

include a charity
It's good will.

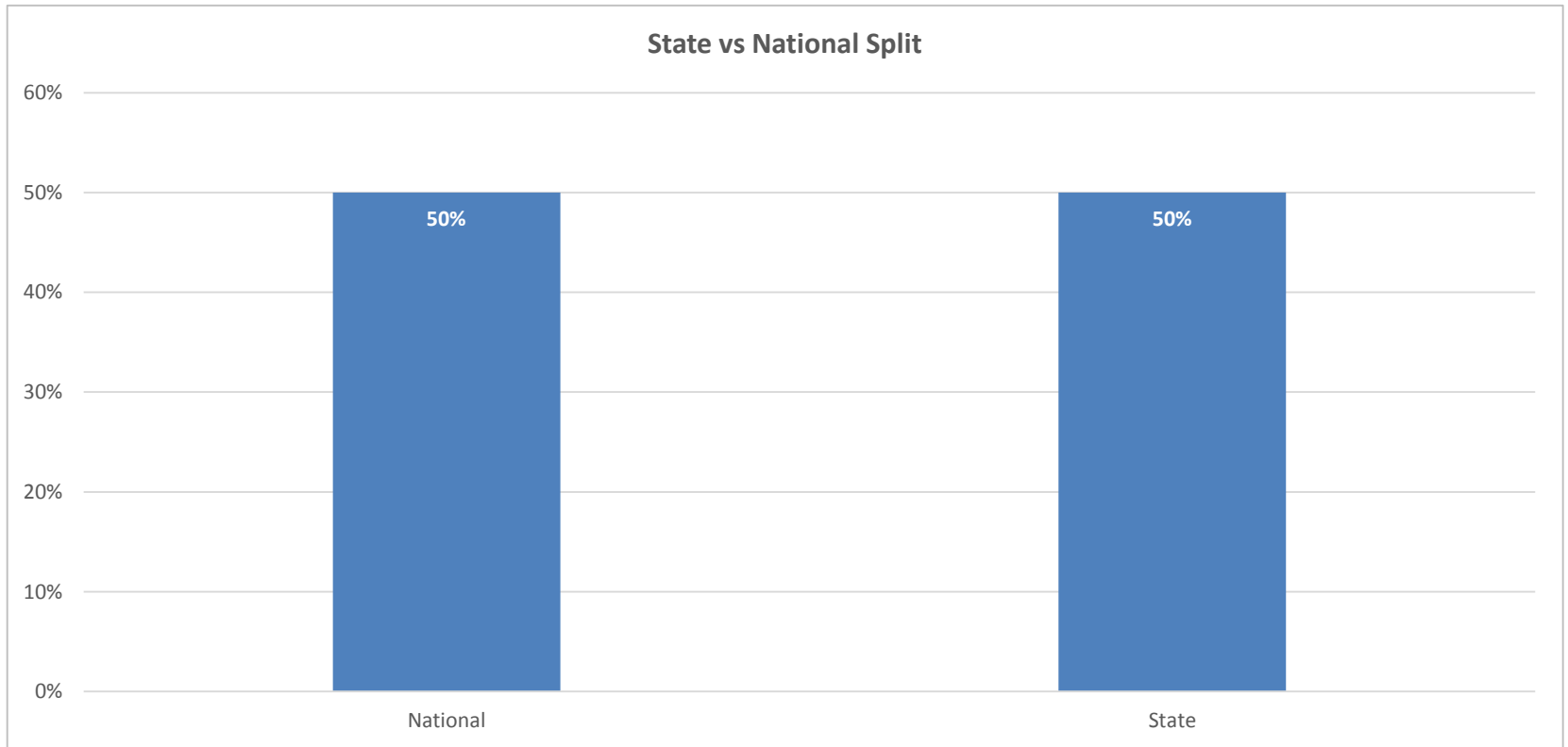
Survey Results FY15

Contents

- Participant Overview
- Fundraising Income Overview
- Bequest Detail Overview
- Bequest Program Overview
- Summary Data

