

The State of New Zealand Fundraising

Trends to take note of

Your data tells the story



**THE
BENCHMARKING
PROJECT**

In Aotearoa there are:

27,864

registered charities



108,244
individual
charity officers

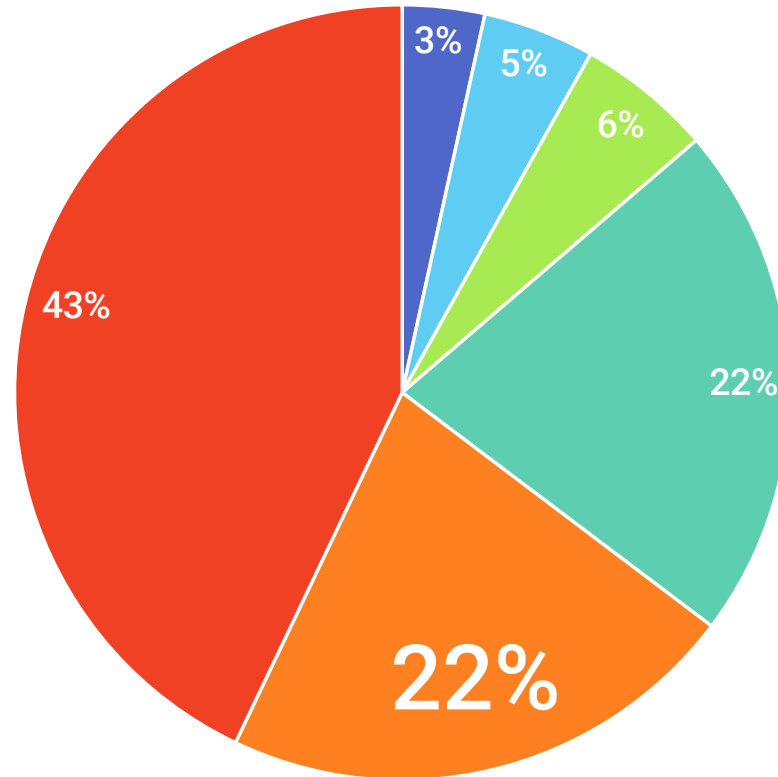


200

groups



How do we make money?

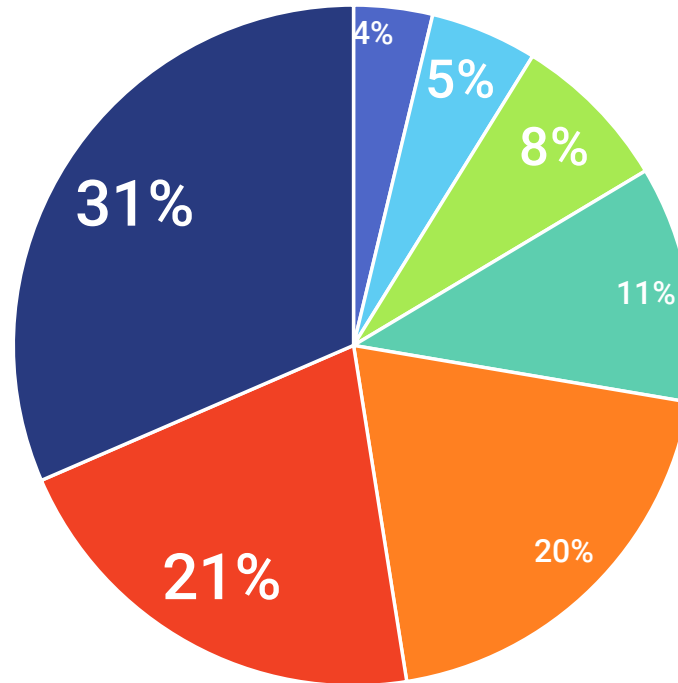


■ Interest from Dividends
■ Other Revenue

■ Other Income
■ Donations / Koha

■ Membership Fees
■ Goods & Services Revenue

Where do donations come from?



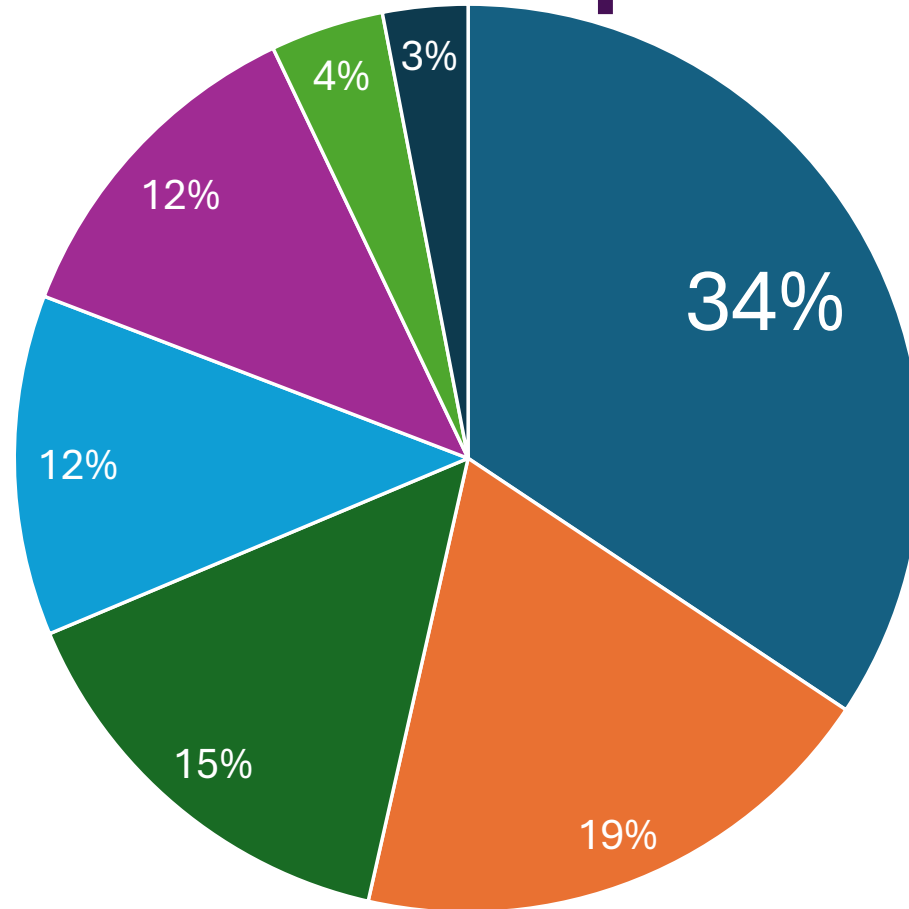
- Business Giving (rebate claimed)
- Business Giving (CSR Programs)
- Donation (Other)

- Gifts in Wills
- Trusts & Foundations

- Structured Private Giving
- Donations (rebate claimed)



Donation Recipients



■ Fundraising Charity ■ Other ■ Church ■ Education ■ Foundation ■ Iwi ■ PHO

New Zealand is currently experiencing the highest inflation since the 80's



Source: <https://www.rbnz.govt.nz/news-and-events/events/2023/march/kanganews-anz-2023-nz-capital-market-forum>

