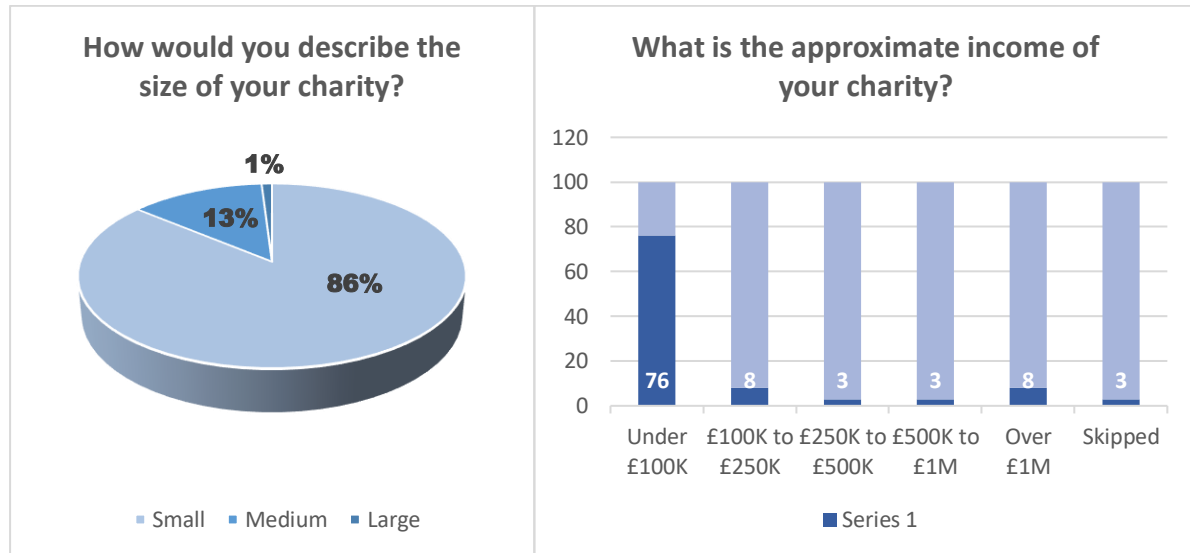


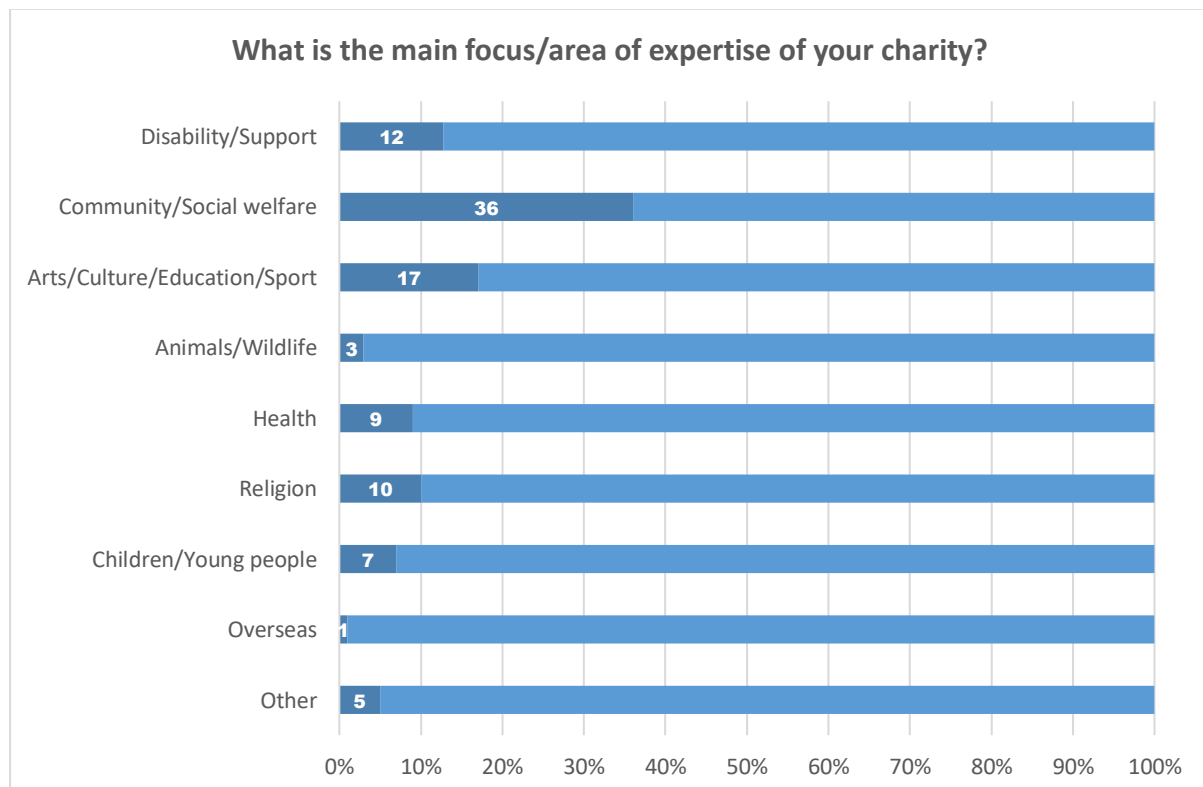
Size of organisation and Income

The largest response to the survey came from organisations who classed themselves as “small” with an income of under £100K.



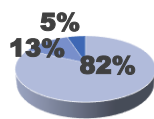
Charity types

With areas of focus including disability, religion and overseas aid, the largest percentage were charities dealing with the local community and/or social welfare.