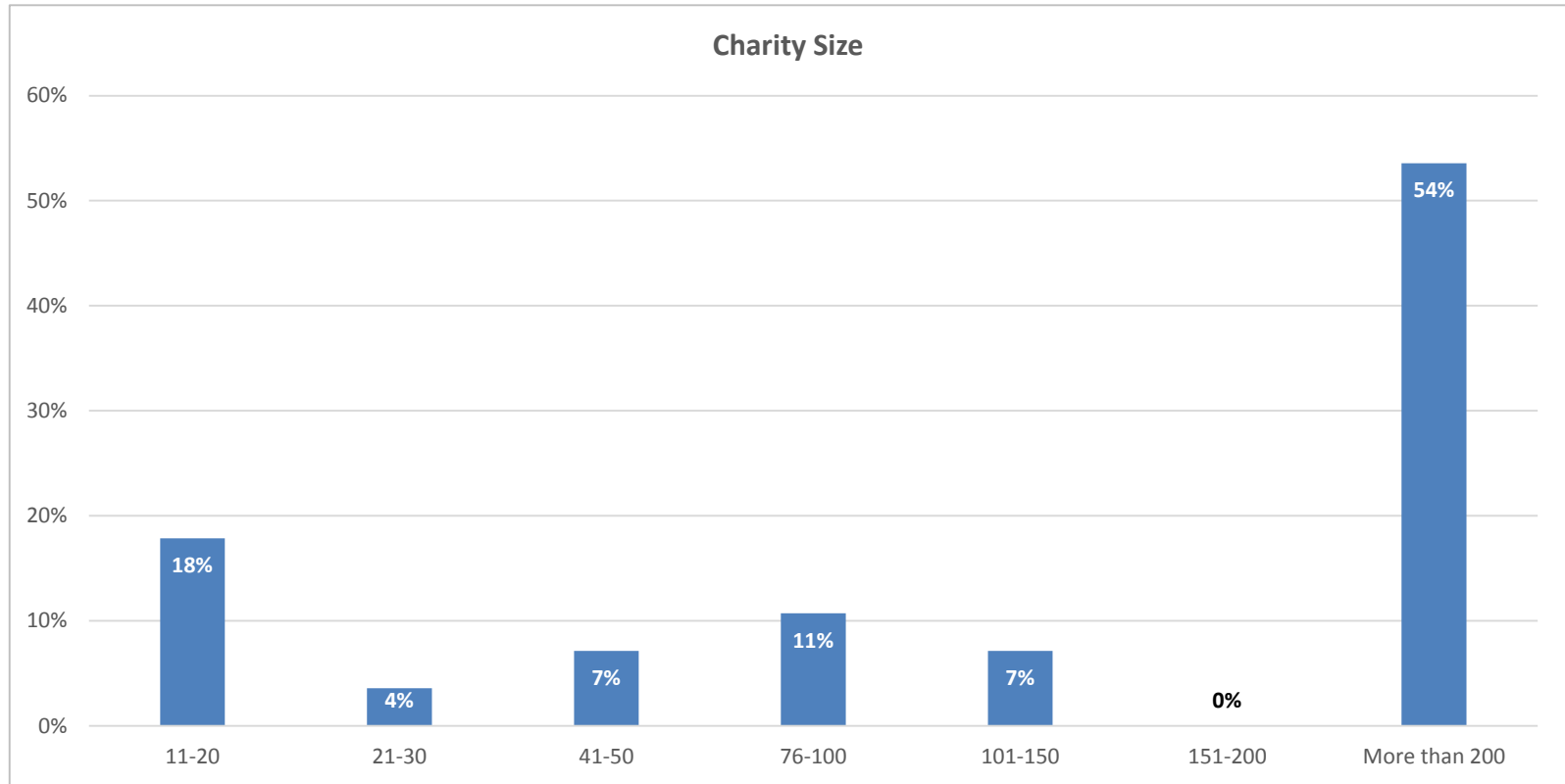
Participants

Participants – Geographical Reach



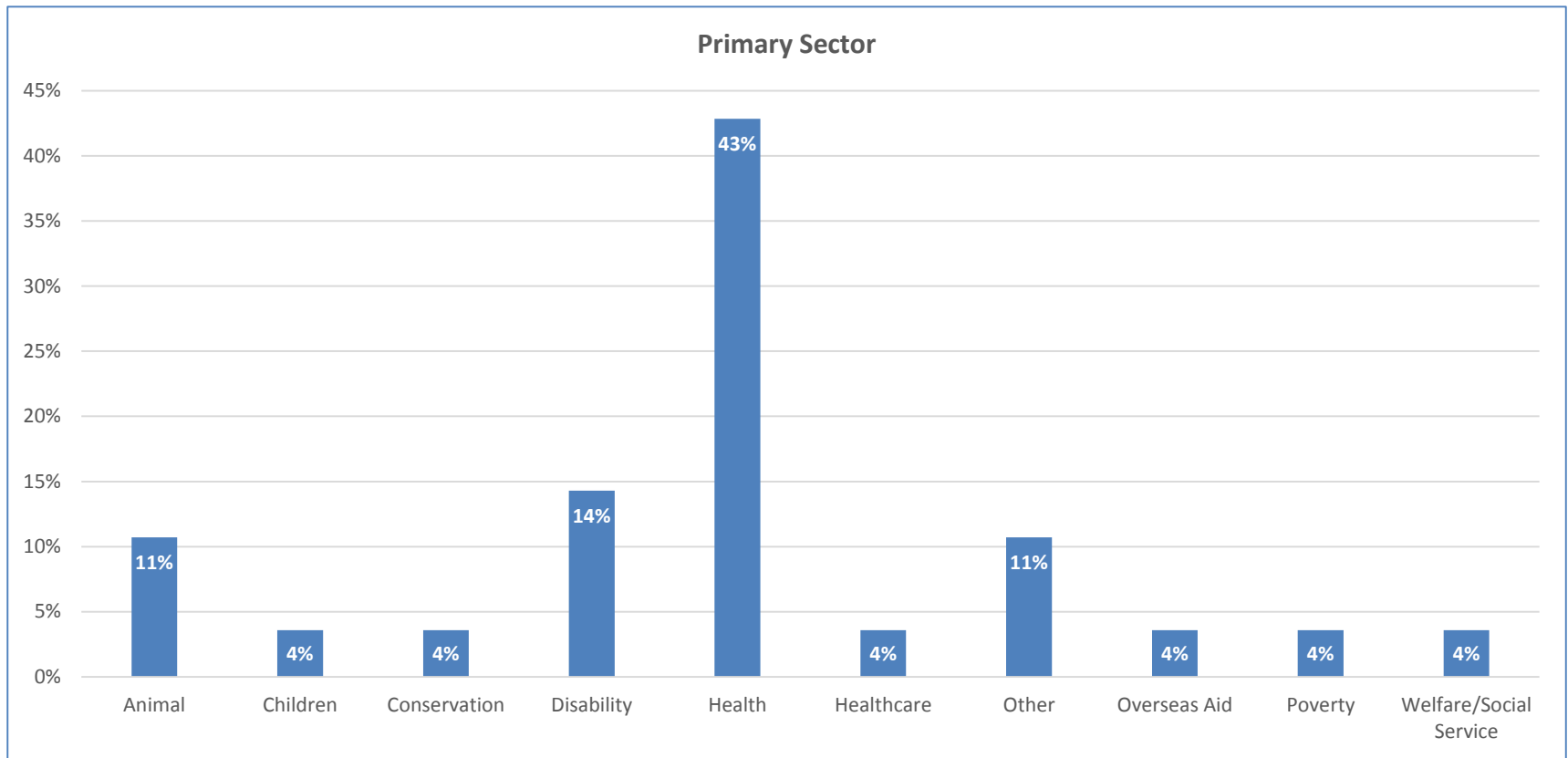
- 28 charities participated in the 2015 survey with an even split between National and State organisations being represented

Participants – Charity Size



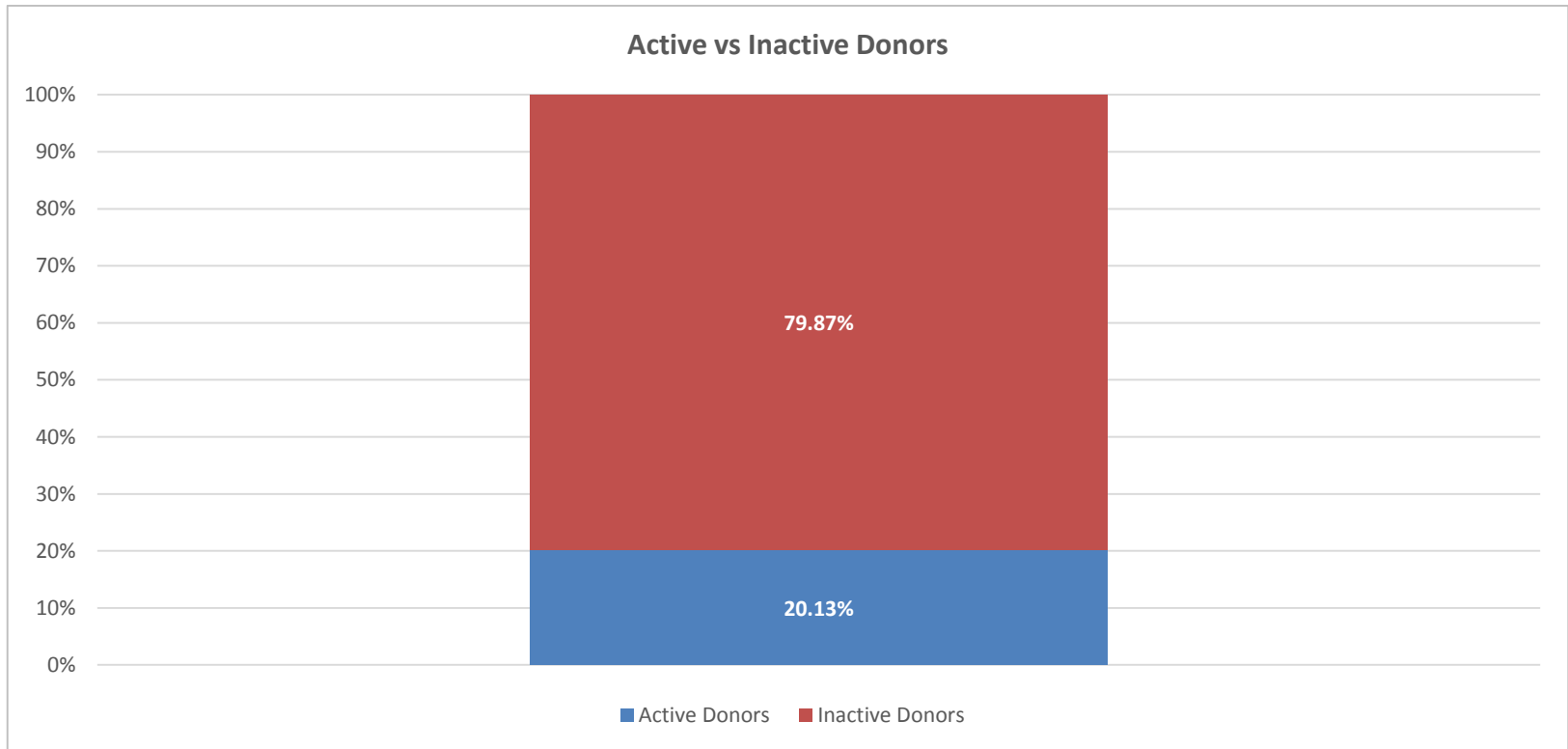
- More than half of the charities have a workforce of more than 200 employees