Discretion Recession



0.38%

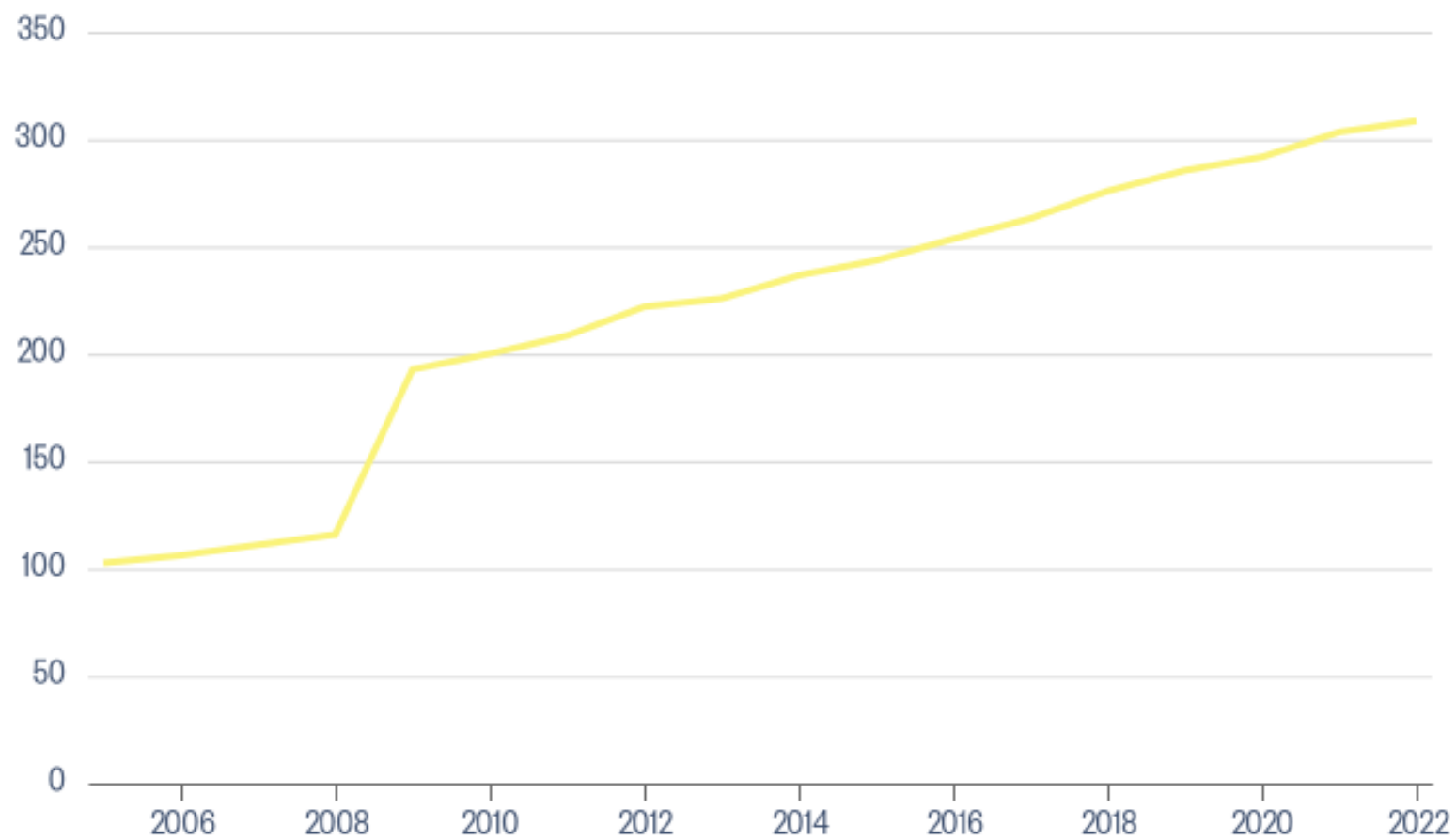
80%

Source: More Strategic Cost of Living Study 2023

Total amount of donation tax credit claims in New Zealand

Year ended March 2005–2022, NZD millions

Provider: Inland Revenue



Source: IRD via figure.nz

**14
New
Zealand
Charities**

**551k
New
Zealand
Donors**

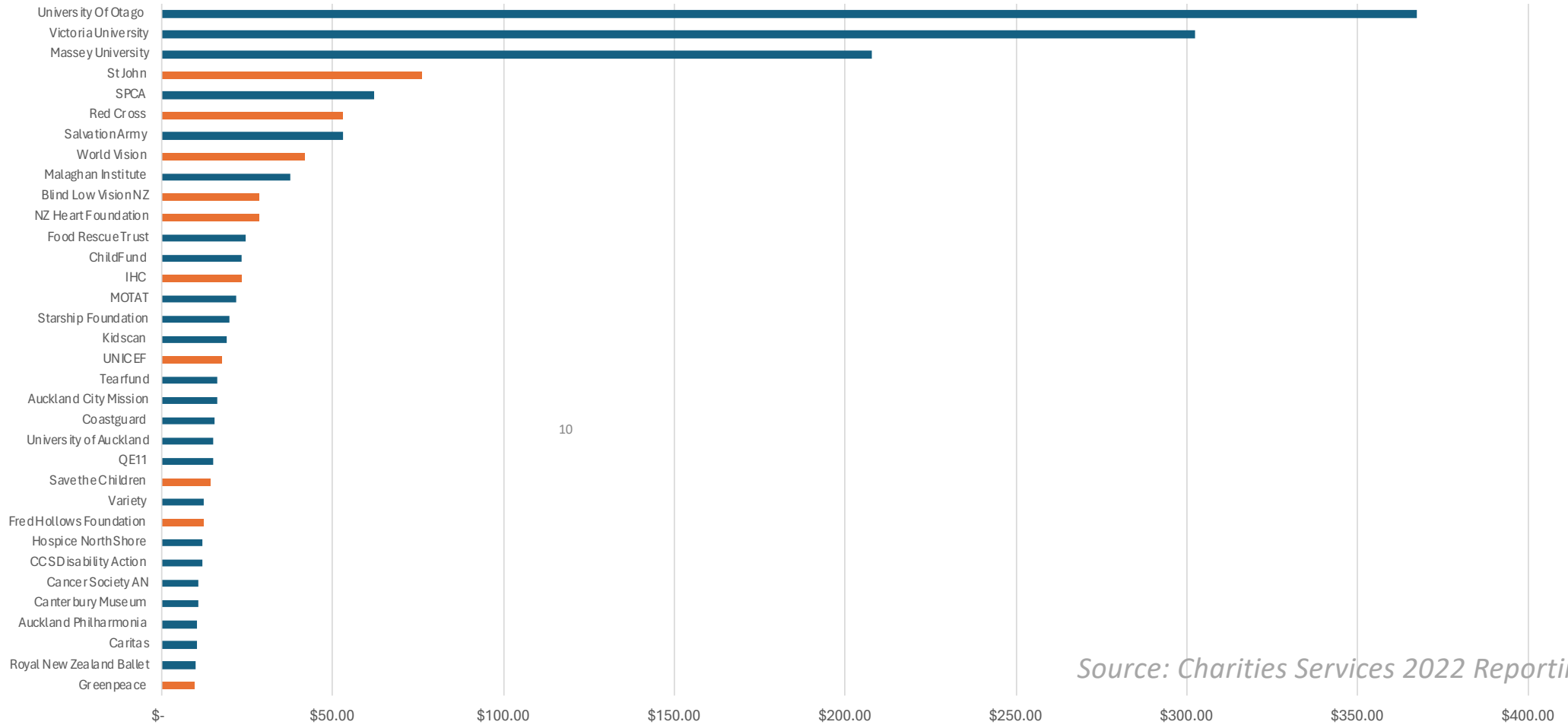
**42
Australian
Charities**

**2.8m
Australian
Donors**



Top 34 Fundraising Organisations

Donations + Bequests 2022



Source: Charities Services 2022 Reporting



Individual Giving Income

250.0M

200.0M

150.0M

100.0M

50.0M

0.0M

2014

2015

2016

2017

2018

2019

2020

2021

2022

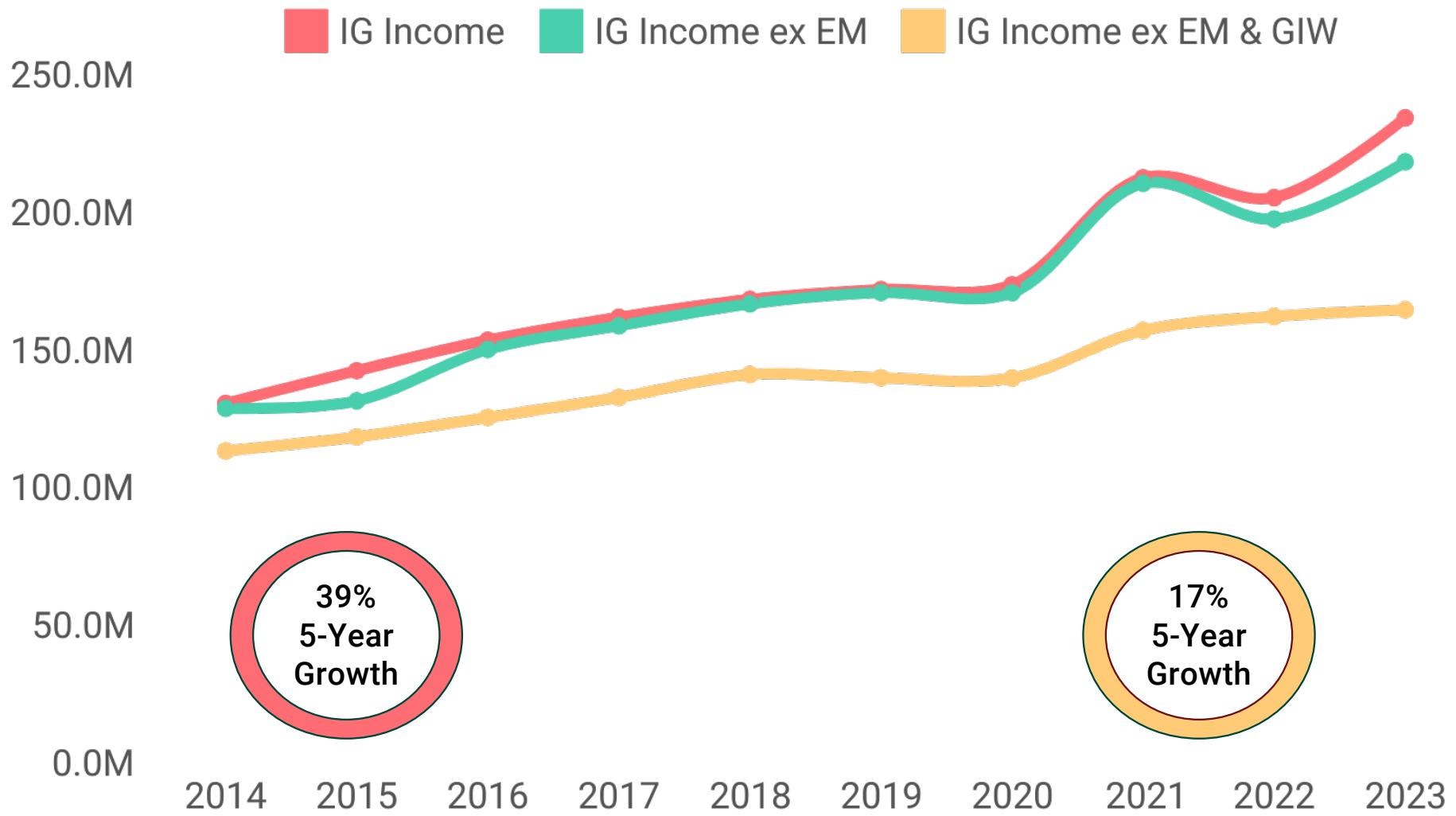
2023