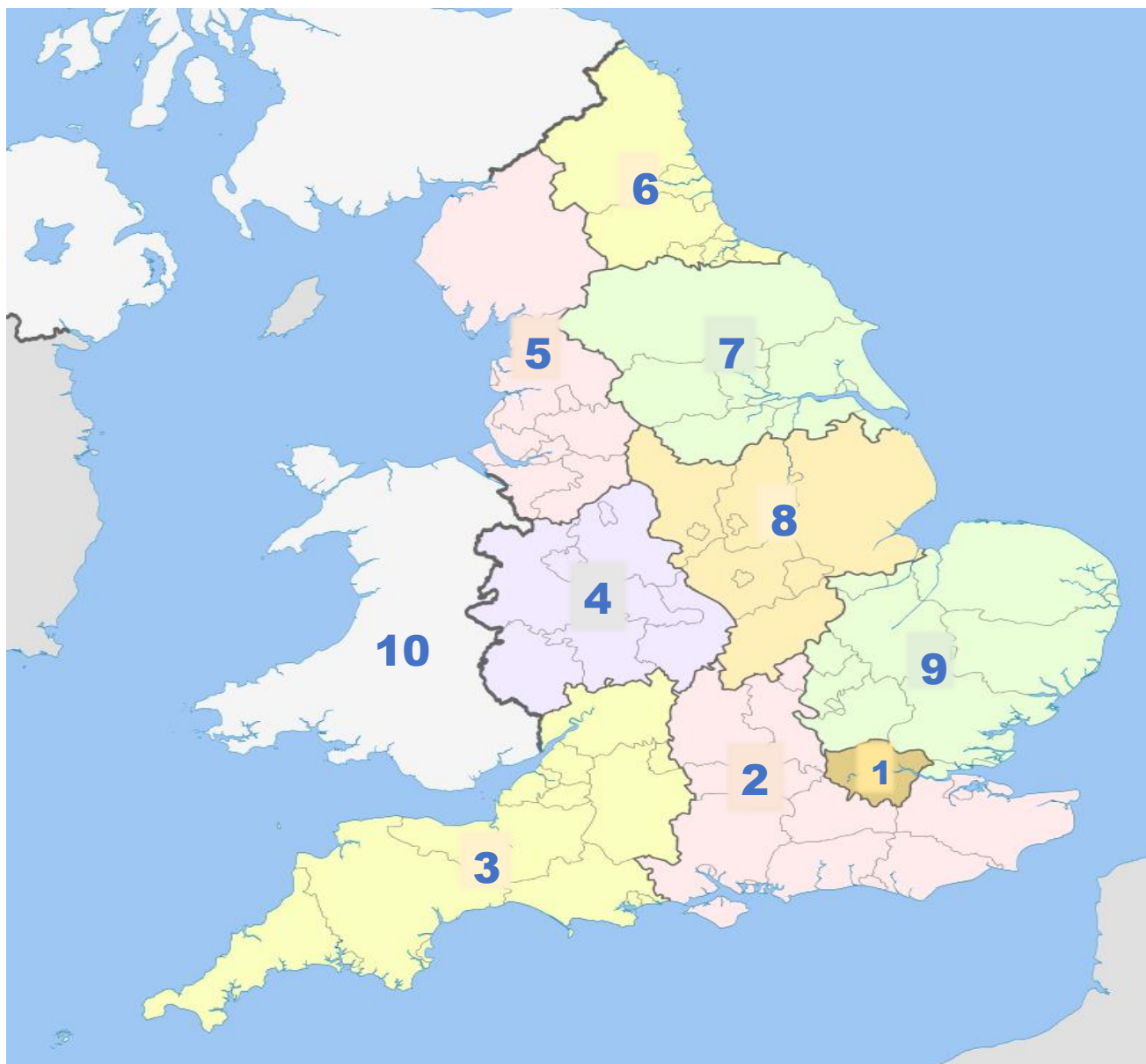
Location

Is your organisation...?



■ Regional ■ National ■ International ■

Over 80% of the charities surveyed were regional, with London and the South East making up the largest percentage of these.



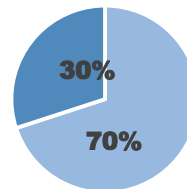
1. Greater London – 11%
2. South East – 15%
3. South West – 13%
4. West Midlands – 11%
5. North West – 11%

6. North East – 5%
7. Yorkshire & The Humber – 9%
8. East Midlands – 4%
9. East of England – 10%
10. Wales – 8%

On-line presence

Almost three quarters of the organisations asked do have an on-line presence of some sort.

Does your charity have an on-line and/or social media presence?