Participants – Primary Sector



- Health, Disability and Animal make the Top 3 Primary Sectors for responders

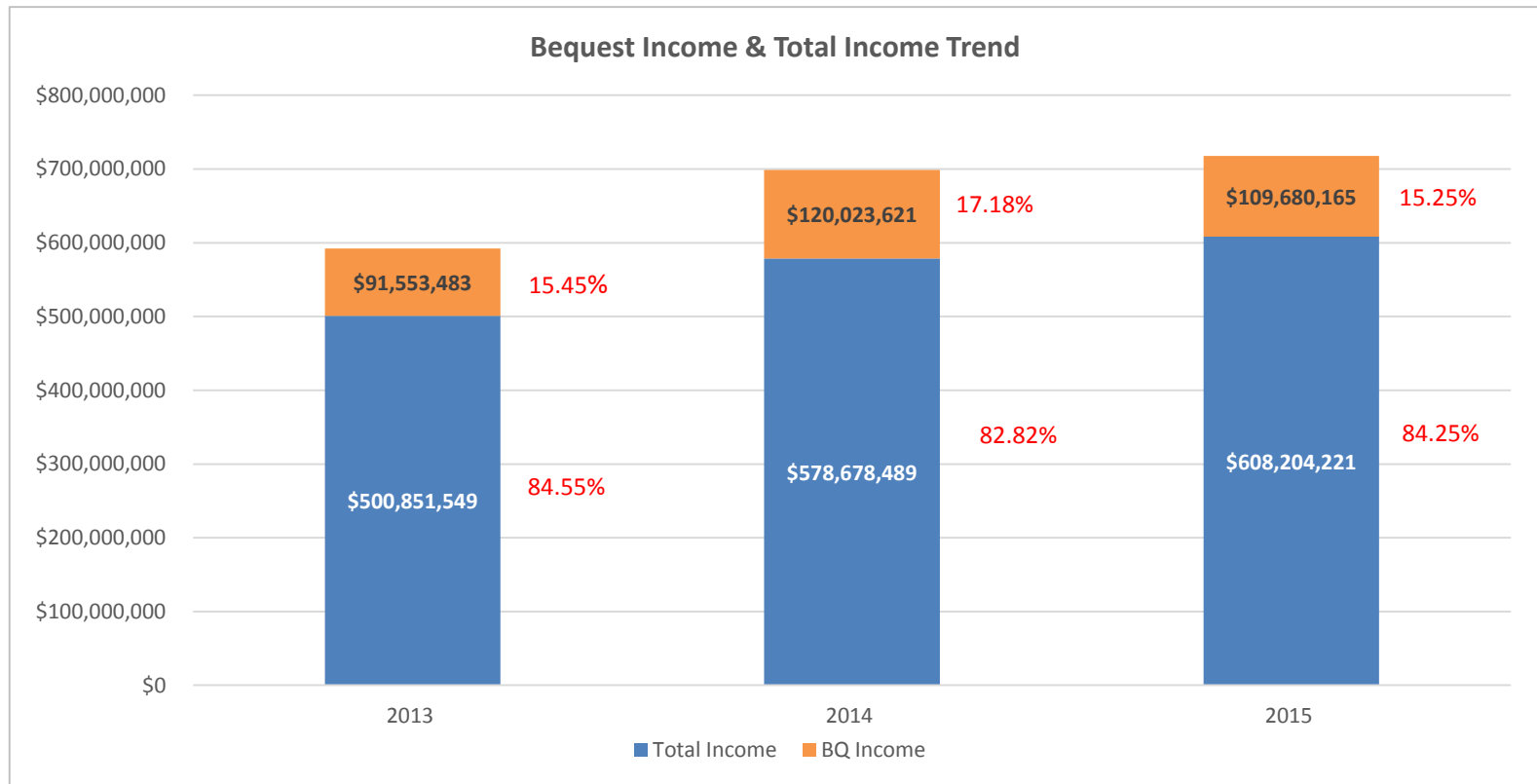
Participants – Donors



- The total donor base for all participants is almost 7 million, with 1.4 million identified as Active

