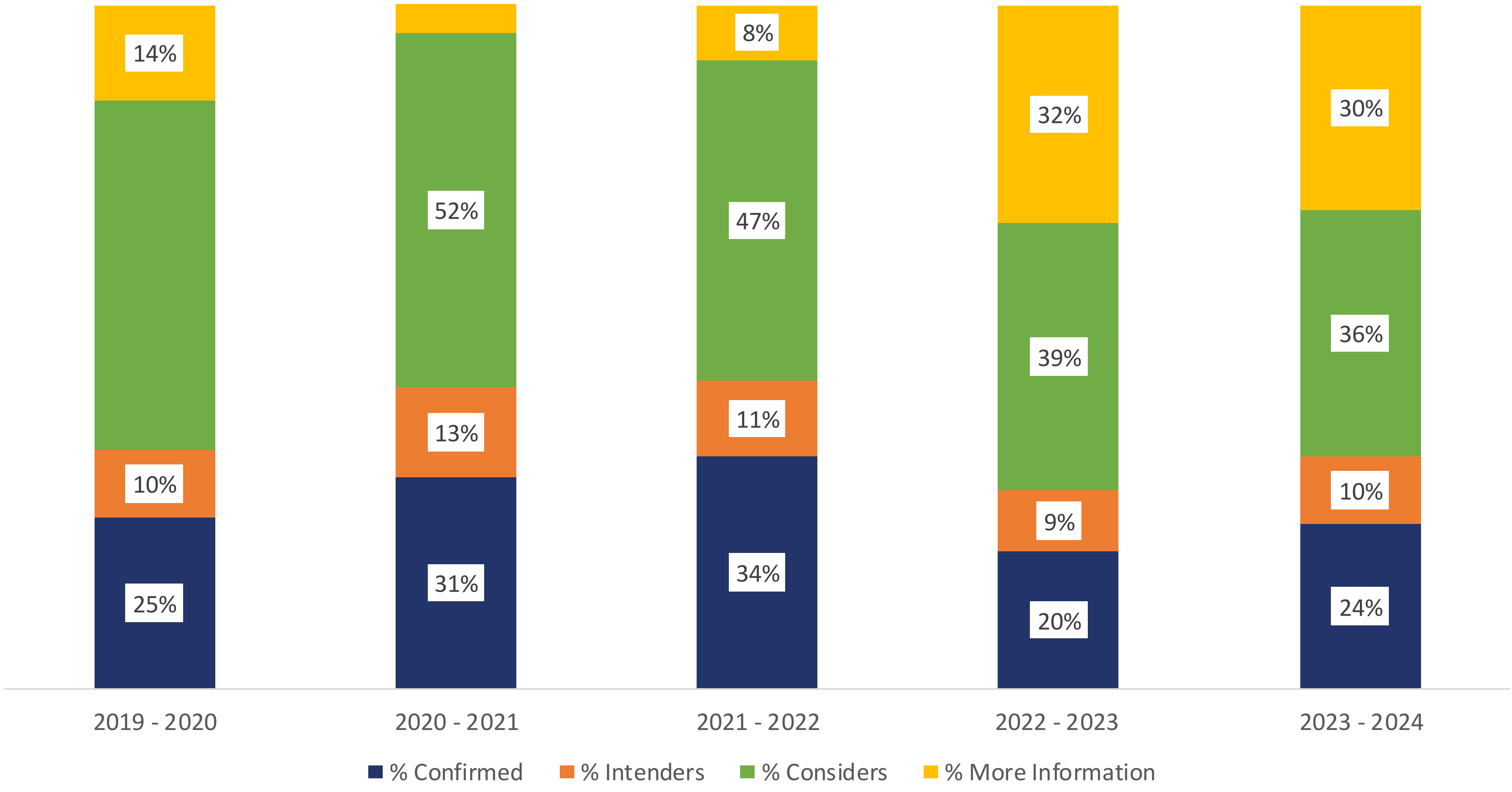
Pipeline Trends



Confirmed supporters have stabilised at 24%, after a dip last year, but **More Information and Considerers make up over 2/3.**