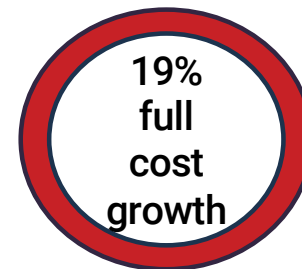
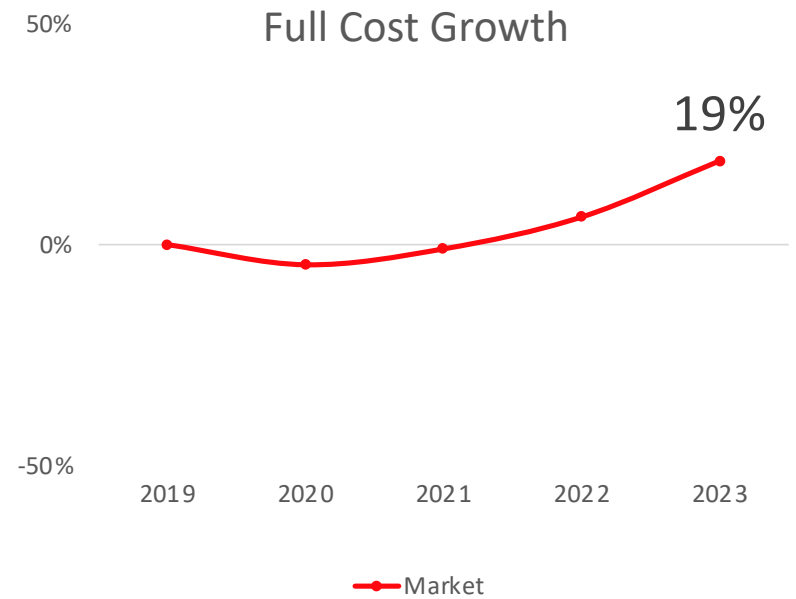
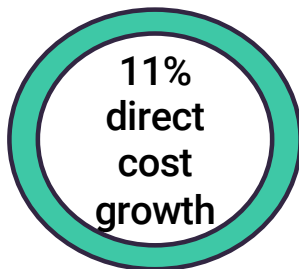
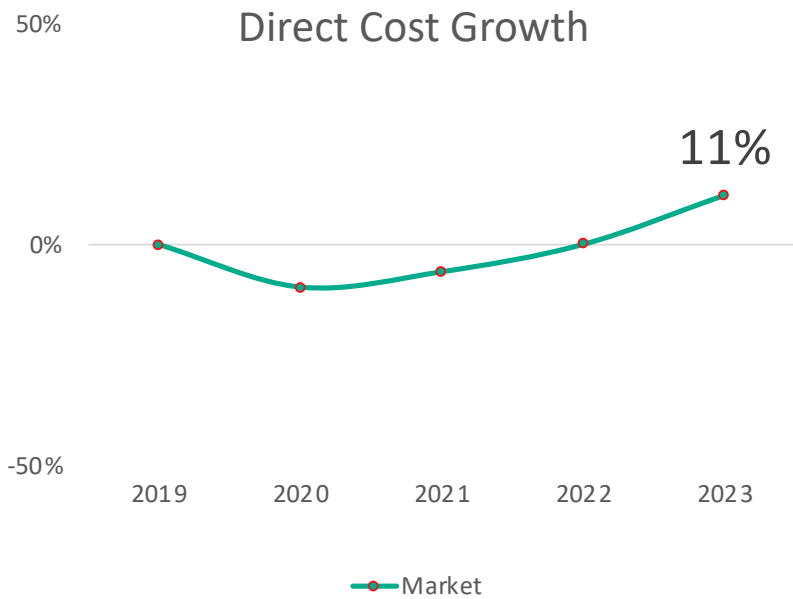


70%

Grew







Source: More Profitability Benchmarking 2023

A 2024 SURVEY OF AUSTRALIAN DONORS FOUND THAT...

98%

who give a first donation
DON'T KNOW how much is
spent on administration.

80%

DO NOT search for
overhead costs when
donating to a new charity.

42%

had NEVER researched
overhead costs when
donating to a new charity.

Source: <https://reframeoverhead.org/>



**“This is your
opportunity to do
something truly
extraordinary”**



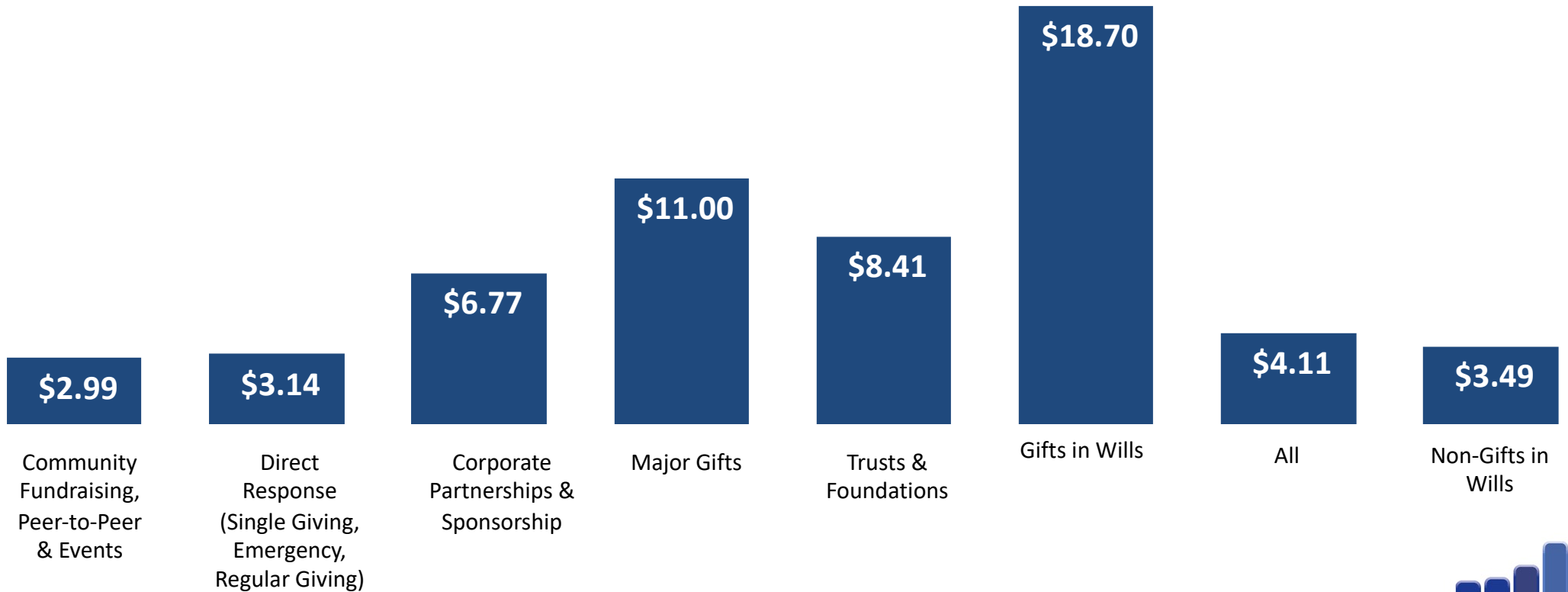
“This is your opportunity to do something truly extraordinary”