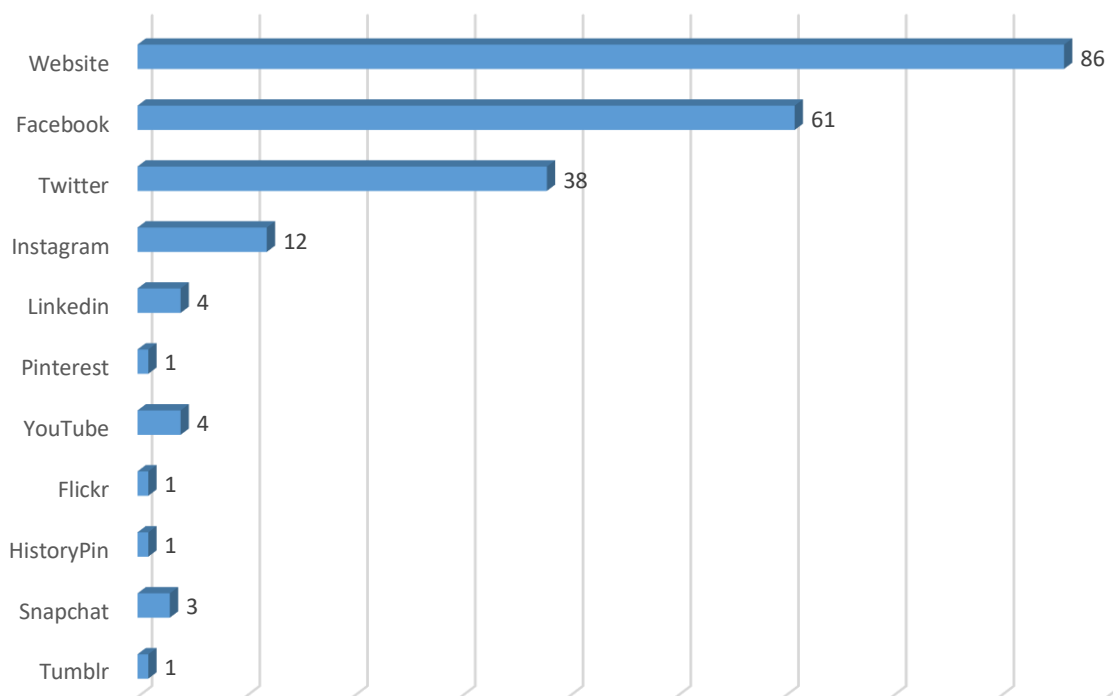
■ Yes ■ No

Of these, 86% have a dedicated web-site or web page (with a very small proportion who either share a web-site or are included on that of a parent organisation).

61% of respondents with an on-line presence have a Facebook page dedicated to their organisation, with another 38% using Twitter and 12% using Instagram.

Less popular were platforms such as Flickr, Pinterest and Snapchat.

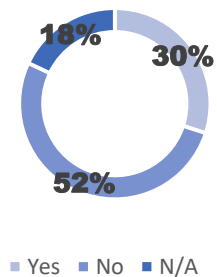
On-line/social media methods



■ Percentage

Use of Social Media

Do you feel you are maximising the use of social media?



Despite the large percentage of organisations using social media, just over half of respondents don't feel that they are making the best use of it.

Just over half of those who believed they were not making the best use of social media felt that this is due to a lack of time, expertise, budget or staffing, or a combination of one or more of these.

Several organisations feel that they are unable to fully utilise social media as their supporters have no internet access, or do not use it very often.

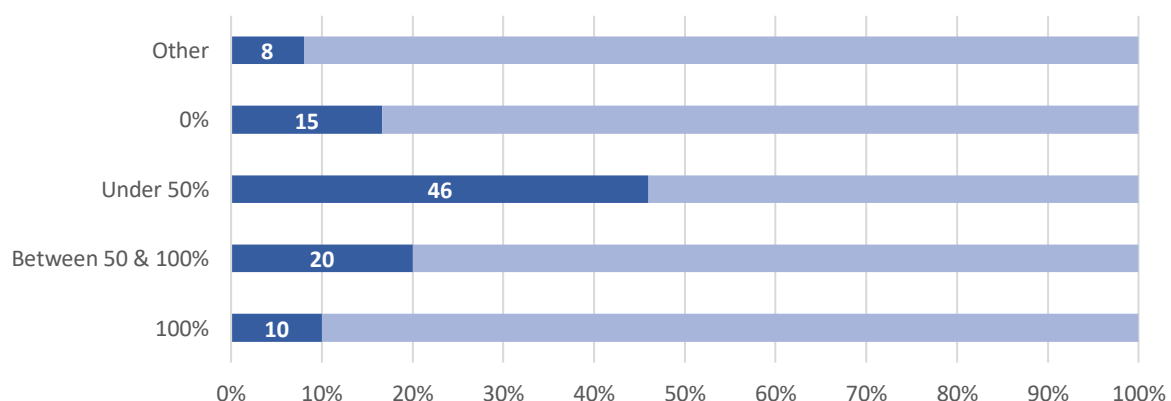
One respondent stated that social media can be the cause of “many problems” and another organisation was “reluctant to be pushy”.

A small number of charities were newly formed and felt that the reason for their lack of on-line followers was due to a lack of awareness of their organisation.