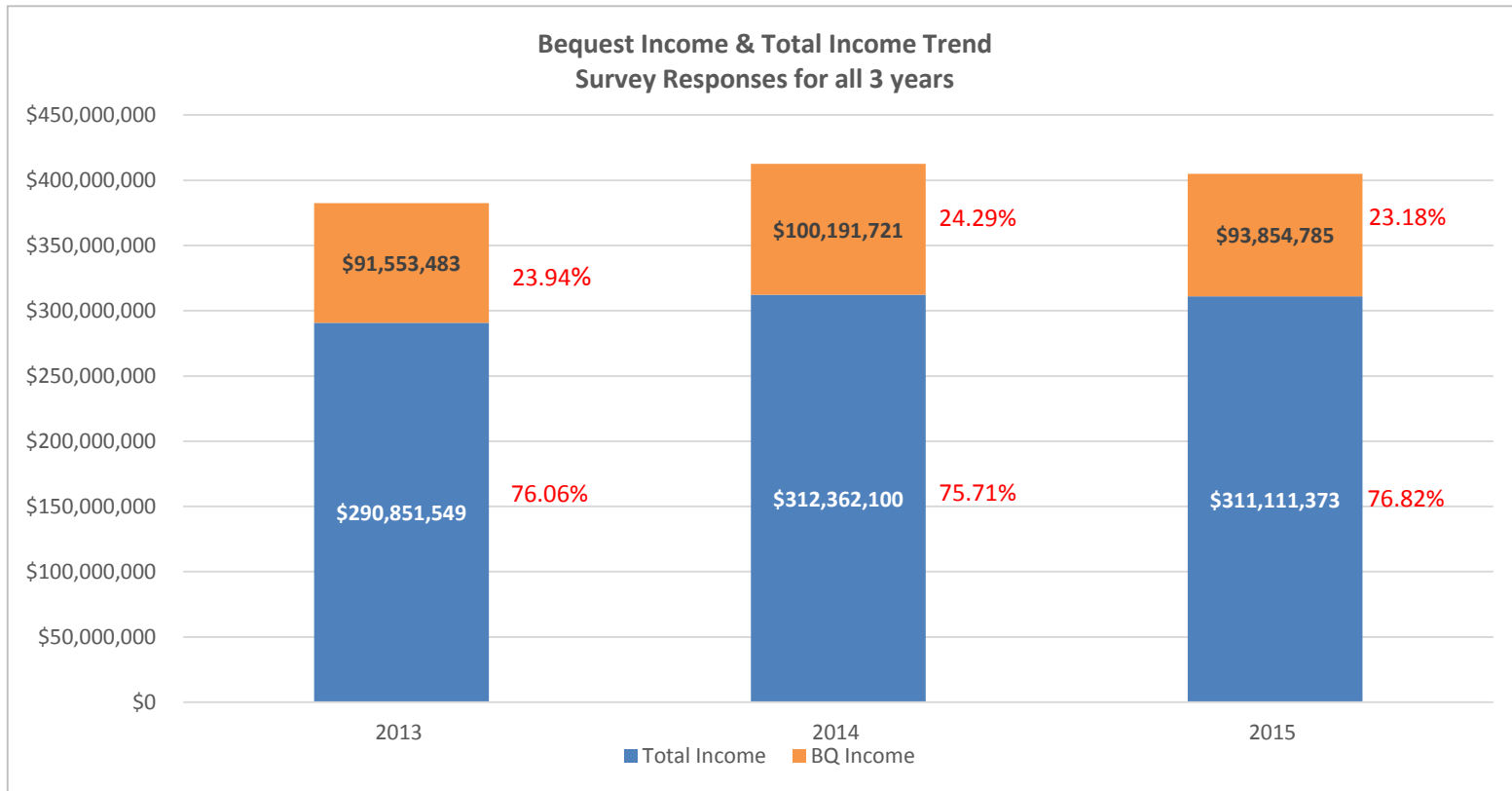
Fundraising Income

Fundraising Income – Overall and Bequest



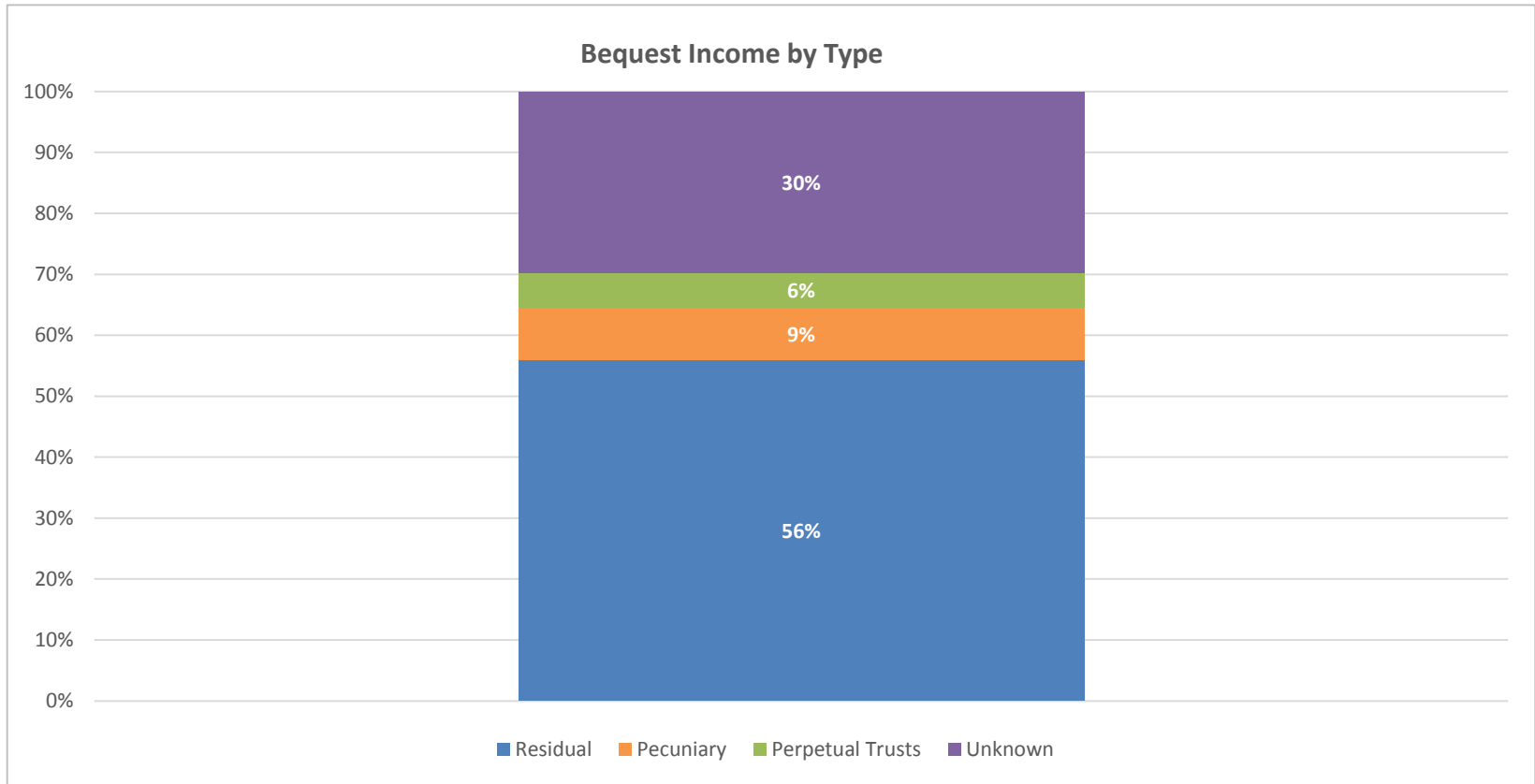
- There is a jump in overall income between 2013 and 2014 due to the increase in the number of responses
- Total Fundraising income for 2015 participants was reported at \$717m

Fundraising Income – Overall and Bequest



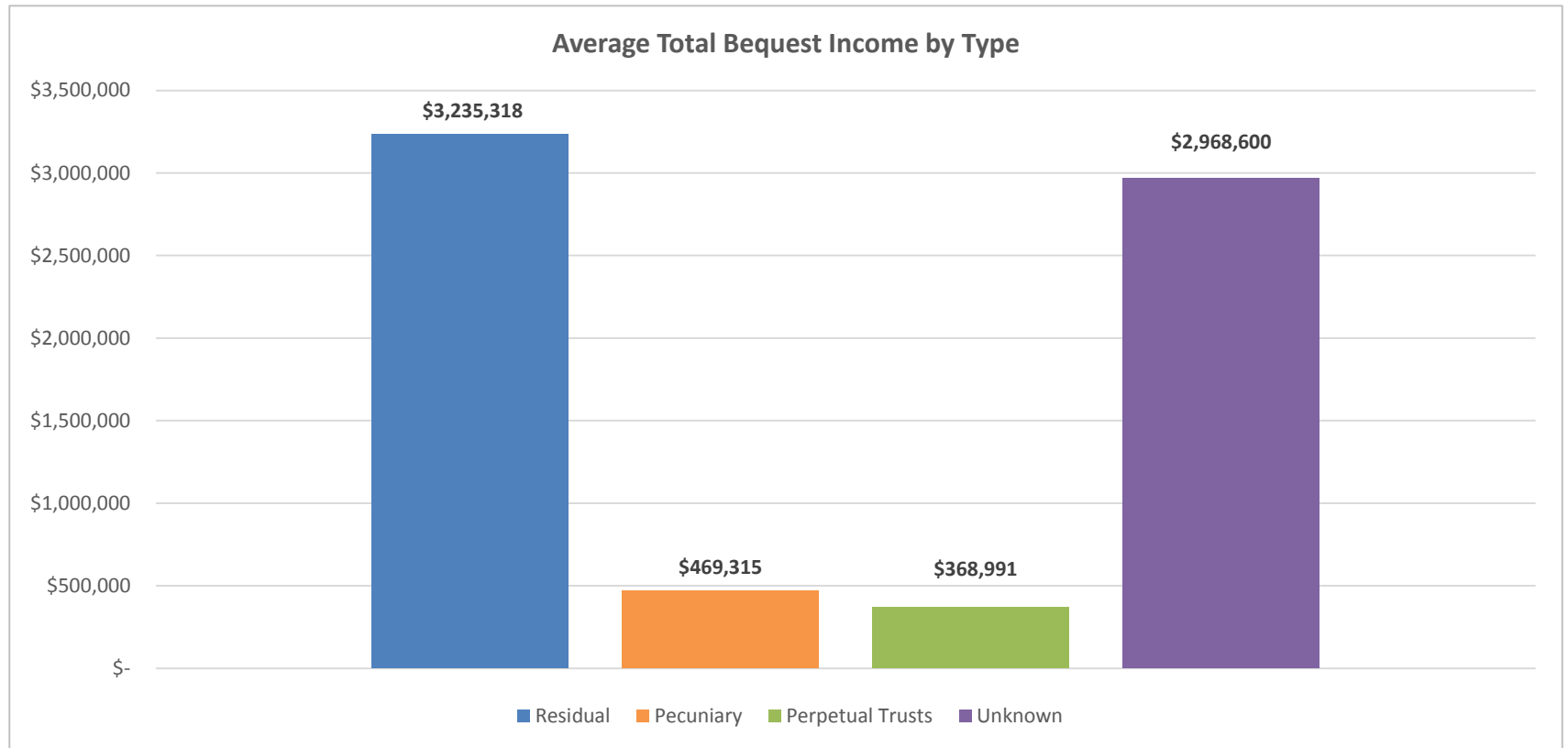
- Of those participants who responded for all 3 years, the change is quite small
- Total Fundraising income for 2015 participants (who also provided 2013 and 2014 income), was reported at \$404m