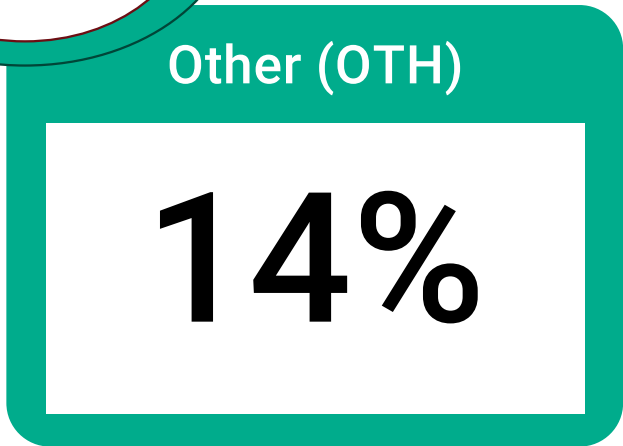
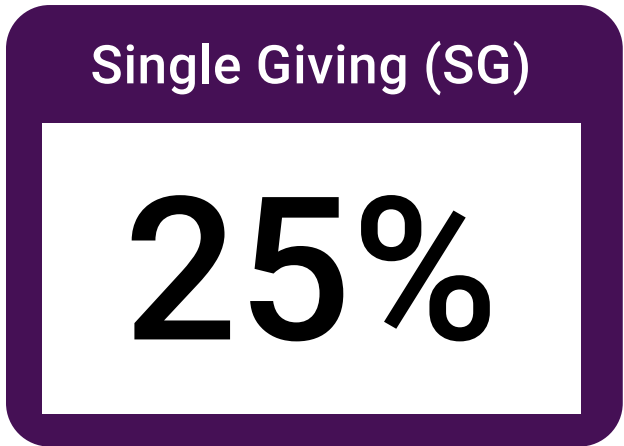
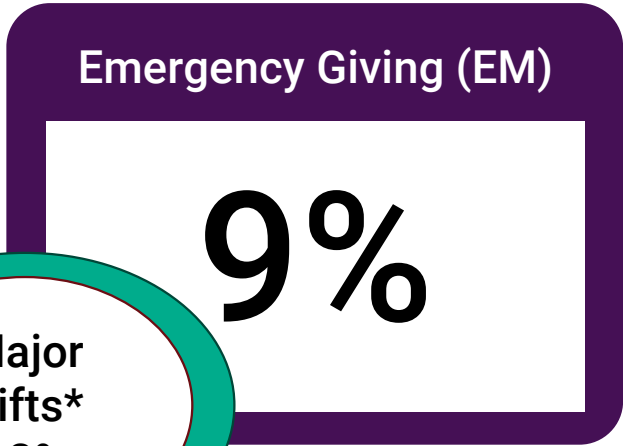
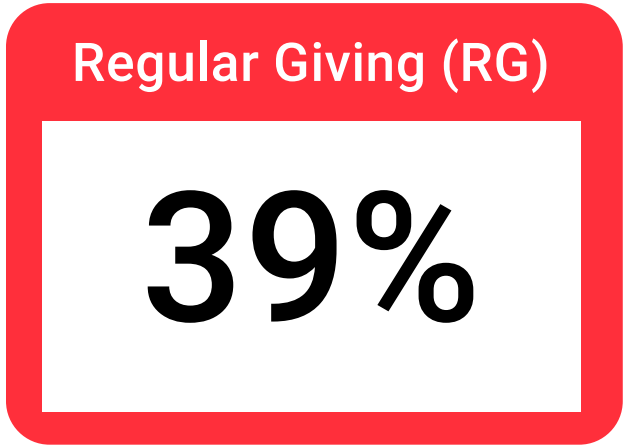
Source: <https://reframeoverhead.org/>



What return could I be getting?