80% of Dataset

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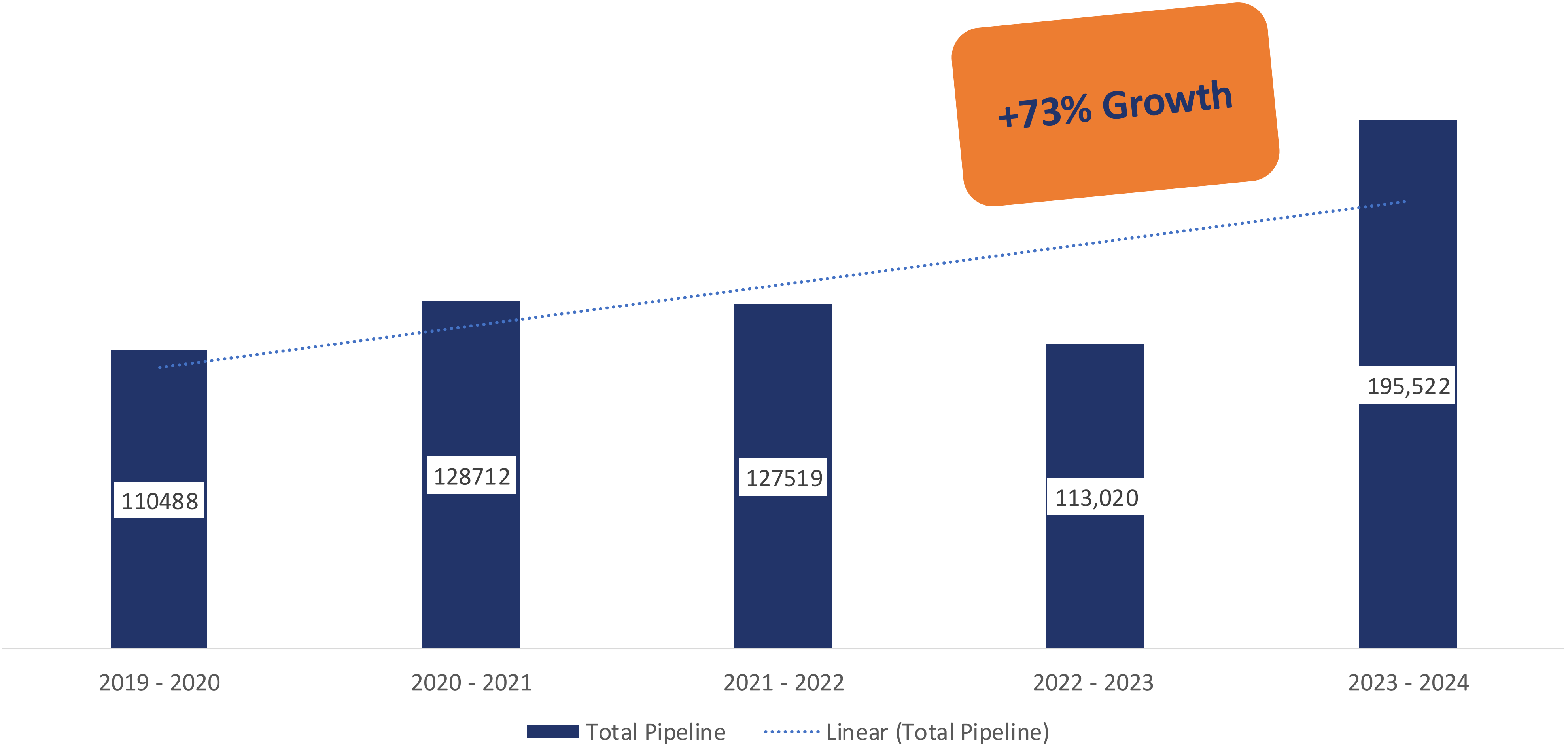
Total Pipeline



Note we did have more responses and a large outlier.