Fundraising Income – Bequest Income by Type



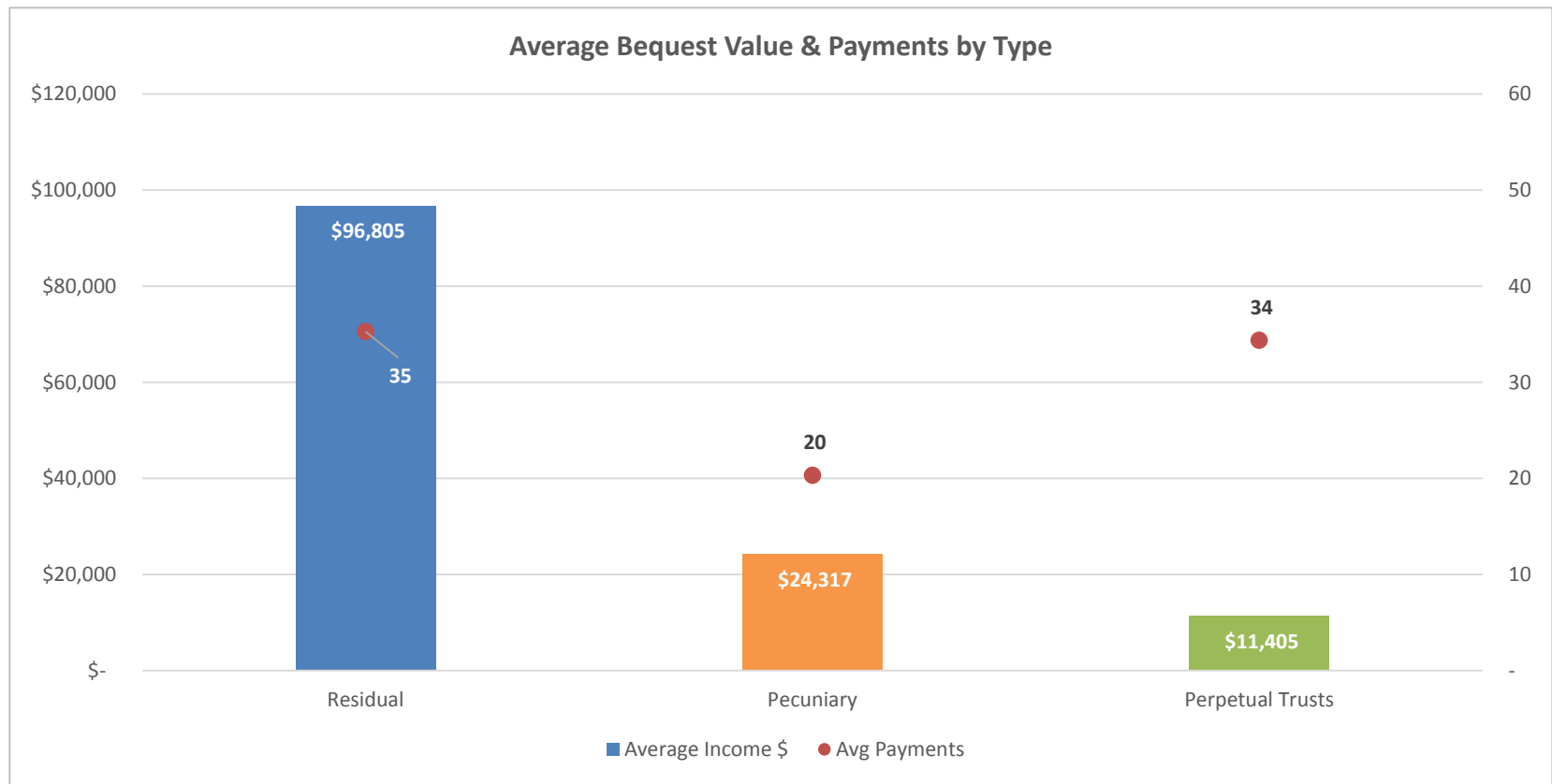
- Where Bequest Type was not supplied the Income was allocated to Unknown
- Almost 60% of Bequest Income is from Residuals, and a third was not specified by participants
- The remainder was split between Pecuniary Bequests and Perpetual Trusts

Fundraising Income – Average Total Bequest Income



- Where the participants specified the type of Bequest received in the survey, this shows the average total of that income across all participants (total income – not the average value of the Bequest itself)
- The Total Average Bequest Income across all participants is \$3.9m

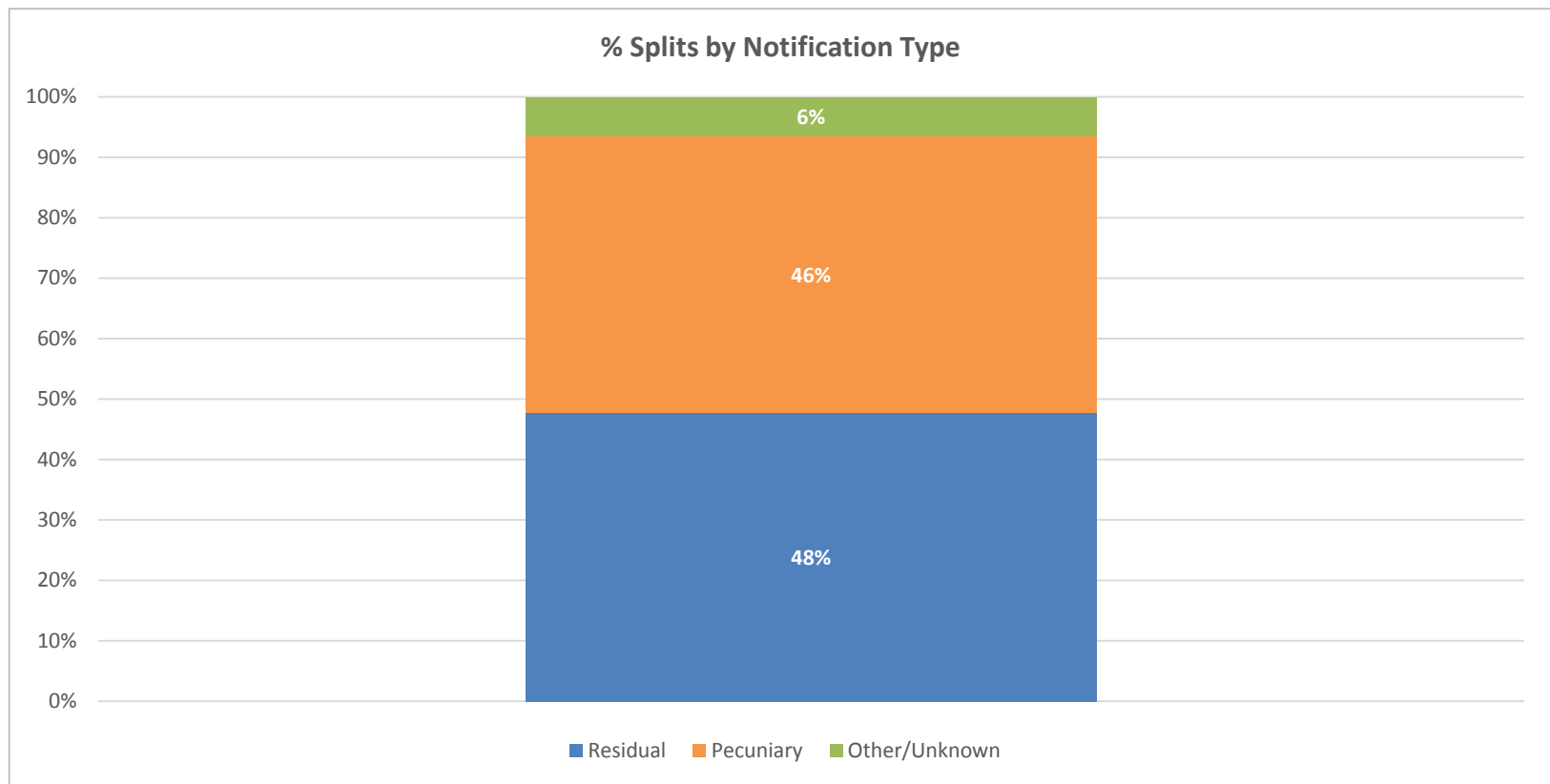
Fundraising Income – Average Bequest Value



- Where specified, the Average Residual Bequest value is almost 3 times higher per payment than Pecuniary or Perpetual Trusts
- Although there is almost the same average number of Residual Bequest and Perpetual Trusts, the average value of Trusts is significantly lower
- The overall Average Bequest gift is \$49,096 across the 3 Bequest types

