



State of philanthropy survey 2010

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n=sample size. Sample size refers to all IPCs which responded unless otherwise stated. Sample size varies in the following pages as some IPCs did not answer certain questions.

★ Background

Survey objectives

- To find out how Institutions of a Public Character (IPCs) coped with the economic crisis, eg impact on fundraising, reserves and volunteering.

Data collection & analysis

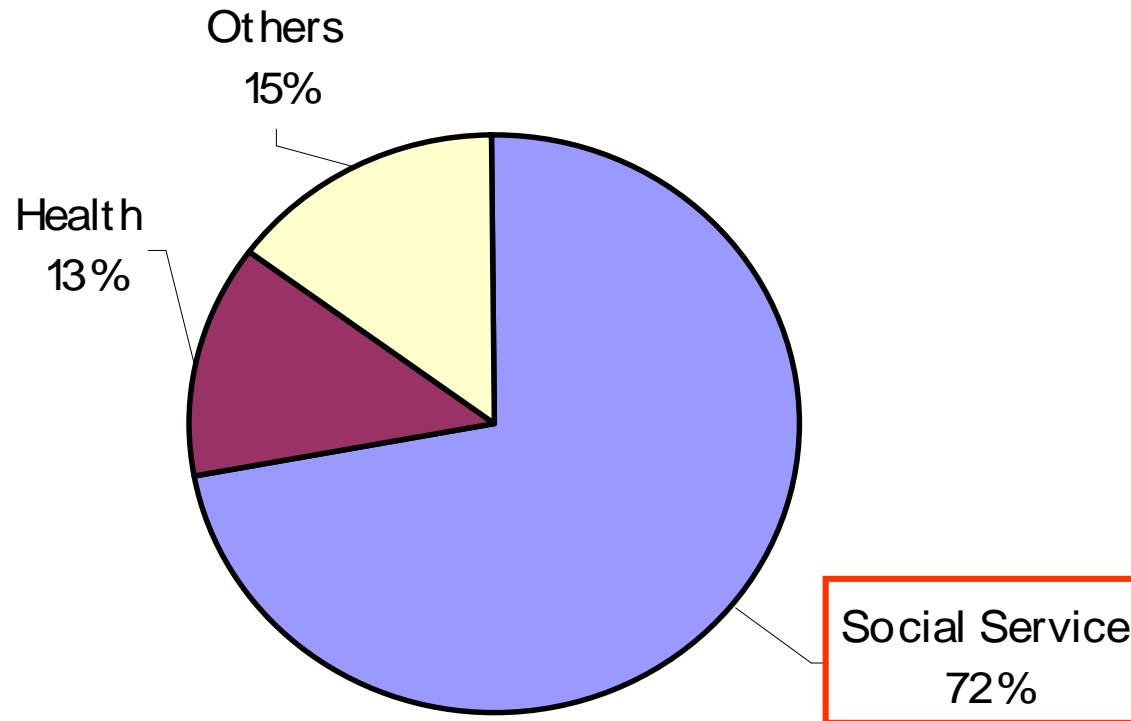
- **Sampling framework**
Invited 373 IPCs to take part in the survey, on convenience sampling basis.
Included: IPCs eg VWOs that raise funds and/or volunteers.
Excluded: Grantmakers, grassroots organisations, education institutions.
- **Survey period: Nov to Dec 2009 (5 weeks)**
- **Respondents**
 - 56 IPCs participated (including 12 uncompleted surveys) in an online survey. Response rate is about 15%.
 - 55% of respondents were Executive Heads, 32% were Head of Departments or equivalent, 9% were Board members.
- **Definition:** Respondents were asked to compare their financial health, policies and practices between "recession year" and "preceding year".
 - "Recession year": IPC's FY which included Oct to Dec 2008*.
 - For 93% of IPCs surveyed, the "recession year" was FY2008. "Preceding year" refers to year before "recession year".



PROFILE of IPCs surveyed

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★ 72% of IPCs were from the social service sector