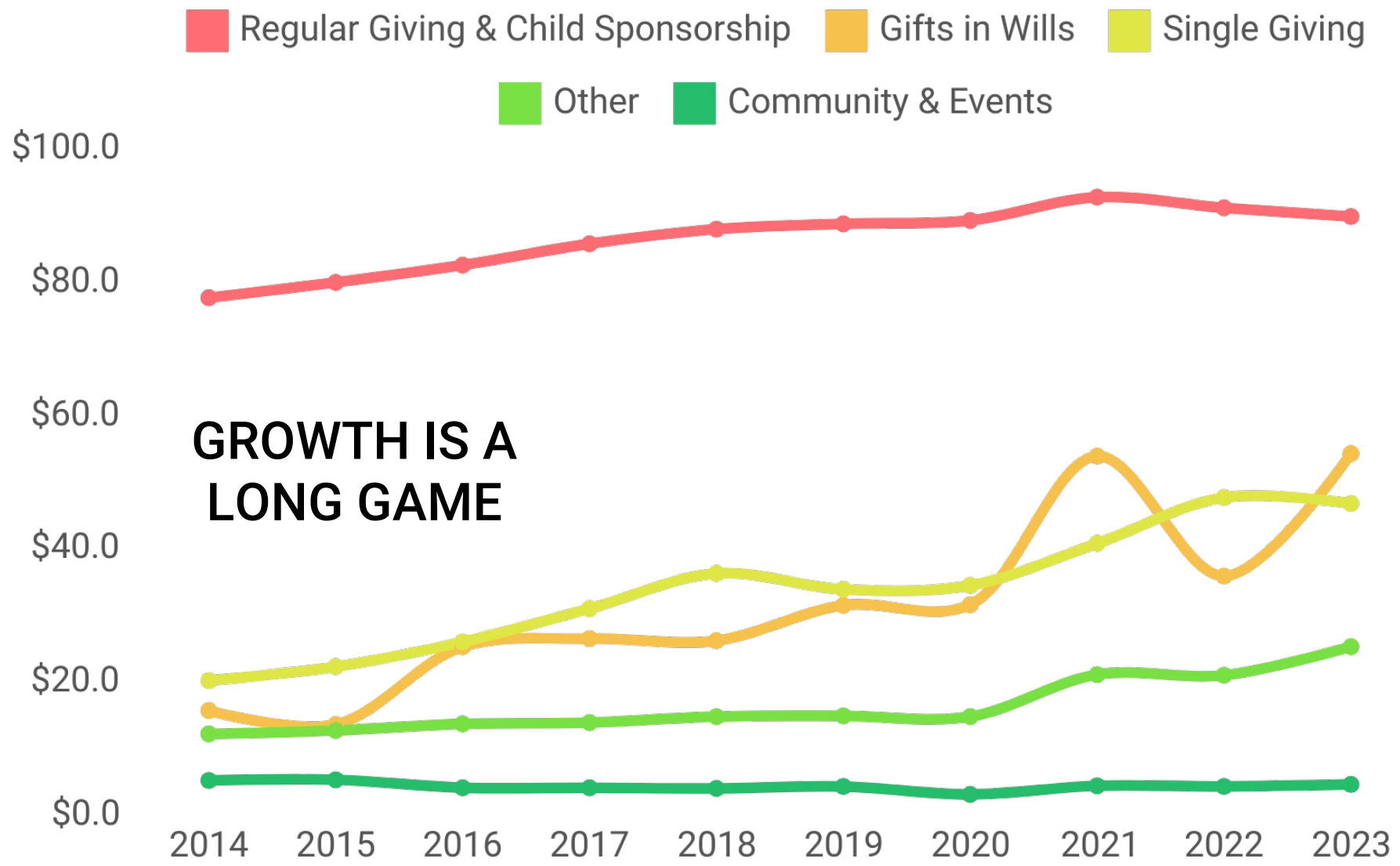


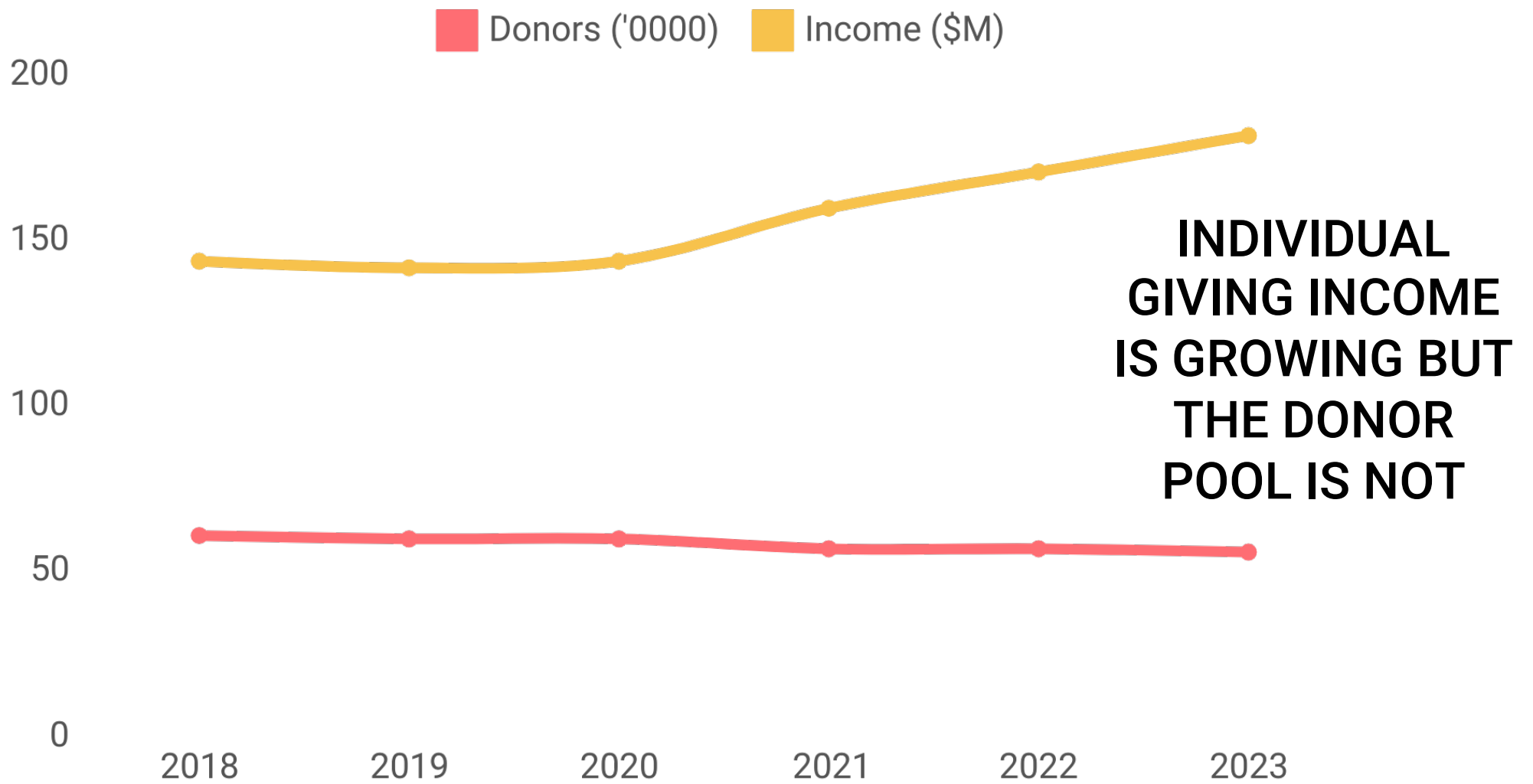
Source: More Profitability Benchmarking 2023

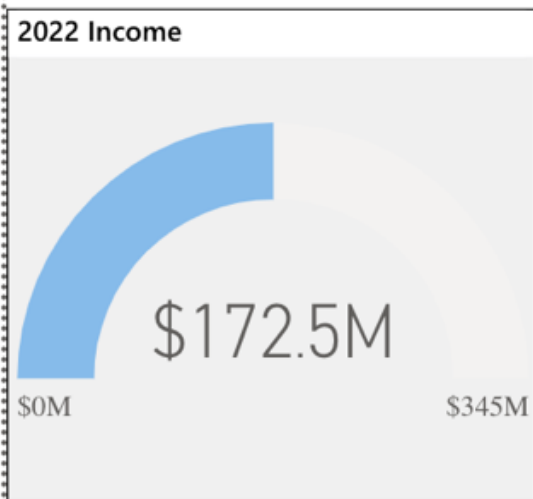
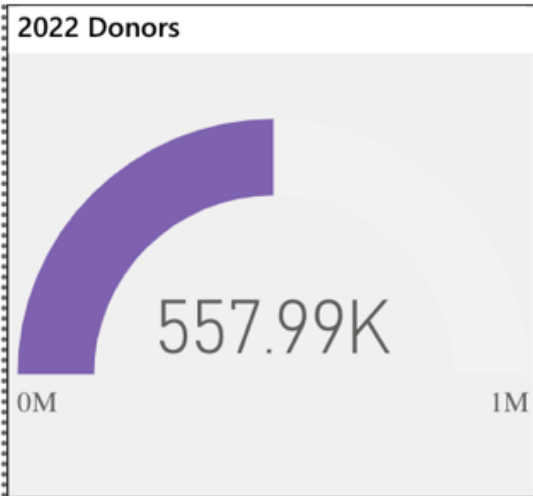


* Major Gifts = All Gifts over \$5,000 (% is of total giving)





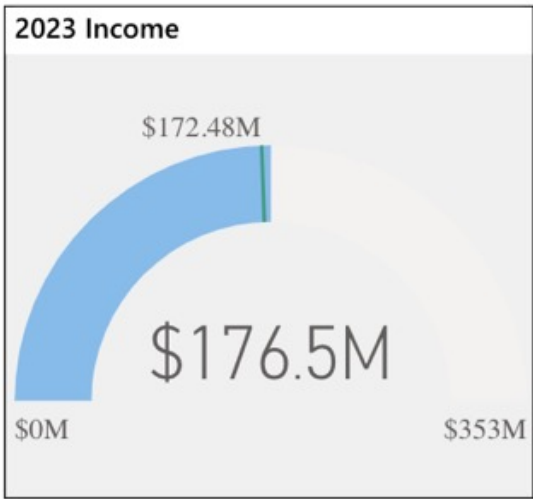




\$215
(new donor average income 2023)

Vs.

\$274
(new donor average income 2023)



Gift in Wills Contribution is still CRITICAL

Individual Giving Reliance 2023

23%

5-Year Income Growth (2019 – 2023)

109%

Average Gift 2023

\$61k

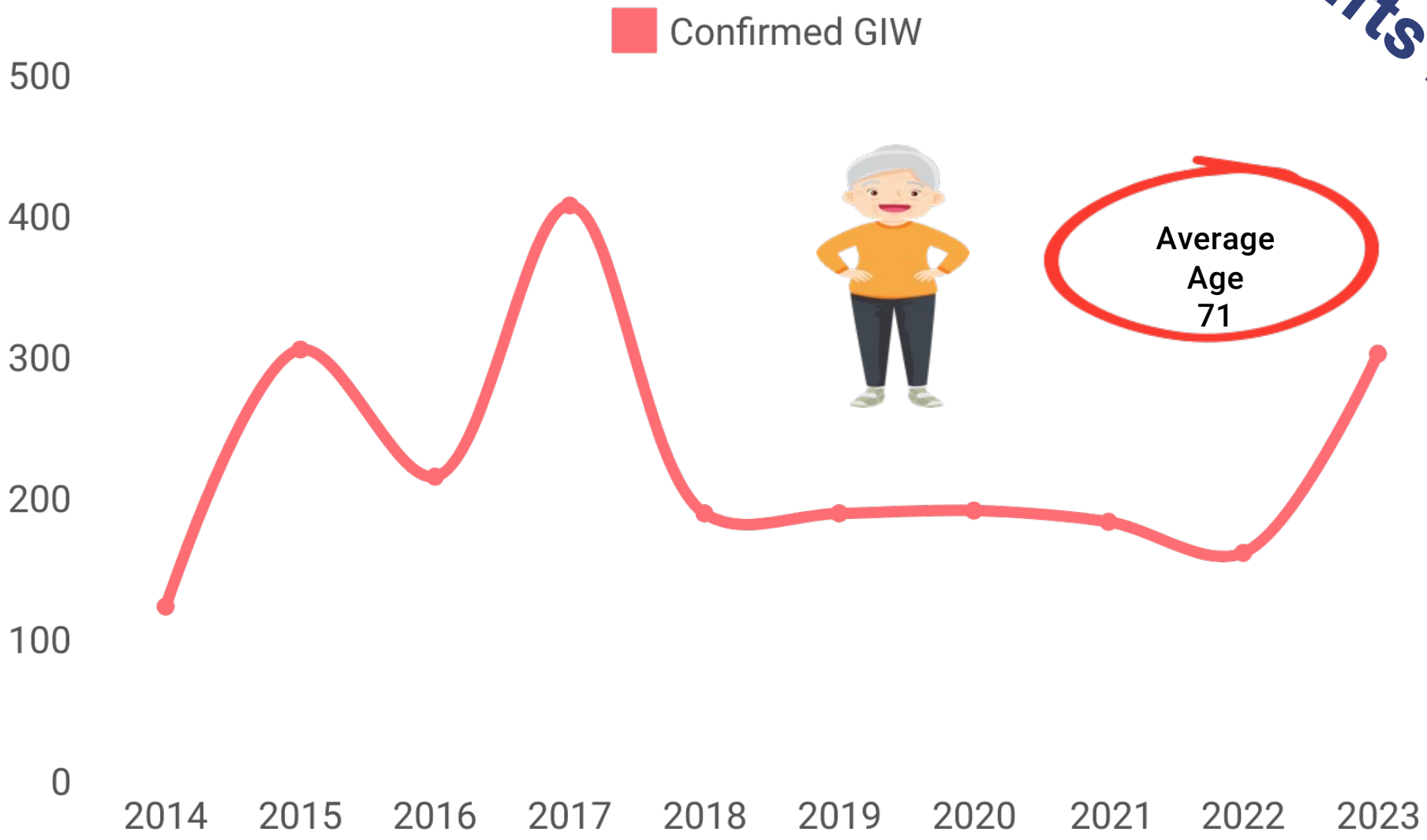
(\$10k median)