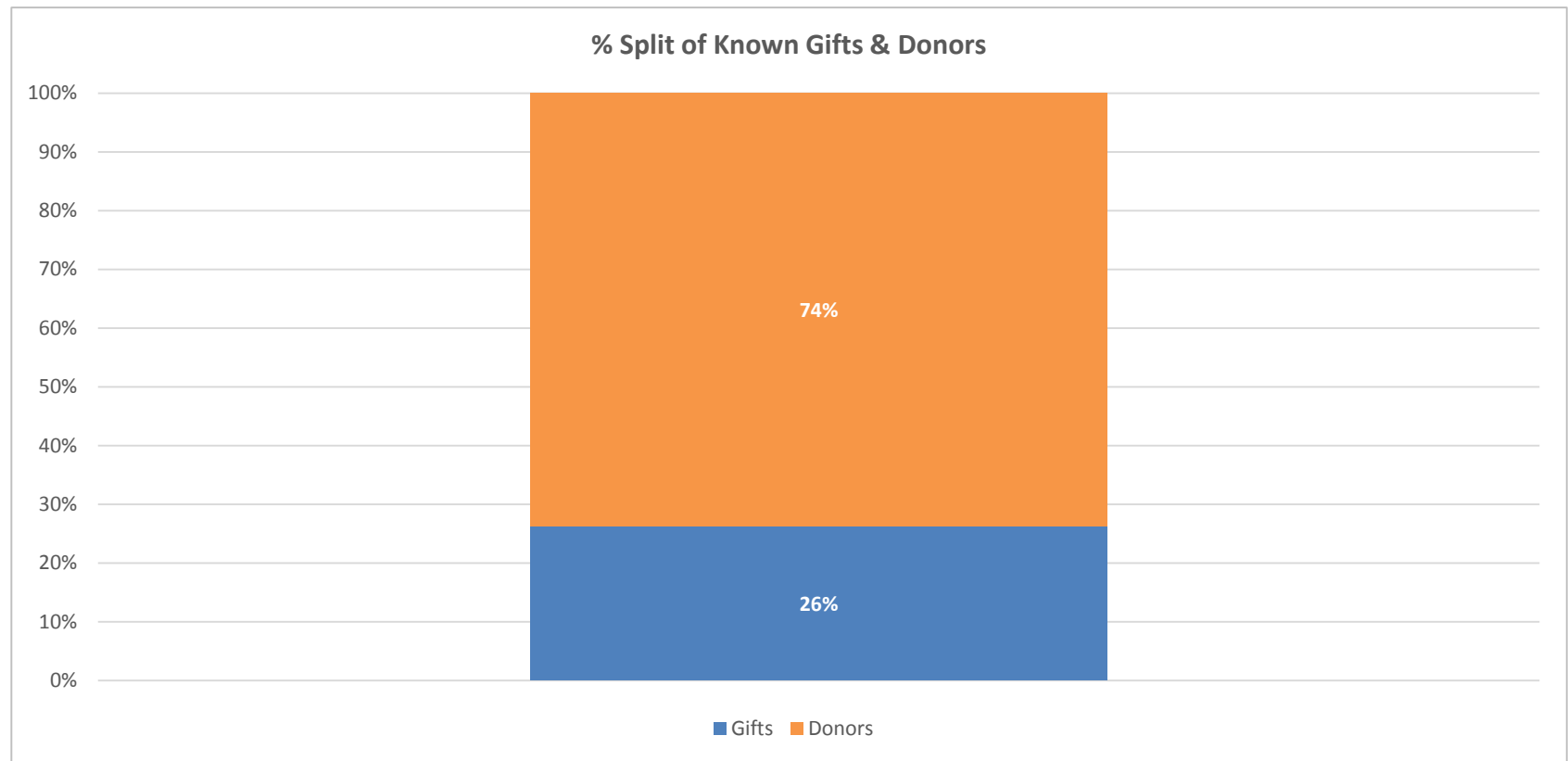
Bequest Detail

Bequest Detail – Death Notification Types



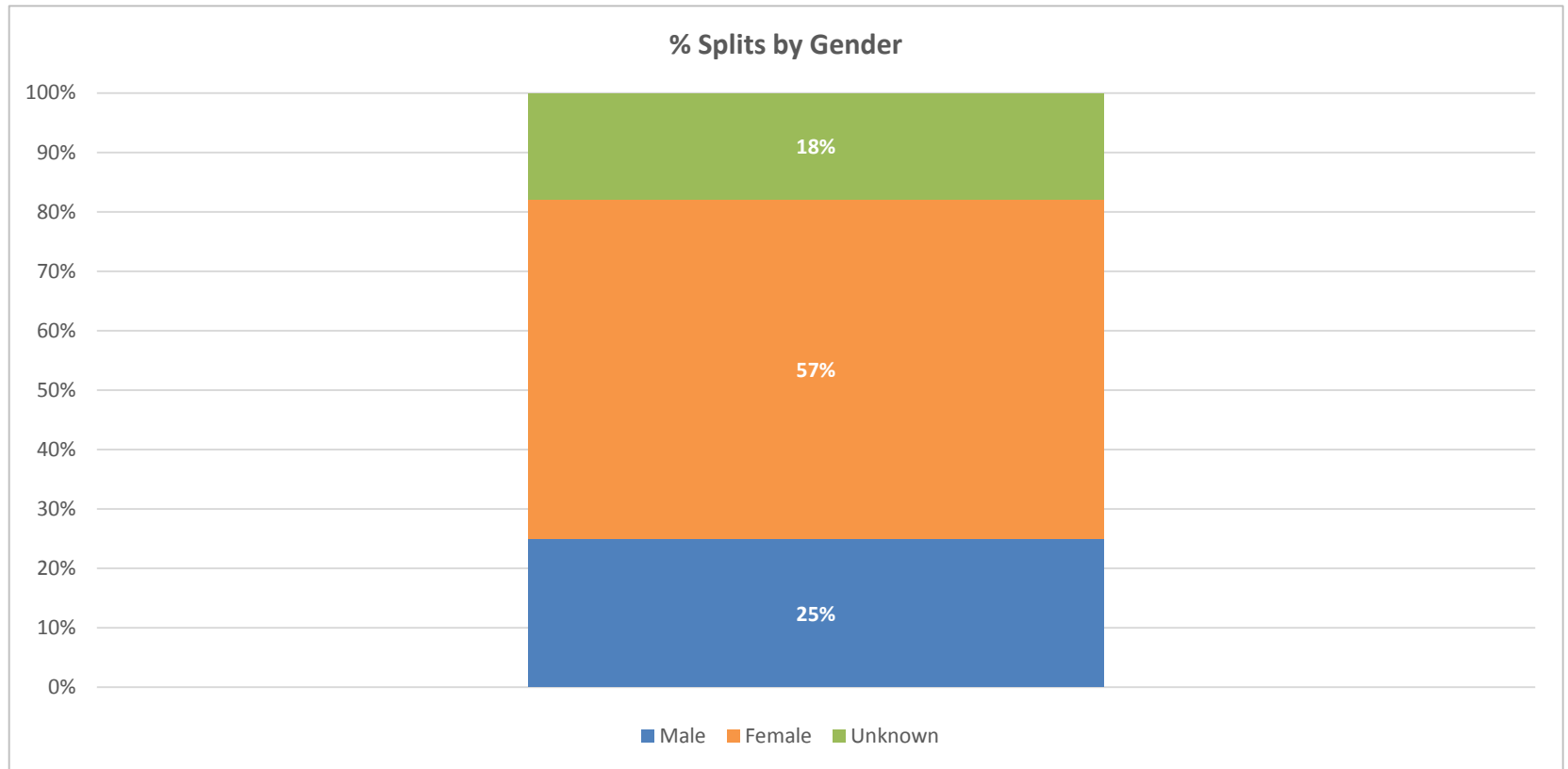
- Fairly even split between Residuals and Pecuniary Notifications in 2015
- The average number of notifications for respondents was 22