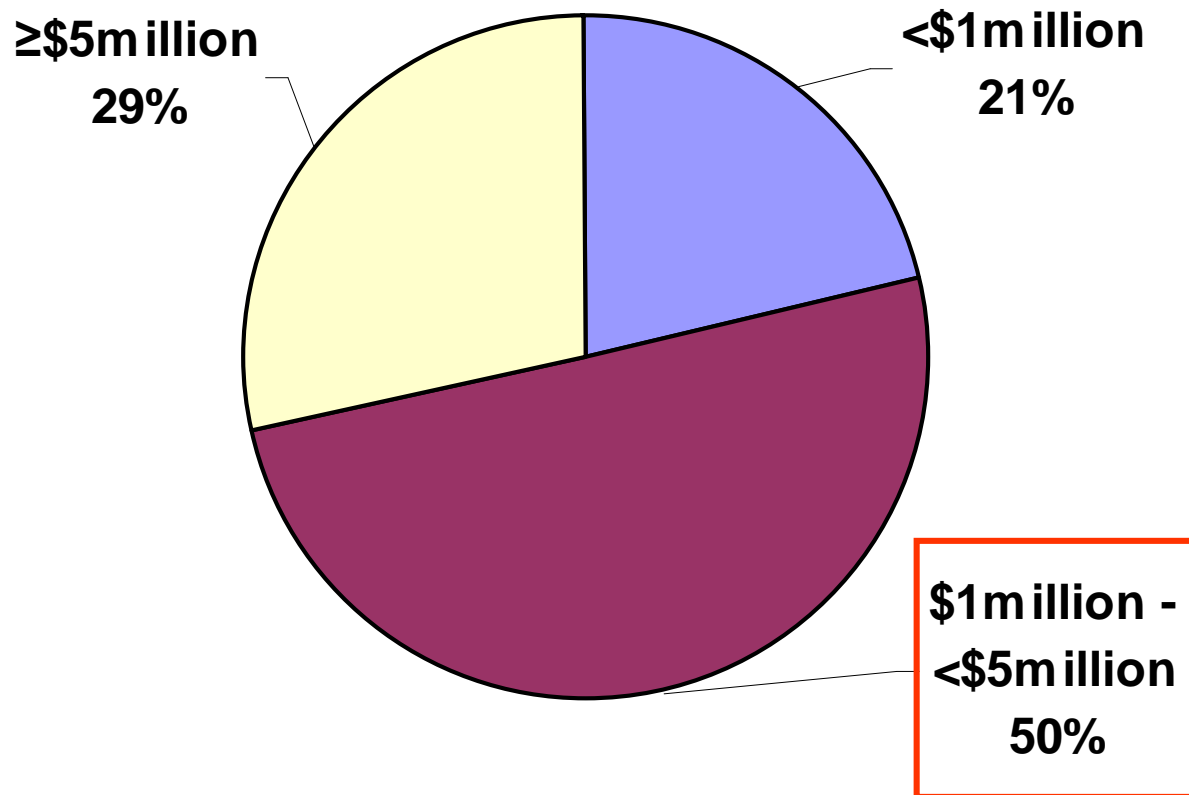


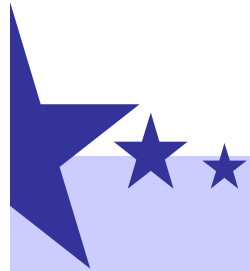
n=46 IPCs

★ Half the IPCs had total income in "recession year" between \$1million to <\$5million

Qn2.1 Income (\$) in "recession year"
(n=56 IPCs)

Distribution of IPCs by total income size in "recession year"

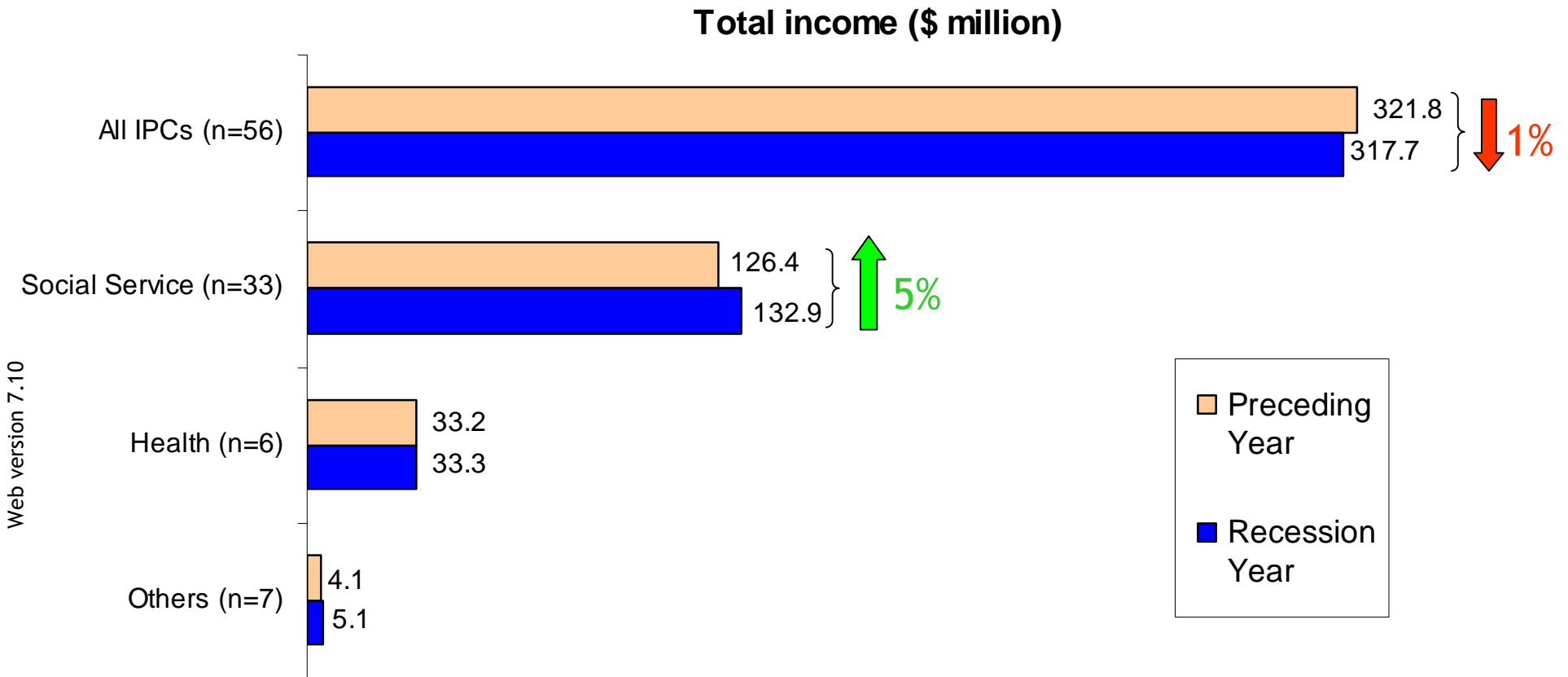




FINDINGS

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★ Total income of all IPCs fell 1% in the “recession year”