Donations by individuals

Individual giving is still an important source of income for voluntary organisations of all sizes. 69% of respondents estimated that they receive 50% or less of their total income via this method. 10% of organisations receive their entire funding through individual donations.

Approximately what percentage of your raised funds are from individual donations?



Donation methods

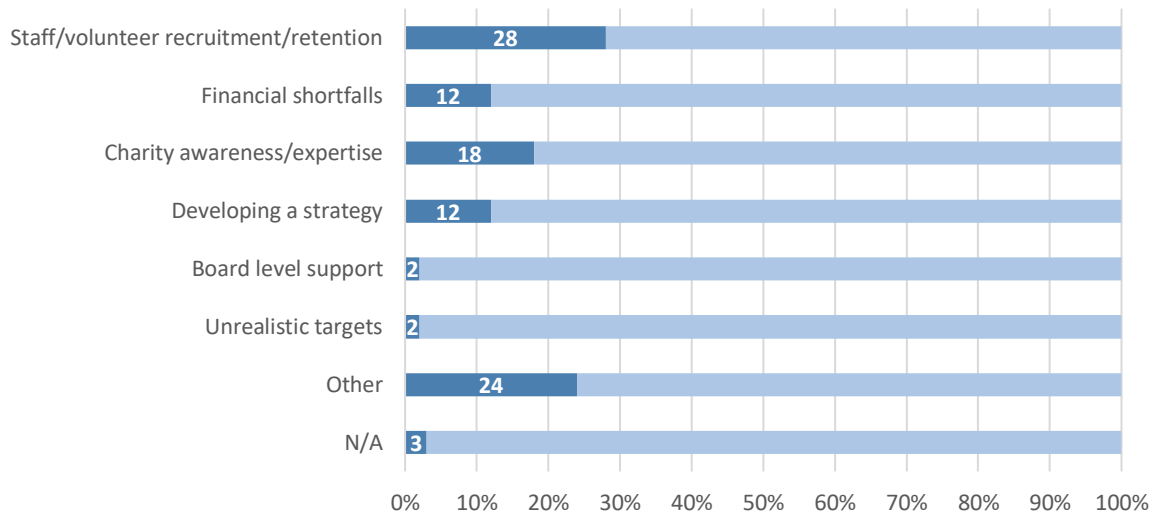
Of the numerous methods of collecting donations, fundraising events and collections proved to be core sources of income. Legacies and major gifts also made up a large percentage of the total.



Fundraising challenges

Charities continue to struggle to keep or to recruit staff and volunteers – this was cited as the biggest challenge to increasing individual donations. Other concerns were the level of charity awareness and/or expertise within the organisation and being able to develop a fundraising strategy.

What do you feel to be the biggest challenge (if any) to increasing your individual donor revenue?



Some organisations felt that there was a lack of interest in, or awareness of, their charity – one describing it as “apathy”, whilst another cited “donor fatigue” as a barrier to increasing their individual donations.

Several respondents were community groups and/or village halls who felt that it was difficult to compete with other charities, whilst others did not feel it appropriate to seek donors within their communities.

A very small percentage (under 3%) of the charities asked stated that they did not need to increase their revenue, and for 3% this question was not applicable.

Brief Summary

Size of organisation and Income - The largest response to the survey came from organisations who classed themselves as “small” with an income of under £100K.

Charity types - With areas of focus including disability, religion and overseas aid, the largest percentage were charities dealing with the local community and/or social welfare.

Location - Over 80% of the charities surveyed were regional, with London and the South East making up the largest percentage of these.

On-line presence - Almost three quarters of the organisations asked do have an on-line presence of some sort.

Use of social media - Despite the large percentage of organisations using social media, just over half of respondents don't feel that they are making the best use of it.

Donations by individuals - Individual giving is still an important source of income for voluntary organisations of all sizes. 69% of respondents estimated that they receive 50% or less of their total income via this method. 10% of organisations receive their entire funding through individual donations.

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