The total pipeline grew 73% year-on-year, jumping from 113k to nearly 196k supporters. This is the largest increase in five years, driven largely by a surge in **'More Information' and 'Considerer'.**

80% of Dataset

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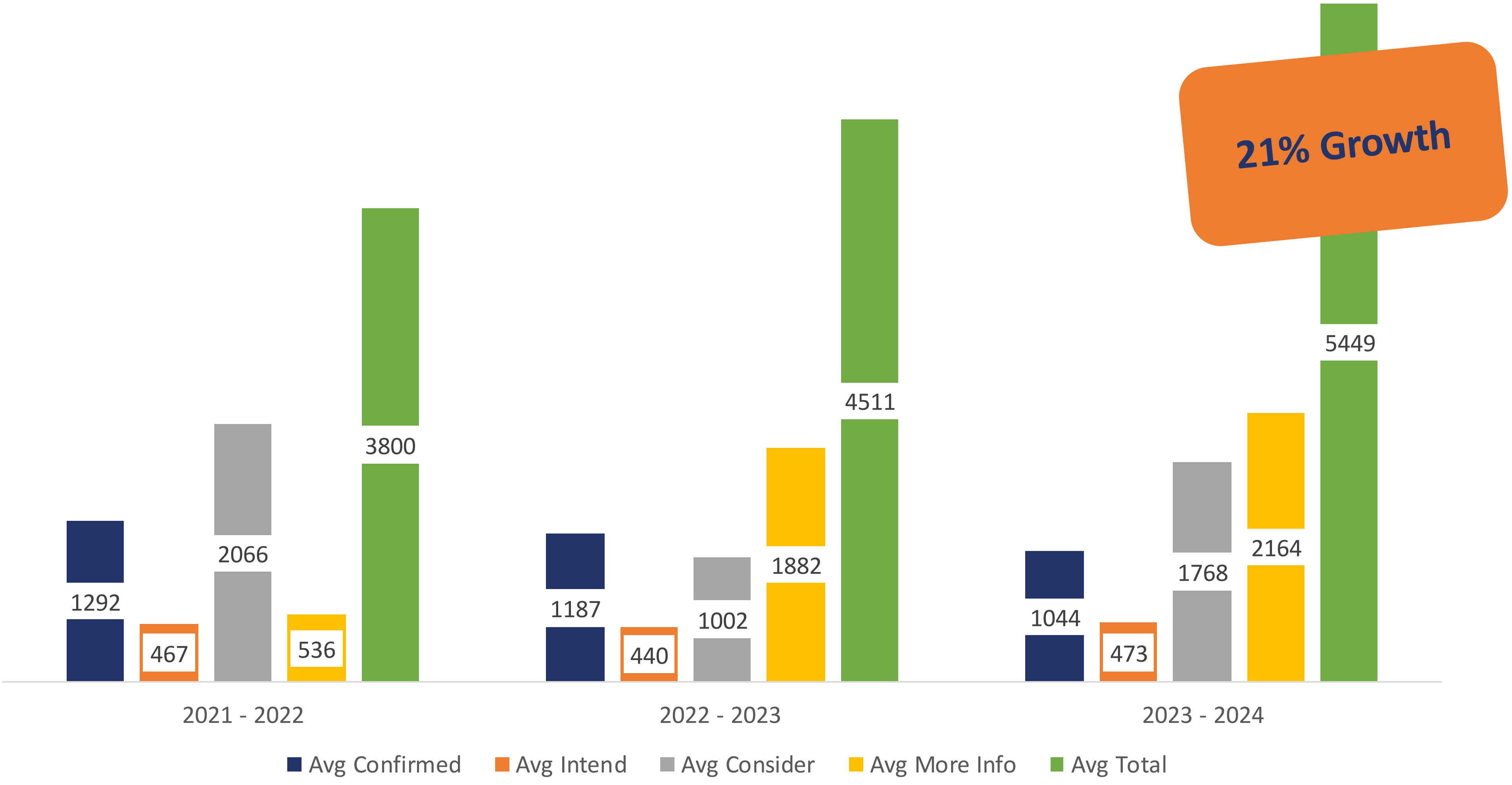
Total Pipeline



The pipeline grew 21% year-on-year.
Average confirmed numbers dipped slightly, highlighting the need to convert growing interest into commitment.