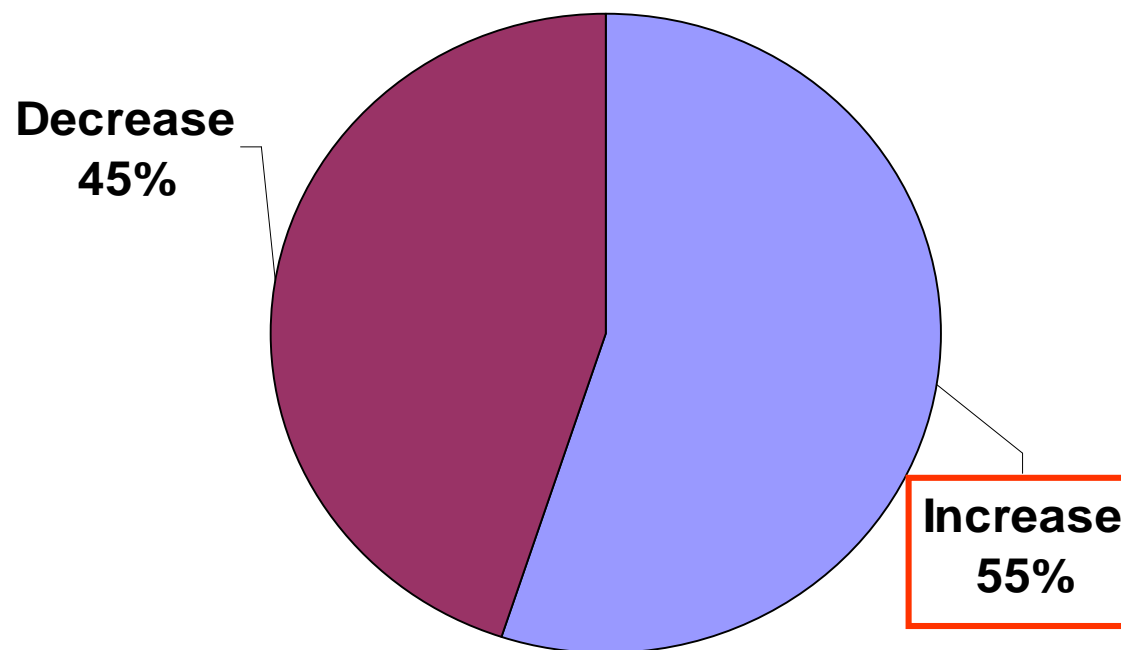


“All IPCs” includes 10 IPCs not categorised as “social service”, “health” or “others”.

★ 55% of IPCs had increase in income compared to “preceding year”

Qn2.1 Income (\$) in “recession year”
Qn3.1 Income (\$) in “preceding year”
(n=56 IPCs)

Comparison of total income between “recession year” and “preceding year”



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★ 69% of IPCs had increase in grants compared to “preceding year”

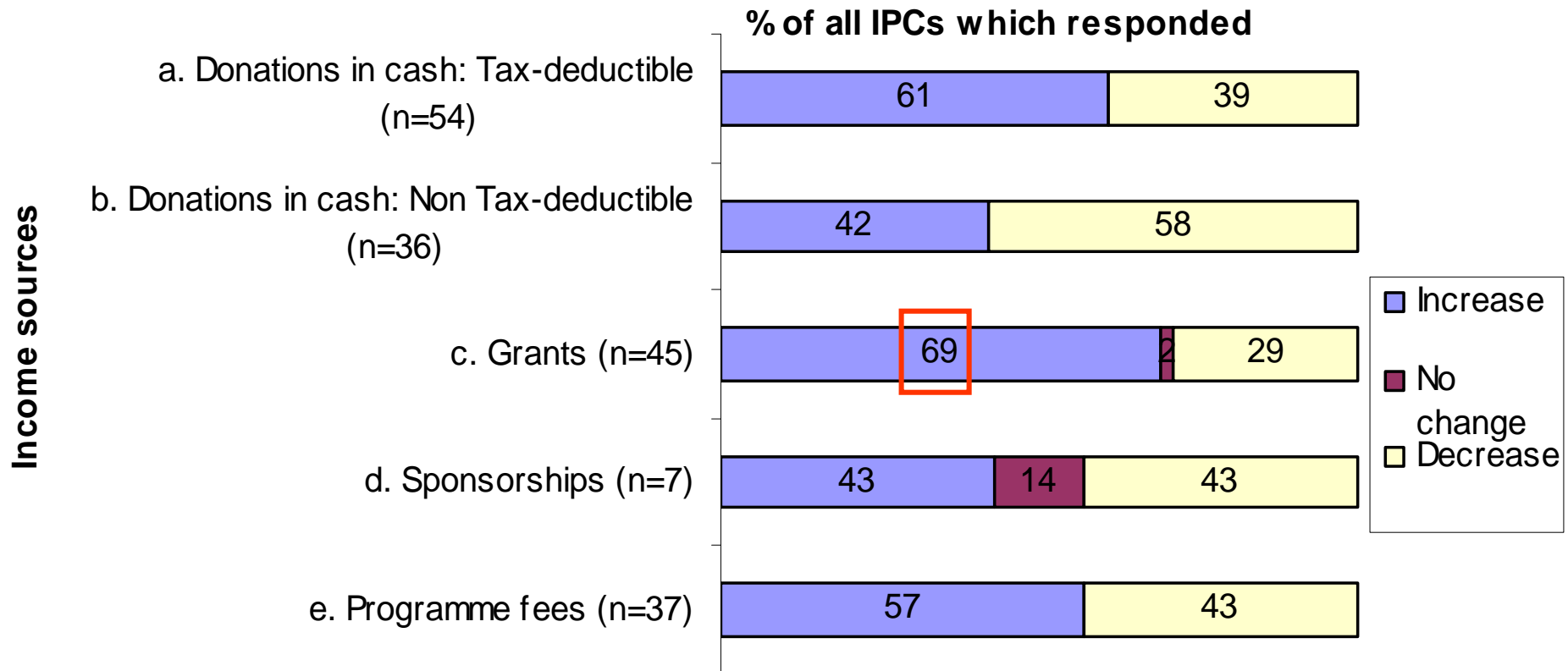
Qn2.1 Income (\$) in "recession year"