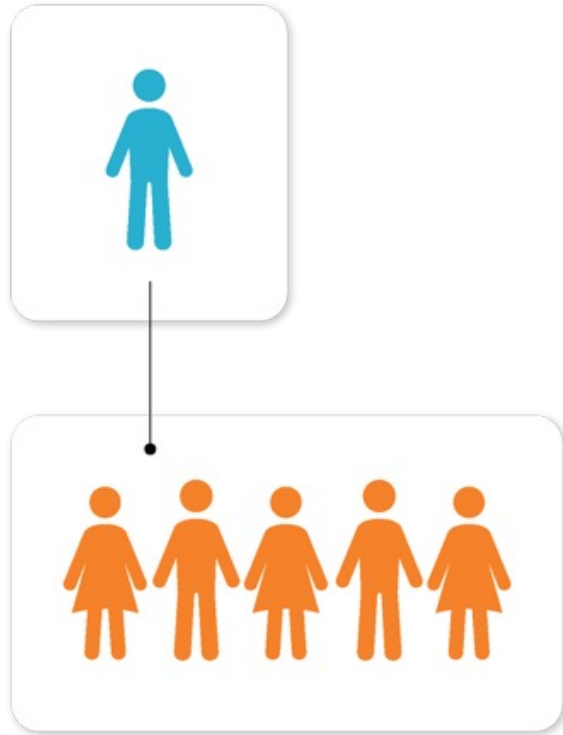
5-Year Average Gift Growth (2019 – 2023)

50%



Gifts in Wills





For every 1 donor who confirms a Gift in their Will another 5 will have included you

**30%
confirm in
their first
5-years of
giving**



Gifts in Wills

\$29K VS \$104



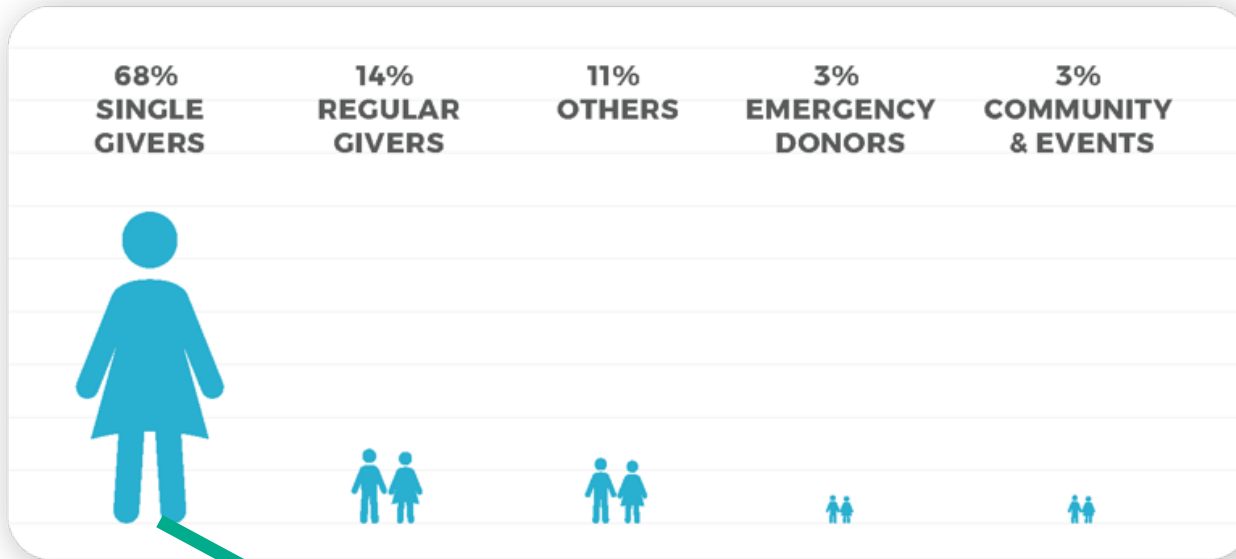
Pecuniary

Residual

3.7 times \$\$



Gifts in Wills

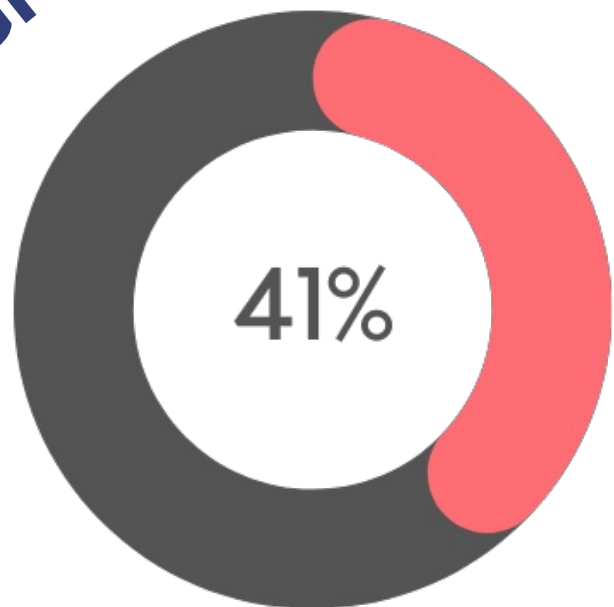


**1.7
times
\$\$\$**

**15 years
to
realise**



High Value
Giving

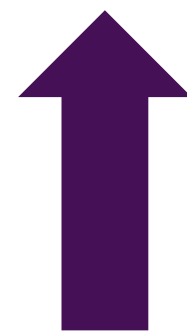


INCOME



123%

Gifts (5-year growth)



74%

Income (5-year growth)