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Value within Pipelines

	Average Count	%	Expected Realisation Rate	Estimated Value
Confirmed	1,044	24%	70%	**$74.5m**
Intender	473	10%	7%	**$3.38m**
Consider	1,768	36%	3%	**$5.41m**
More Information	2,164	30%	0.5%	**$1.1m**

Using Average Gift of $102k

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Online Wills

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Online Wills

Data Reported by 44% of Survey Responders (Drop from Last Year)

Number of Wills Written – generated marketing
725 in FY24

Number of Wills with a Gift to Charity
2,132 in FY24 (1,209 in FY23 +76%)

Average Online Wills per Charity
89 (71 in FY23)

Average Gift per Online Will
$48k ($61k in FY23)

Average Expected Value Per Charity
~$4.2m (Median is $~2.2m)

Warning: Unknown if Will values actuals or assumptions

Key Insights

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Key Insights

Growth is coming from scale, not just size of gifts.

The sector's average gift has increased despite a drop in residual averages. This is a volume-driven story: **more estates and a rise in pecuniary gift values** lifted the overall average, even though the most valuable gift type (residual) declined slightly. Residual is still the gold standard.

The pipeline is expanding but commitment is slipping.

Total pipeline volume jumped **73%.**
Yet average number of 'Confirmed' supporters decreased.
Most growth is in the 'Considerer' and 'More Information' stages.

Online Wills tracking is improving and growing!

Marketing-driven Online Wills increased and gifts via Online Wills rose. However, the average gift value is lower than traditional Wills, and true value may be assumed and over reported. Charities may need to start tracking Online Wills separately, or apply quality metric for forecasting.

Opportunities

Prioritise pipeline conversion not just growth.

With 66% of pipeline supporters sitting in early consideration stages, the sector must invest in stewardship journeys, education, and segmentation to move them toward confirmed status.

Unlock value in unknown supporters

Unknown supporters continue to deliver **the highest-value and highest-volume gifts** but represent a missed relationship opportunity.

Data retention policies may continue to make this hard for giW teams.

Residual gifts are growing – keep going!

Residual bequests make up 77% of income and are increasing in both **value** and **volume**. This is a win for the sector: messaging around residual gifts is landing. The opportunity now is to double down on long-term stewardship and reinforce residual asks across channels.

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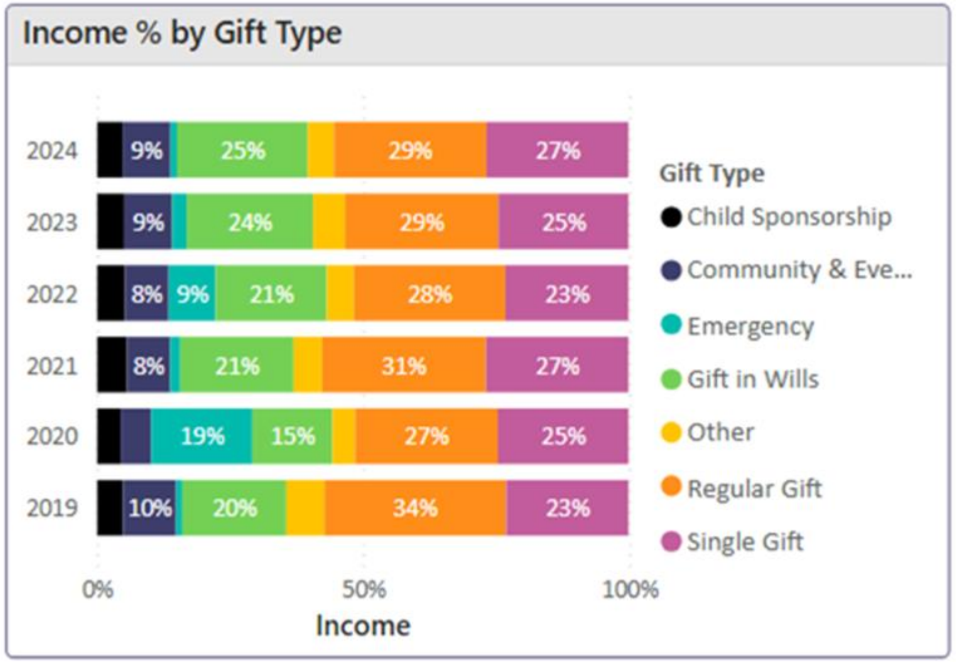
The balance of where income comes from is shifting significantly across Individual Giving programs, and each stream is performing differently.