- a. Donations in cash: Tax-deductible
- b. Donations in cash: Non Tax-deductible
- c. Grants
- d. Sponsorships
- e. Programme fees
- f. Total income

Qn3.1 Income (\$) in "preceding year"

- a. Donations in cash: Tax-deductible
- b. Donations in cash: Non Tax-deductible
- c. Grants
- d. Sponsorships
- e. Programme fees
- f. Total income

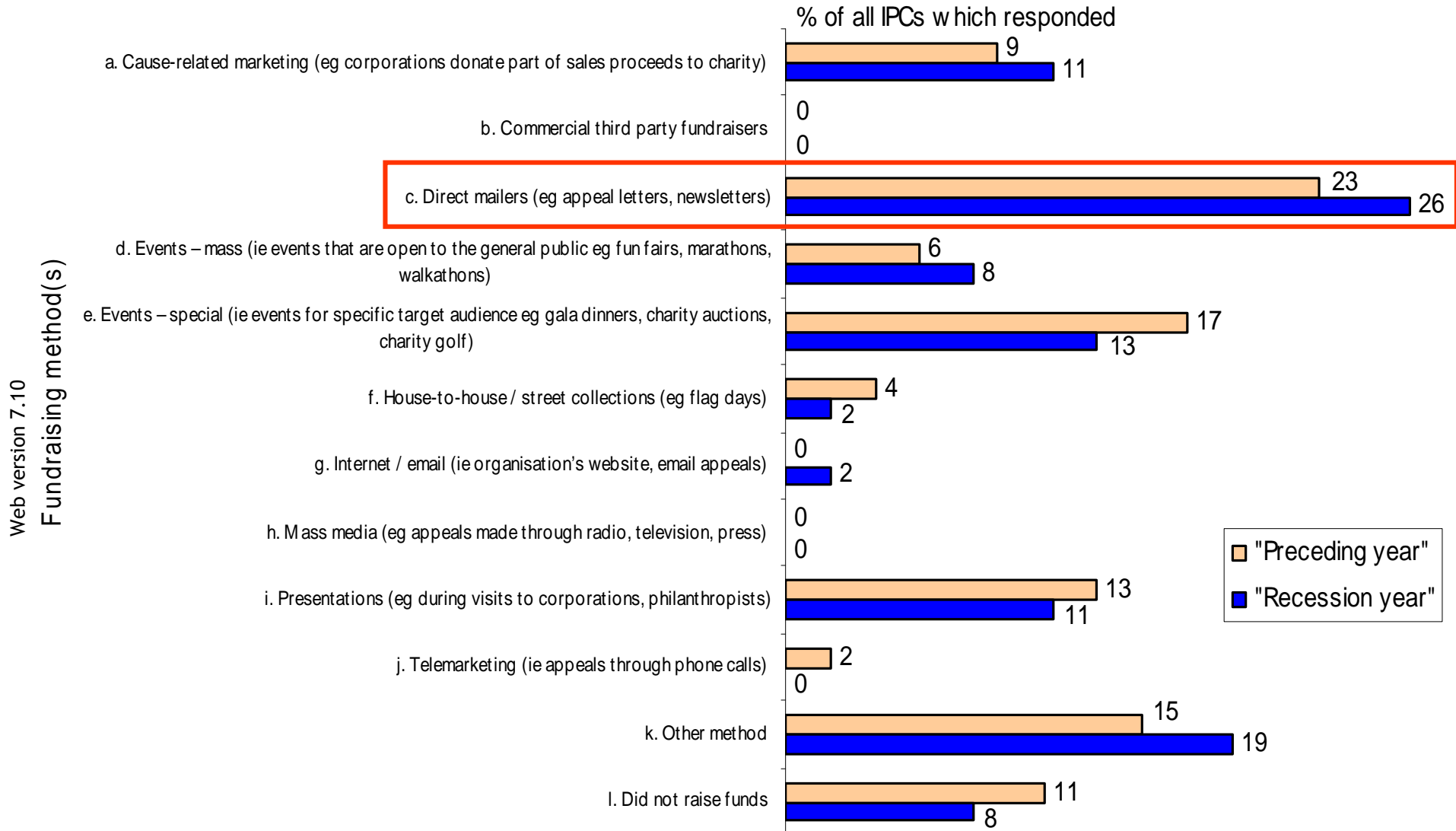
Comparison of income sources between "recession year" and "preceding year"