Bequest Detail – whether known to Charity



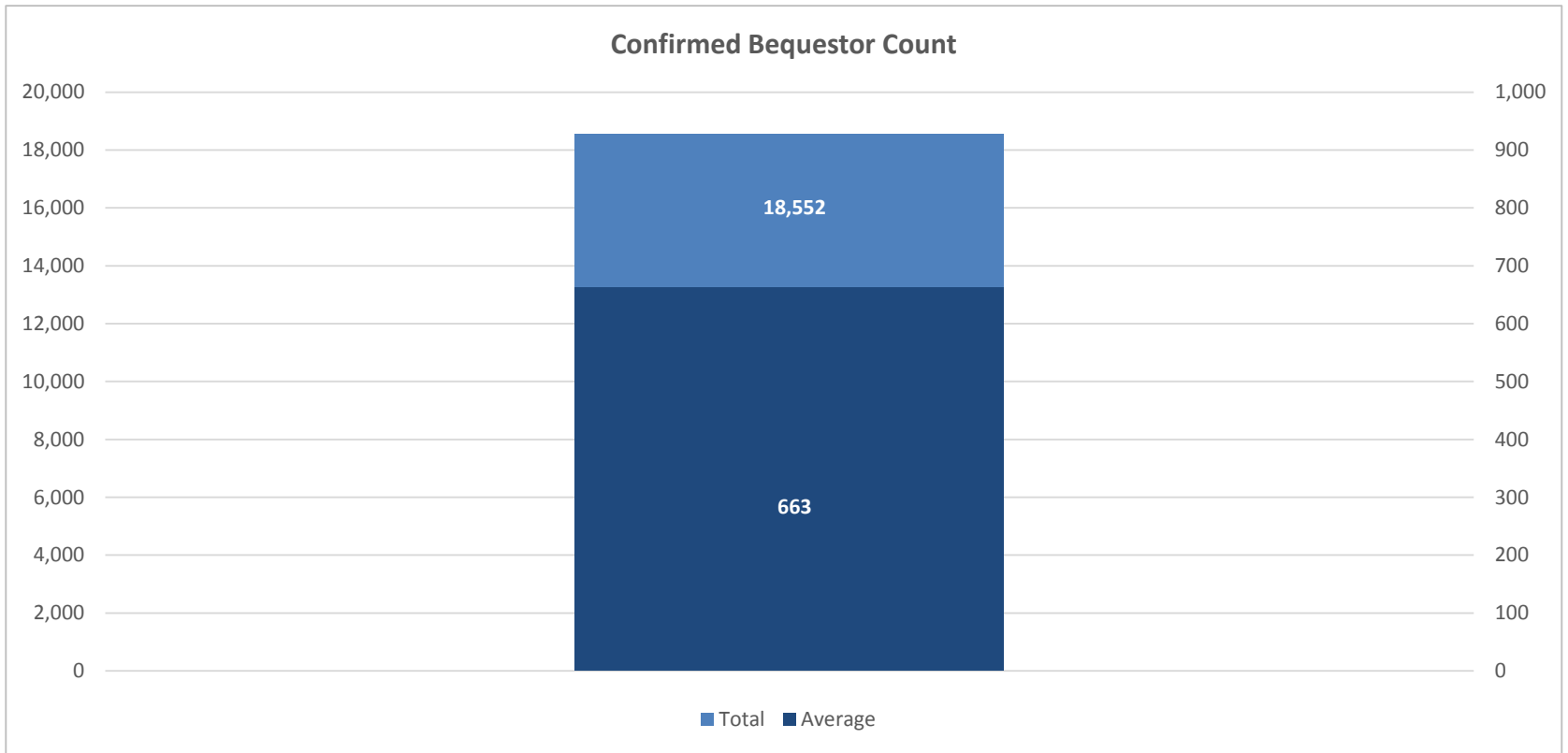
- Almost 75% of the Bequests realised in 2015 were from known donors (although it was not known there was a gift in their will) and the remainder was from gifts that were known in advance of the notification

Bequest Detail – Bequestor Gender



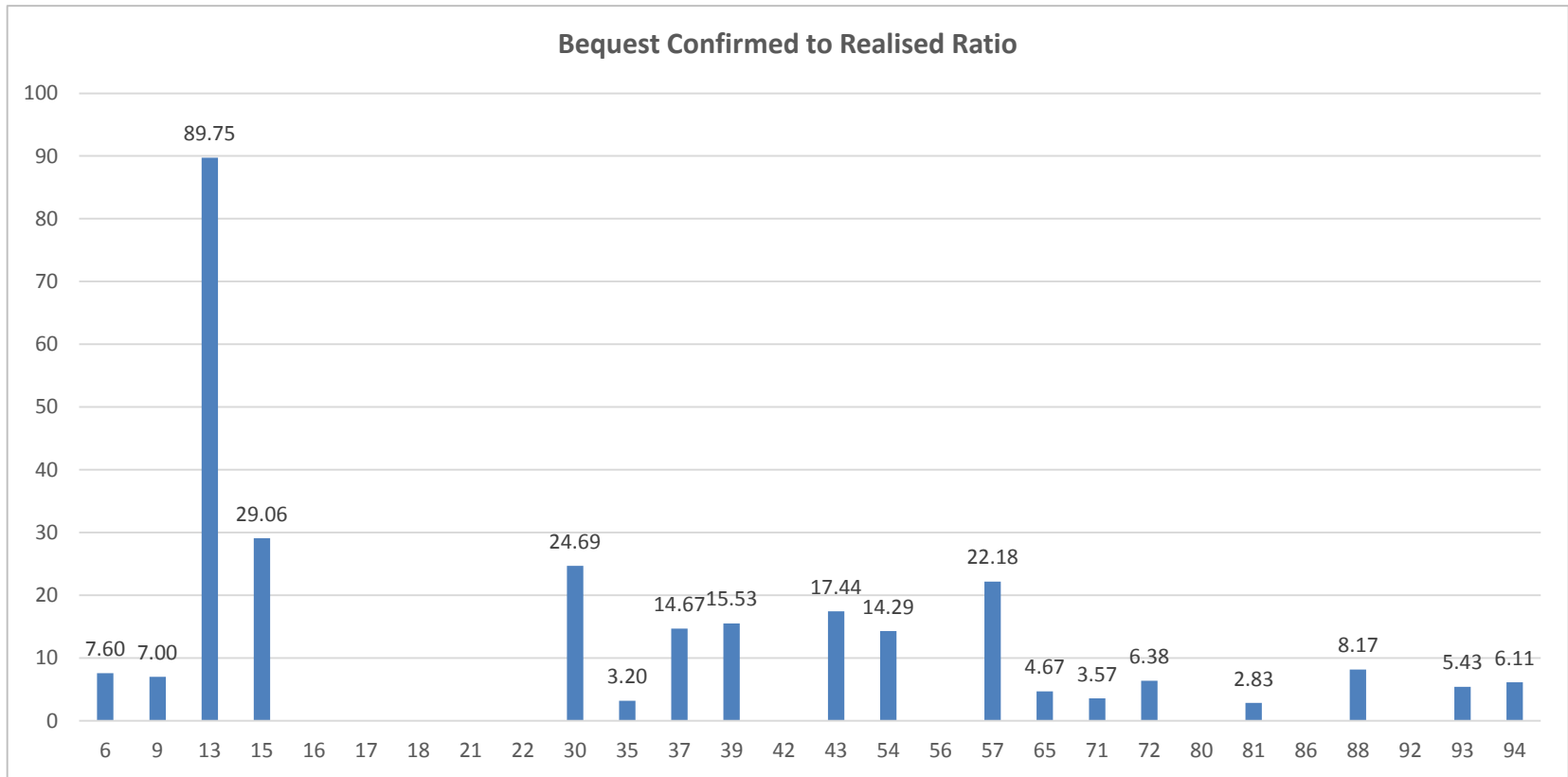
- There are more than twice the number of Female to Male Confirmed Bequestors

Bequest Detail – Confirmed Bequestors



- Of the 28 respondents the total Confirmed Bequestors is 18,552 with an average of 663