Key shifts include:



Single Giving is growing strongly. This stream is increasing its contribution to income in many programs - but growth varies depending on factors across scale, acquisition, retention, donor quality, and value.

Gifts in Wills has become a more prominent contributor to total income.

Regular Giving remains a core income stream, particularly for mature programs, but income growth has plateaued with income contribution stable.

Community & Events remain a sub 10% contributor to overall income and is dominated by less than 20% of contributing charities.

Emergency Giving continues to be highly episodic, driving large spikes in years with major appeals.

Other income remains a small and stable part of the mix, with minimal impact on overall trends.

1. Insights Engine - Income Trends

Gifts in Wills income continues to grow, in part by, sustained growth in the volume of Gifts in Wills estates realising each year.

Over 5 years this has increased by +43%.

1 Yr Income % Change
between 2023 and 2024
7%

5 Yr Income % Change
between 2019 and 2024
63%

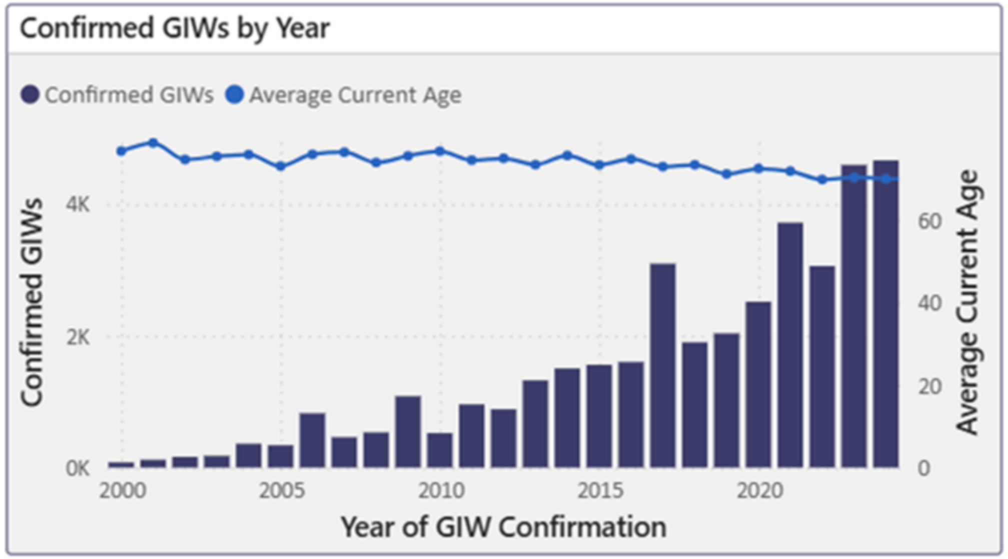
1 Yr No. of Estates % Change
between 2023 and 2024
7%

5 Yr No. of Estates % Change
between 2019 and 2024
43%

1. Insights Engine: GIW Income
2. Insights Engine: Estate Trends

Encouragingly the volume of new Gifts in Wills confirmations continues to grow

This suggests a growing pipeline of future Gifts in Wills estates. And the **average age of pledgers is slowly decreasing**, suggesting that younger donors are being reached earlier and more intentionally, though this does mean longer stewardship timeframes.