Direct mail was the MOST cost effective fundraising method in both “recession” and “preceding” years

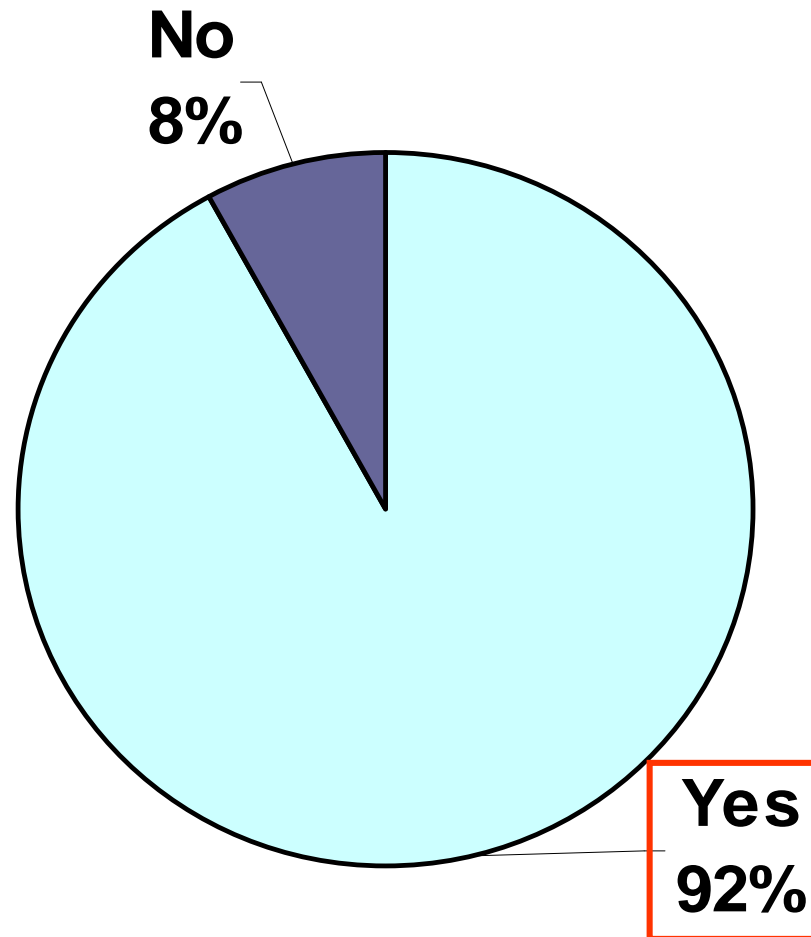
Qn6. Among the methods you have chosen in Qn4, which method was the MOST cost effective PER dollar raised? (Single answer per year) (n=53 IPCs)





92% of IPCs had reserves at start of "recession year"

Qn8. Did your organisation have reserves at the start of the "recession year"? (Single answer)
(n=50 IPCs)