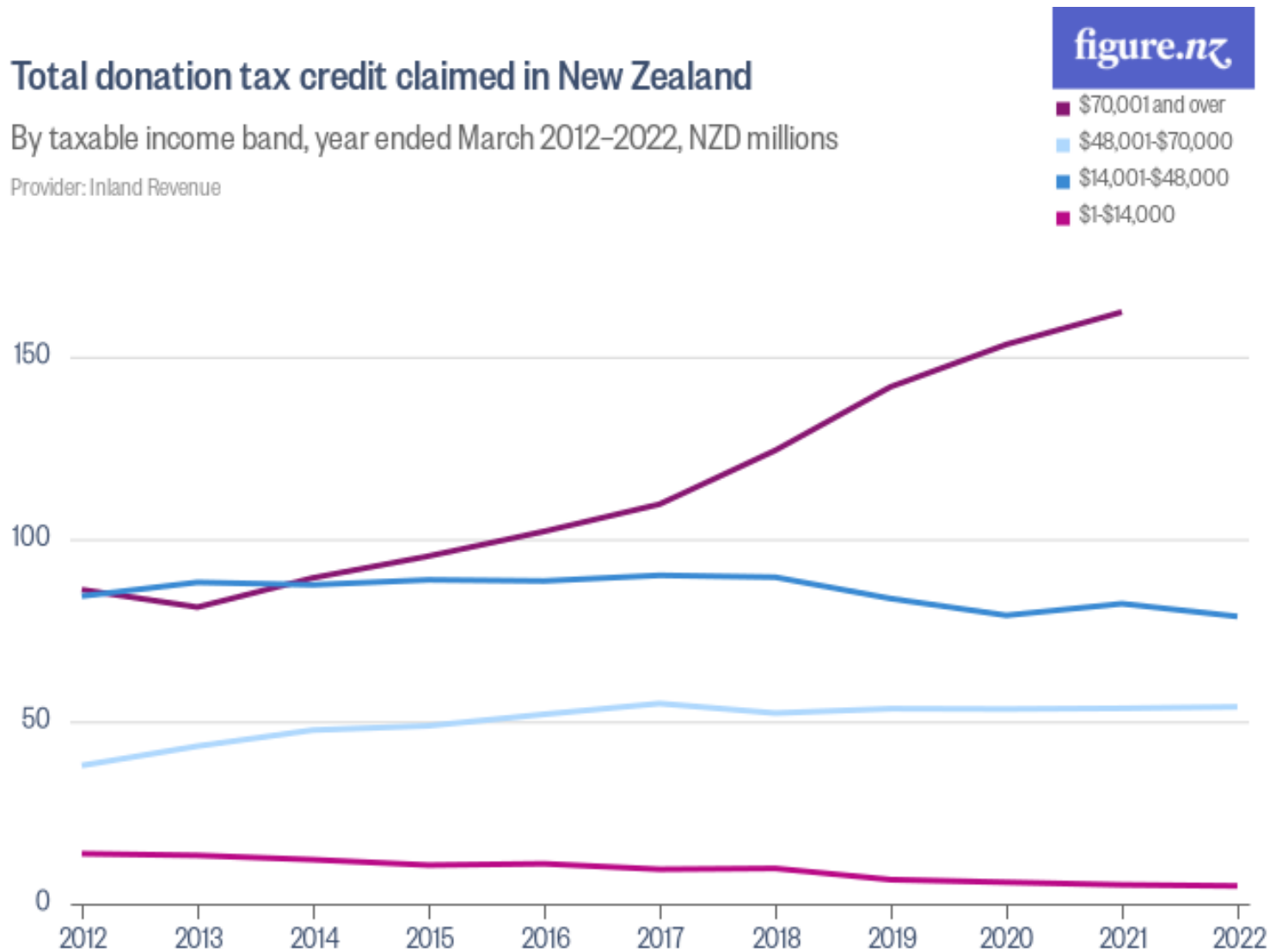


High Value = Gifts \$1,000+

Total donation tax credit claimed in New Zealand

By taxable income band, year ended March 2012–2022, NZD millions

Provider: Inland Revenue



Source: IRD via figure.nz

High Value Giving



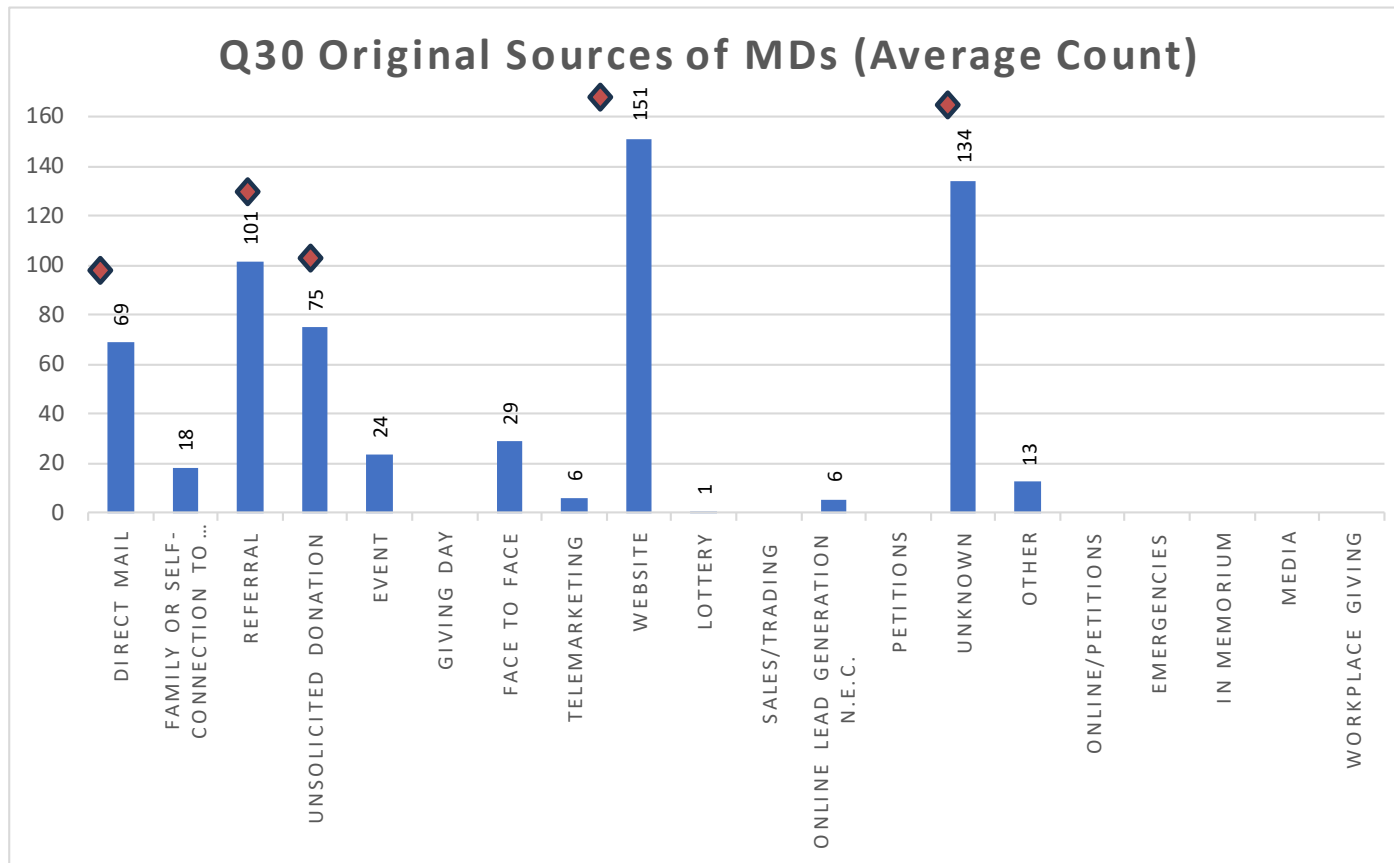
Almost 1 in every 2 high value donations made is a single gift

56%
Growth



High Value = Gifts \$1,000+

Original Source of donors who were Major Donors



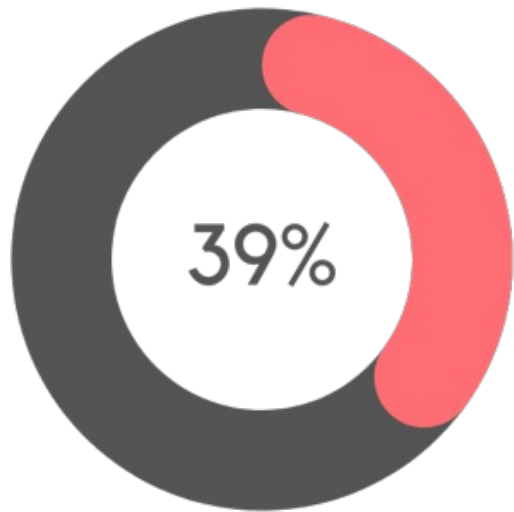
Top sources in 2023 (overall)