51% of confirms are still actively giving – highlighting a need to consider both active and non-active stewardship plans.

58% of all confirms are or have been Single Givers, reflective of a focus of prospecting on older and long-term donors. Average age is around 74.

24% of all confirms are or have been Regular Givers, this is the fastest growing cohort and due to large scale presents a significant opportunity. Average age 67.

1. Main Reports - Gifts in Wills - Timing

What is the demographic and giving behaviour profile of confirmed GIW donors?

Confirmed donor age is trending younger (avg. new confirm age in 2023: 67); SGs avg. age 74.

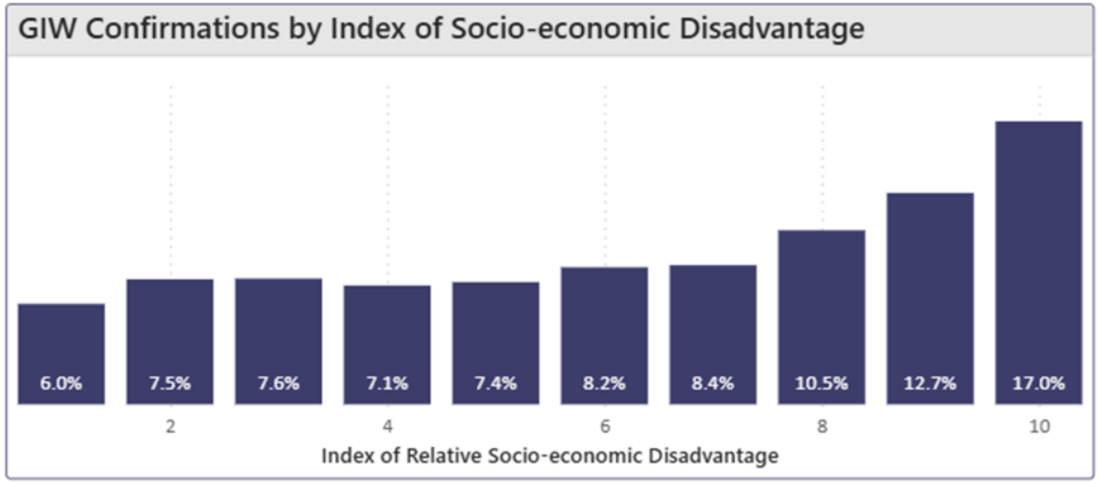
The average current age of a GIW confirmer is 72, and their average tenure is around 16 years.

The average value of a donor who has confirmed is nearly $9,000, due to the skew towards high value givers being more likely to confirm.

GIW Confirmers

42	1,150	15.8
No. Charities	Avg No. Confirmers Per Charity	Avg Tenure (Yrs)
72	$8,935	
Avg Current Age	Avg YTD Per Confirmed GIW Donor	

Donors who have confirmed a gift in will tend to have a higher IRSAD score, with 40% of donors sitting in the 8-10 decile.



1. Insights Engine - GIW Confirms Profile

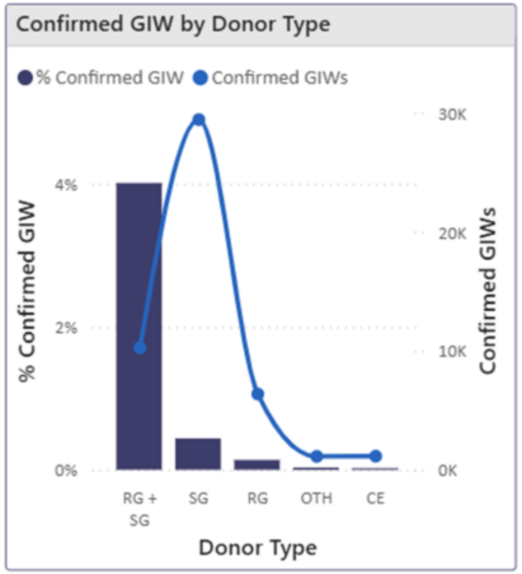
What donor types are most likely to confirm a GIW?