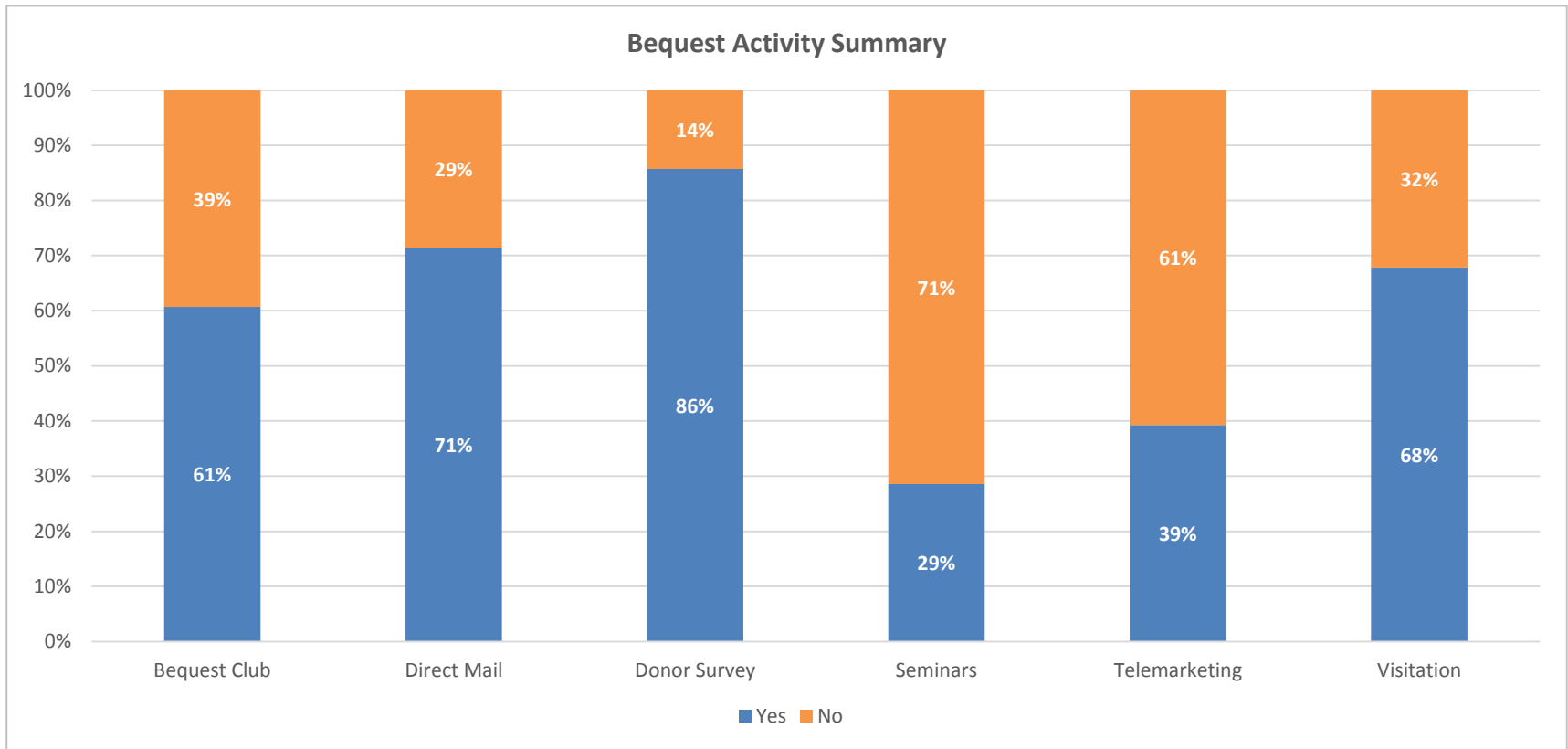
Bequest Detail – Confirmed-to-Realised Ratio



- These ratios differ greatly between Survey Respondents (who are anonymised in this chart)
- The ratio is defined as the number of Confirmed Bequestors on file divided by the number of realised Bequests in that year
- The Confirmed-to-Realised Ratio across all respondents is 20.43

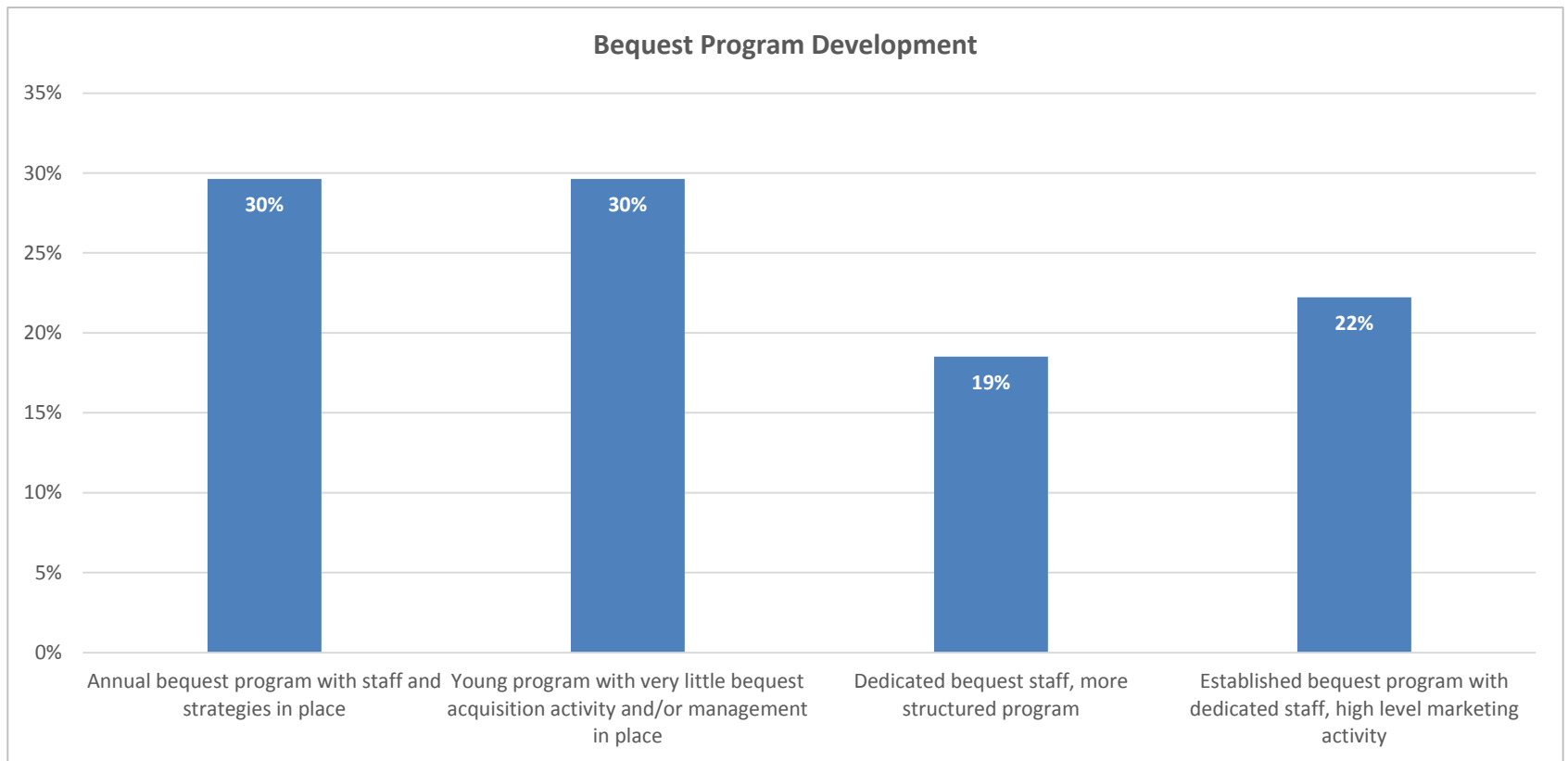
Bequest Activities

Bequest Activities – Program Summary



- Of the 28 Responders, only 3 Charities do not have an Active Bequest program – although they did confirm they still conduct Donor Surveys
- The most common Bequest activity amongst the responders was to send out Bequest Surveys

Bequest Activities – Program Development



- Of all responders, 54% have a Dedicated Bequest Team/Person
- For those who did not have a Dedicated Bequest Team/Person, they describe a lack of resources as the main reason

Summary Data

Summary Data

Measures	2015
Average Confirmed-to-Realised Ratio	20.43
Median Confirmed-to-Realised Ratio	7.88
Average % Bequest Income of Total	15.3%
Median % Bequest Income of Total	12%
Known vs Unknown BQ Income	93.5% vs 6.5%
% Residual Bequests	47.7%
Average BQ Amount - Residuary	\$96,805
Average BQ Amount - Pecuniary	\$24,317
Average BQ Amount - Perpetual Trusts	\$11,405