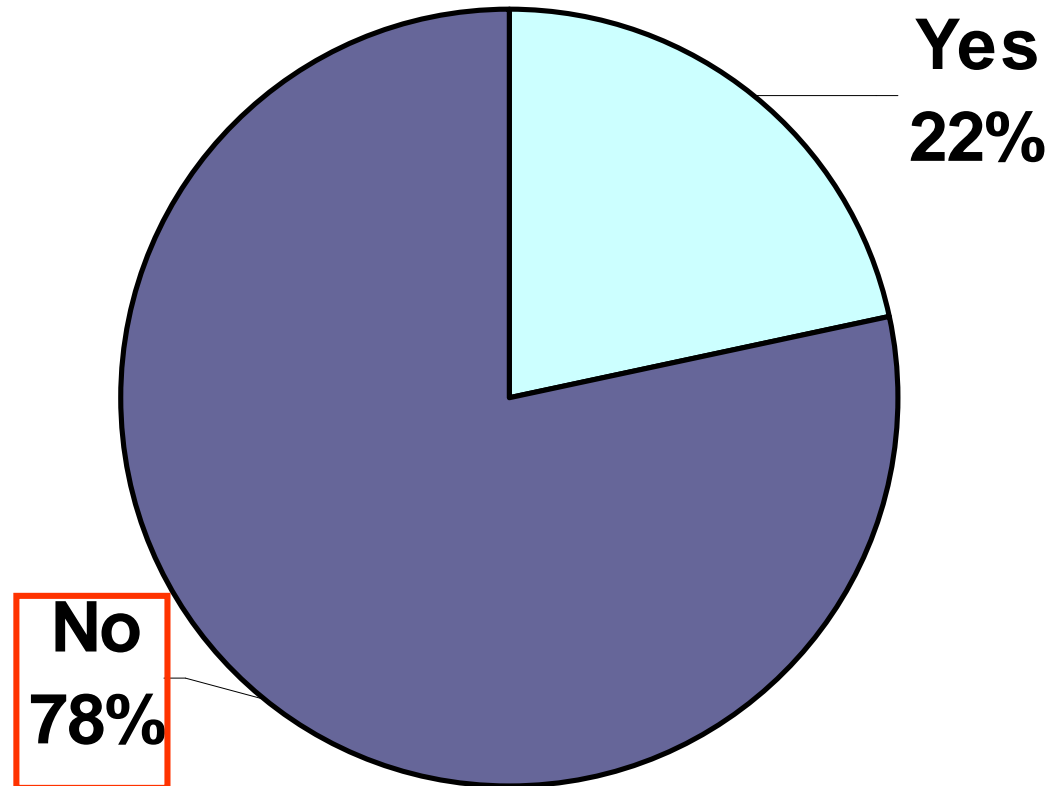


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78% of IPCs did not draw down their reserves in the "recession year"

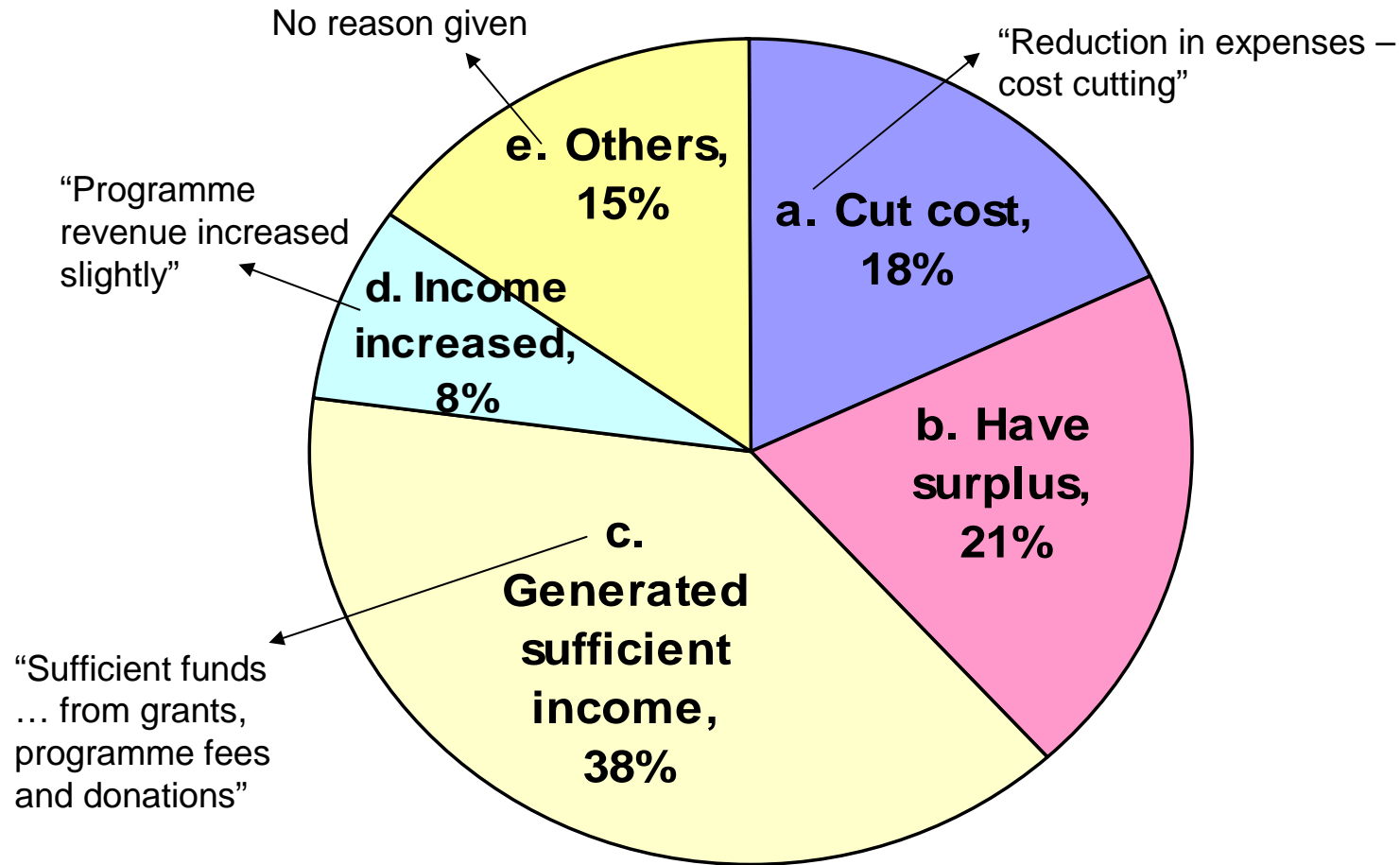
Qn9. Did your organisation draw down its reserves in the "recession year"? (Single answer)
(n=46 IPCs)



The main reason for not drawing down reserves was “Generated sufficient income”

Qn 11: Why were the reserves not drawn down? (Open-ended question)