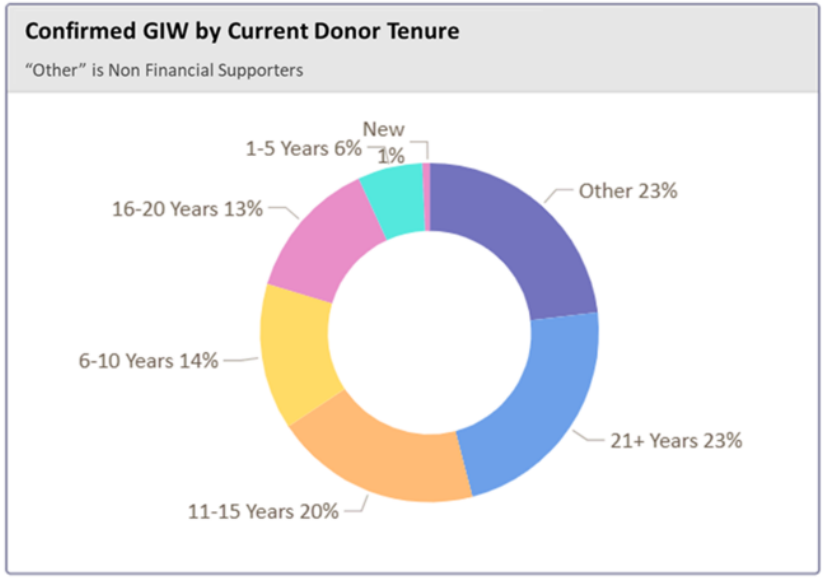
Single Givers account for 58% of confirms; Regular Givers 23%; Emergency and Events fewer.

Regular Givers and Single Donors are the most likely to be a Gift In Wills Confirmer at 4%.

However, the largest portion of donors with a GIW confirmation are single givers with 29k having confirmed a gift in will – 58% of all confirms.

23% of Gift in Will Confirms are non-financial supporters.





1. Insights Engine - GIW Confirms

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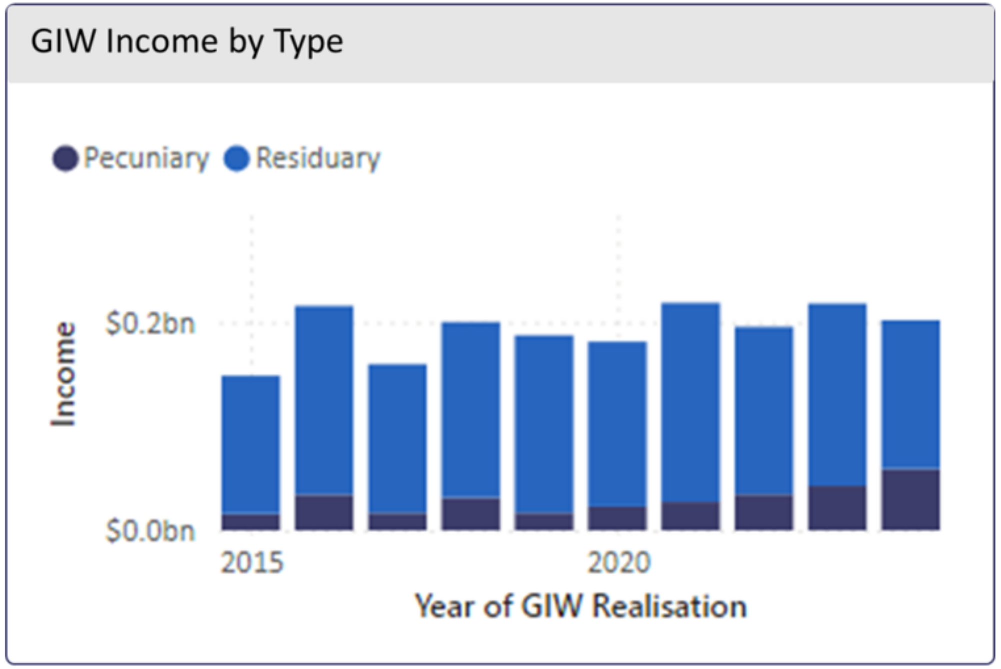
What are the average values of Residuary vs Pecuniary Gifts in Wills?

