



FIA Member and Sector Update
Include a Charity Campaign Wind up
25 March 2026

Fundraising Institute Australia, the peak body for professional fundraising, announced today that it has taken the decision to wind up Include a Charity as a campaign of Fundraising Institute Australia effective 30 June this year.

Include a Charity, the social change campaign, has been managed by FIA for the past 10 years. Our objective has always been to encourage more people to consider leaving a gift to charity in their Will.

Over the past 10 years more than 100 FIA charity members have elected to be members of IAC to contribute to driving social change as well as increase their capability in gifts in Wills fundraising.

Given the 10-year mark, the FIA Board and management team undertook a review of the campaign and the impact in late 2025 including reviewing the data from benchmarking studies and other research and analysis. As FIA has recently developed a new strategic plan for the period 2026-2028, alignment of this campaign to FIA's core purpose and mission and the objectives of the new strategic plan was also fully considered.

On review, FIA believes that despite very best and passionate efforts, there has not been sufficient increase in the incidence of Australians leaving a gift to a charity in their Will that warrants continuing the current model of Include a Charity.

As a result and combined with a need for FIA to concentrate its focus for the benefit of members and the broader sector on its remit to advance professional fundraising and support professional fundraisers, FIA will wind up the Include a Charity campaign in 2026.

There are many possible reasons for the campaign not achieving the desired objectives:



- Even with increasing membership in the campaign, the sum of membership fees from 120 members may not be enough to build awareness and drive the sustained level of social change required. Successful change campaigns in Australia and other countries are usually the result of very significant investment over a long period of time – in the range of millions of dollars each year.
- While FIA has run the campaign well, including with many experienced partners over the years, social change is a specialist skill for which significant investment is needed, and FIA does not have the capacity or expertise to expand to this level.
- The media environment is increasingly fragmented. Ten years ago, major state and national newspapers still dominated the country as a vehicle for mass market communication. However, in the past ten years, the influence and reach of those newspapers has diminished, and the proliferation of many and varied digital and media outlets, plus rising costs, has made it difficult to spread awareness and subsequent change across so many different channels.
- FIA is the peak body for professional fundraising with a remit to advance the capability and capacity of professional fundraising. A public-facing social change campaign is not aligned to the FIA strategic plan or our goals and objectives for the coming years. We need to focus our limited resources on supporting professional fundraising and fundraisers.

While the social change goal hasn't been completely met, Include a Charity has succeeded in helping to normalise conversations about a Will, particularly with family, with data now showing a significant decrease in the percentage of people who have spoken to no one about a gift. Further, there has been increased recognition of the value of gifts in Wills fundraising as an important channel in the overall fundraising mix and in increasing the capability and capacity of gifts in Wills fundraising in Australia, all of which is to be celebrated.



FIA will deliver all promised benefits of Include a Charity membership until the membership year ends on 30 June. This will include the IAC One-Day Virtual Conference in May and other training events before formally winding up.

As a result of winding up, the role of Include a Charity Campaign Director held by Helen Beeby will be made redundant. FIA thanks Helen for her passion and dedication in leading Include a Charity for the past four years.

After 30 June, as the leading fundraising training provider in Australia, FIA will provide training and education in gifts in Wills fundraising, available and accessible to everyone. We've made a commitment to increase the quantity and quality of training offered in gifts in Wills fundraising in the coming years. We will also invite members to special member groups and other forums for the exchange of knowledge and experience to continue to grow our capability in this important channel of fundraising.

FIA thanks those who launched the Include a Charity campaign 20 years ago and those who have led and been involved in the campaign over the years. We celebrate the bold vision and dedication to nobly and pragmatically advance gifts in Wills fundraising in Australia.

FIA also thanks our members who have supported this campaign for a range of years; FIA have very much appreciated the investment members have made for their organisations and for the fundraising sector in Australia.

For questions or comments regarding the wind up of Include a Charity, please email us at includeacharity@fia.org.au

Katherine Raskob
Chief Executive Officer
Fundraising Institute Australia



FAQs on the wind up of Include a Charity

Why is FIA winding up the Campaign?

Over 10 years, there is not evidence of social change with regard to Australians leaving a gift to a charity in a Will and therefore, FIA has taken the decision to wind up the campaign. Upon review and in light of FIA's new strategic plan 2026-2028, driving public awareness of the general public with regard to leaving a gift in a Will has been deemed to require significantly more resources than IAC members and FIA are able to provide in the current context. Despite winding up the campaign we celebrate the success of normalising gifts in Wills fundraising as a key channel and integral part of the overall fundraising mix.

What will happen to my organisation's membership with IAC?

Membership will continue until the end of the financial year on 30 June 2026 and all benefits promised will be delivered. It will cease at that time, and current members will not be asked to renew or pay membership fees for IAC after that date.

Later this year FIA will convene a special member group (SMG) for gifts in Wills fundraising for FIA members. Watch for general membership communications from FIA for this and other opportunities to connect with your gifts in Wills fundraising colleagues.

How will I access training for my team after IAC winds up?

FIA is the peak body for professional fundraising and already offers training in gifts in Wills fundraising. FIA members can access that training at member rates and non-members at non-member rates. FIA will continue to invest in building a significant slate of gifts in Wills training of high quality that meets the needs of the sector.

Who will drive awareness and social change in Australia regarding leaving a gift in a Will?

There may be individual charities or other groups who want to take up the mantle of driving social change through collaborative or other efforts and avenues. Though FIA will not continue to do so, it will support in ways that are possible within our remit and strategic plan to do so and will remain a



champion of the idea of leaving a gift to charity in a Will. We encourage feedback from members and others who have ideas about how this component can be carried forward.

What will happen to Include a Charity Week?

FIA will not deliver an Include a Charity Week roadshow as it has done in the past but may support Include a Charity Week including amplifying and celebrating FIA member activity, via digital and social campaigns as part of its ongoing marketing efforts.

What about the advocacy efforts for gifts in Wills?

FIA will continue to advocate, as part of its policy priorities, for the ability to designate a charity as a beneficiary in superannuation accounts as well as for better reporting and tracking of gifts in Wills fundraising income. Probate reform advocacy will also be considered.

What about the intergenerational transfer of wealth and the opportunity for more gifts in Wills as a result?

FIA is aware of the more than \$3 trillion in wealth that will be passed to the next generation in the next 20 years and will continue to train, educate and upskill professional fundraisers including gifts in Wills fundraisers, to ensure they have the skills needed to capture some of the intergenerational transfer for their charitable organisations. This is aligned to FIA's role as a training institute for professional fundraising. FIA will also continue to drive and support research in the area of gifts in Wills.

-Ends