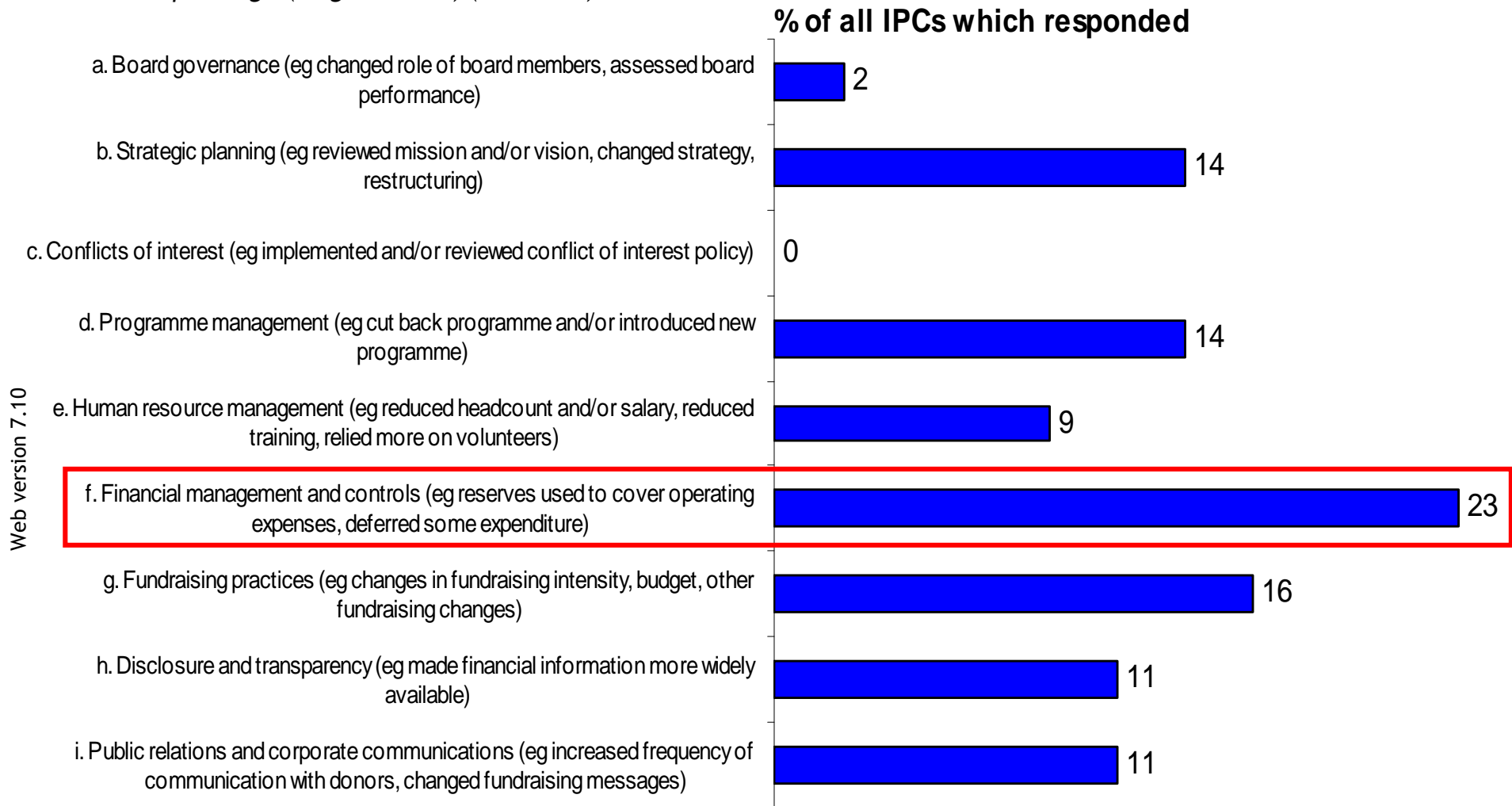
(Base: 39 responses from 36 IPCs. Some IPCs gave more than 1 response. Responses below are examples of verbatim responses, which were then grouped for purposes of the chart.)



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★ "Financial management and controls" made the biggest positive difference to IPCs' finances in the "recession year"

Qn13. Which of the practices below made the biggest positive difference to your finances in the "recession year"? eg, if fundraising practices had helped MOST to reduce deficit (or increased financial surplus), the answer is in this example is "g". (Single answer) (n=44 IPCs)





HR management was the MOST common practice that changed in “recession year”

Qn12. What policies and/or practices, if any, changed in the “recession year” compared to the “preceding year”?
(Single answer) (n=44 IPCs per row)

Policies and / or practices that changed in “recession year”