Residuary average was $223k vs. Pecuniary at $41k; residuals dominate impact.

The changes in value from these estates are changing the proportion of Gifts in Wills income received, with a growing portion coming from Pecuniary estates due to the large growth in value.



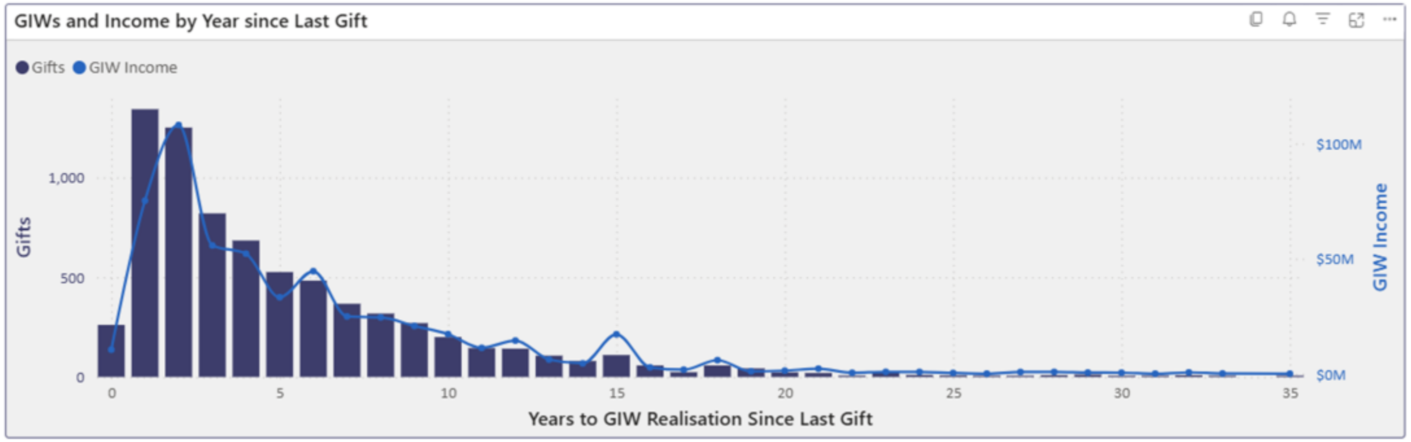
1. Main Reports – GIW Overview - Pecuniary Value

What is the timeline between first gift and GIW and realisation?

29% of confirms happen within 5 years of first gift; 74% of known GIWs realised within 5 years of last gift.

30% of donors have confirmed a gift in their will within 5 years of their first gift.

Time between First Gift and GIW Confirmation	% Confirmed GIWs
Confirmed Before Donating	18%
0-5 Years	30%
6-10 Years	17%
11+ Years	35%
Total	**100%**



Of Gifts in Wills income received since 2015 from existing donors, 62% has been received from donors whose last gift was between 0-5 years ago.

1. Insights Engine – GIW Confirms
2. Gifts in Wills - Realised Timing

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Incredible insights for your 2025 Fundraising Program

Membership Tier	Audience
Accelerator	For non-data sharing charities that have a smaller giving base, Accelerator or Booster is for you. The Booster gives you deeper insights.
Accelerator Booster	
MOST POPULAR Individual Giving Benchmarking	Data-contributing charities opt for the Individual Giving Benchmarking tier to unlock bespoke reporting tools.
Contributor	If you're an agency or peak body, the Contributor tier gives you sector insights and visibility.

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Q&A

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https://fundraisinginstituteaustralia2.my.site.com/s/events/event-calendar

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