% of all IPCs which responded



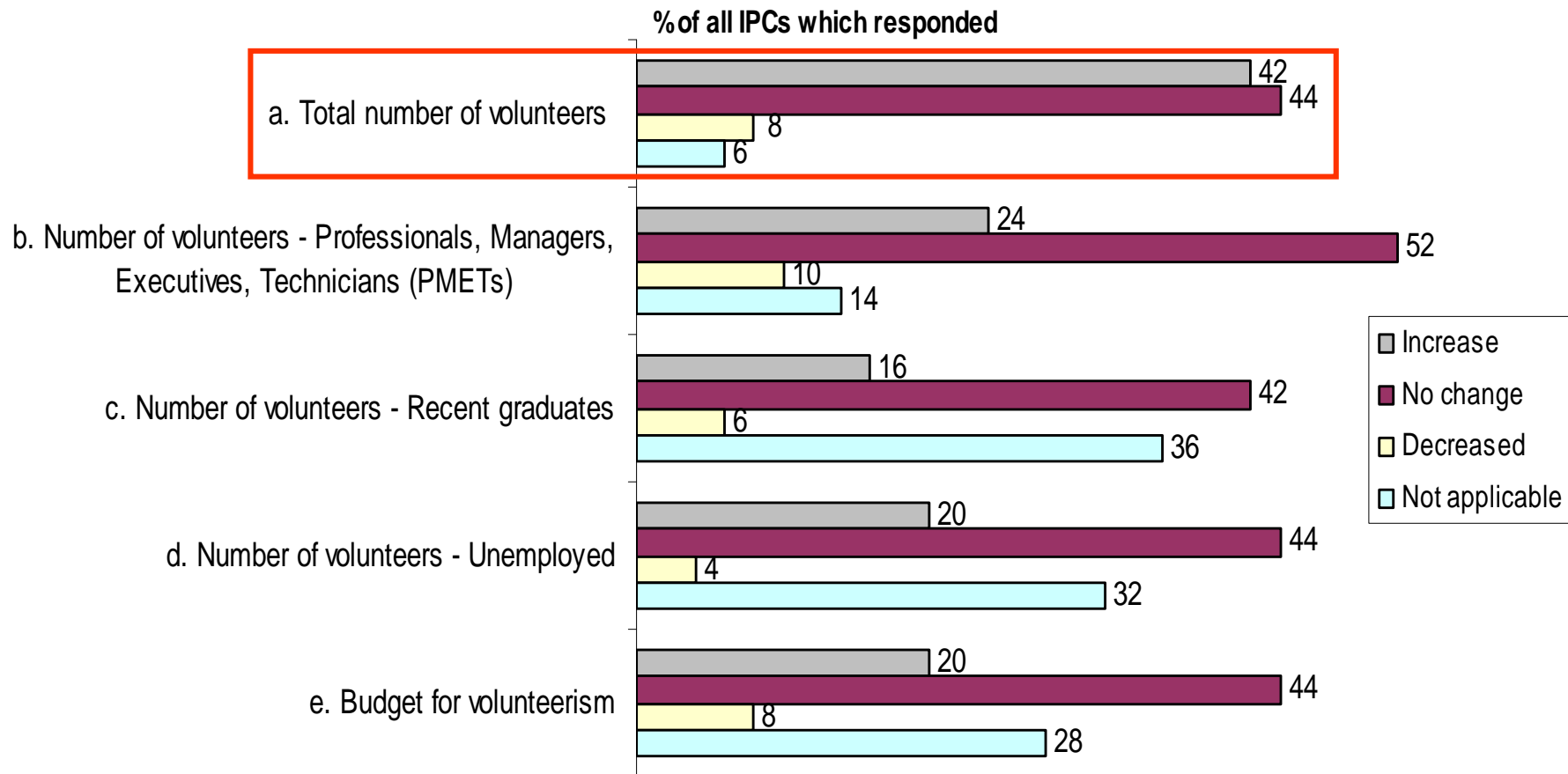
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42% of IPCs reported an increase in number of volunteers in “recession year”

Qn7. What changes, if any, has volunteerism undergone in your organisation in the “recession year” compared to “preceding year”? (Single answer) (n=50 IPCs per row; each row % add up to 100%)

Impact on volunteerism in “recession year” (compared to “preceding year”)



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IPCs with increased income vs. IPCs with decreased income in recession year

	IPCs with increased total income ^[1] in “recession year”	IPCs with decreased total income ^[1] in “recession year”										
	Most frequently occurring response											
MOST cost effective fundraising method	<p>% of IPCs which responded</p> <table border="1"> <tr><th>Response</th><th>% of IPCs which responded</th></tr> <tr><td>c. Direct mailers</td><td>17</td></tr> <tr><td>i. Presentations</td><td>17</td></tr> </table> <p>(n =29 IPCs)</p>	Response	% of IPCs which responded	c. Direct mailers	17	i. Presentations	17	<p>% of IPCs which responded</p> <table border="1"> <tr><th>Response</th><th>% of IPCs which responded</th></tr> <tr><td>c. Direct mailers</td><td>38</td></tr> </table> <p>(n =24 IPCs)</p>	Response	% of IPCs which responded	c. Direct mailers	38
Response	% of IPCs which responded											
c. Direct mailers	17											
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Response	% of IPCs which responded											
c. Direct mailers	38											
PRACTICE which made BIGGEST POSITIVE difference to IPCs’ finances in “recession year”	<p>% of IPCs which responded</p> <table border="1"> <tr><th>Response</th><th>% of IPCs which responded</th></tr> <tr><td>d. Programme management</td><td>20</td></tr> <tr><td>g. Fundraising practices</td><td>20</td></tr> </table> <p>(n =25 IPCs)</p>	Response	% of IPCs which responded	d. Programme management	20	g. Fundraising practices	20	<p>% of IPCs which responded</p> <table border="1"> <tr><th>Response</th><th>% of IPCs which responded</th></tr> <tr><td>f. Financial management and controls</td><td>37</td></tr> </table> <p>(n =19 IPCs)</p>	Response	% of IPCs which responded	f. Financial management and controls	37
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[1] Subset of a convenience sample of all IPCs which responded (n=56 IPCs). Seventy-two percent of all IPCs which responded were from the social service sector.