1. Website
2. Unknown
3. Referral
4. Unsolicited
5. Direct mail

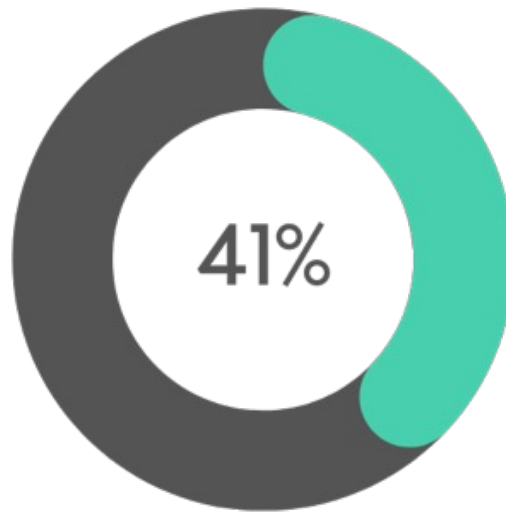


Source: Xponential Major Donor Benchmarking 2023

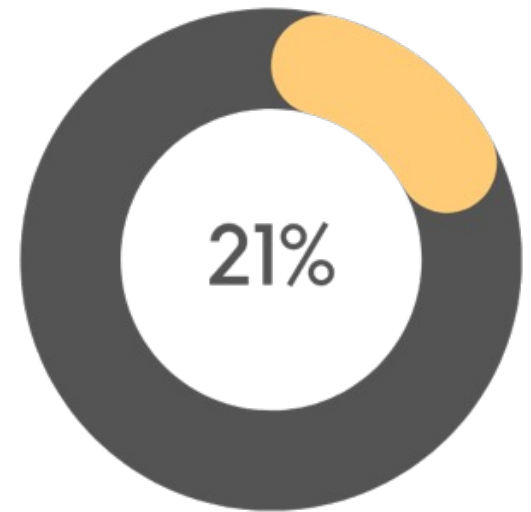
Regular Giving



INCOME



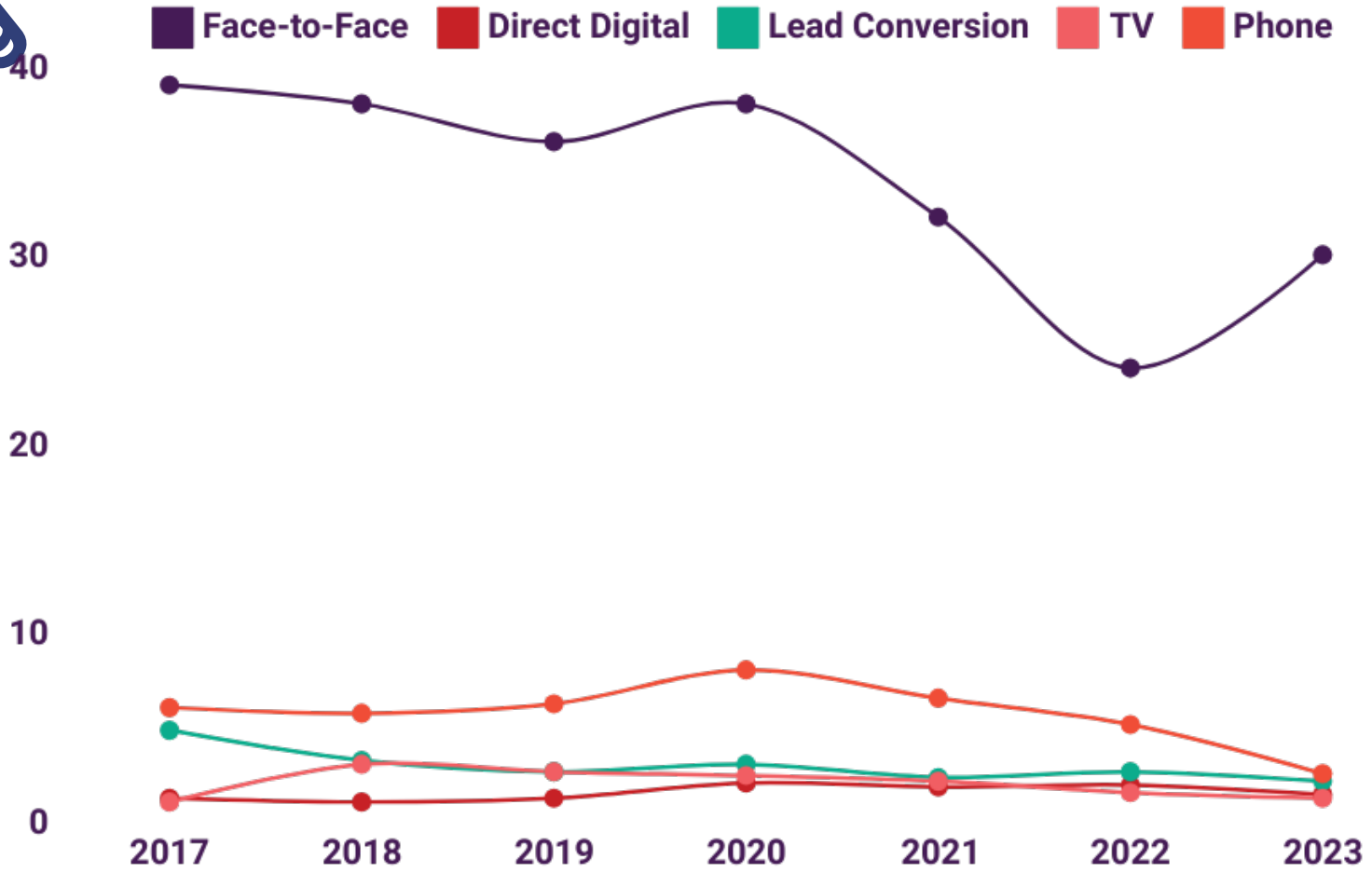
ALL DONORS



NEW DONORS



Regular Giving



**Regular
Giving**



2%

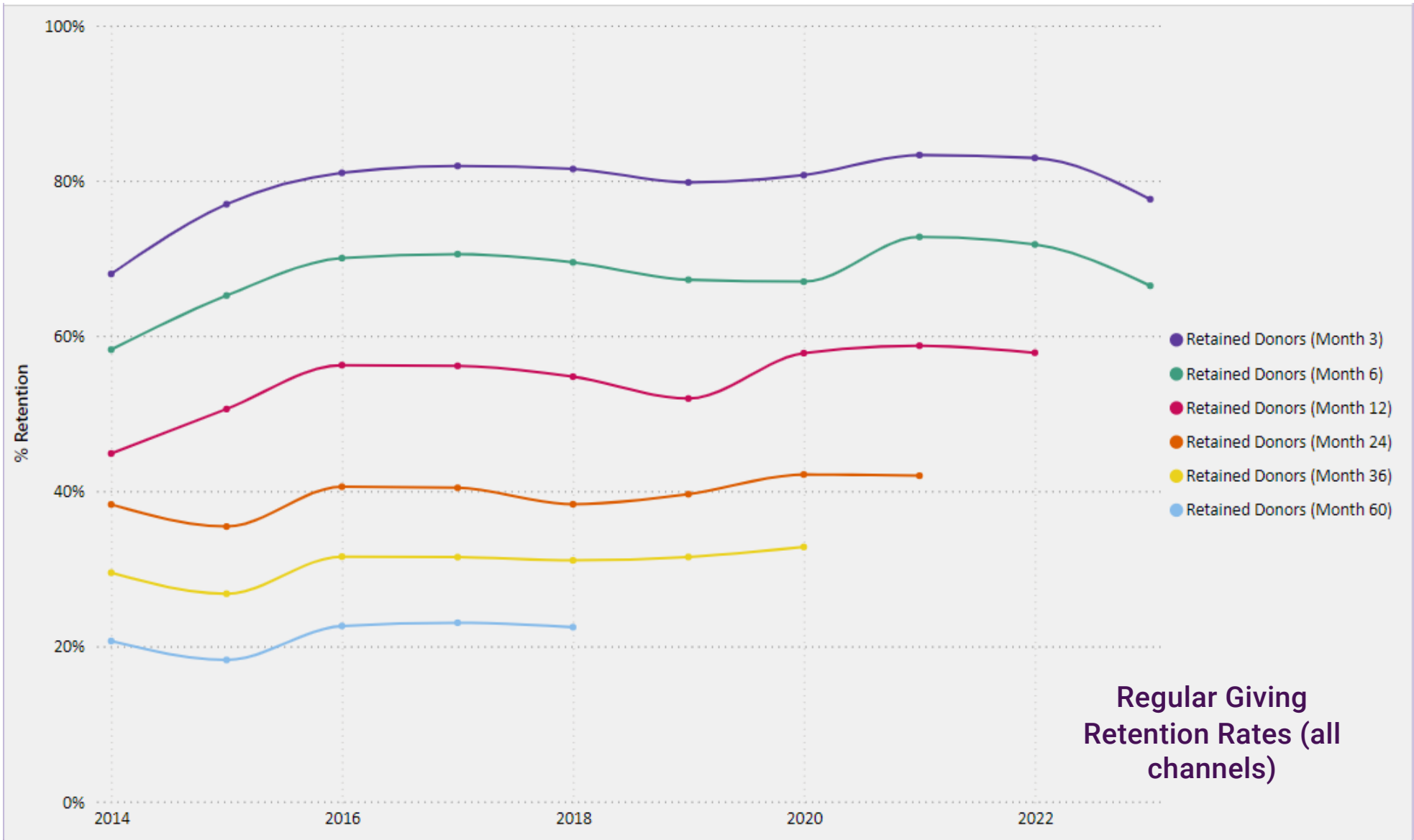
Donors
(5-year growth)



9%

Income
(5-year growth)





**Regular
Giving**

9%

\$29

Per month

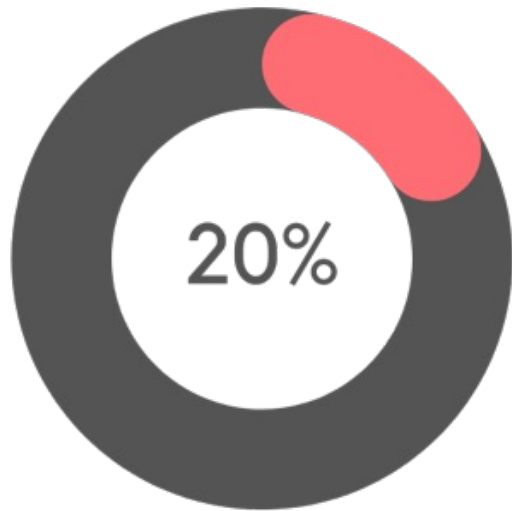
**From
Upgrades**

1/400

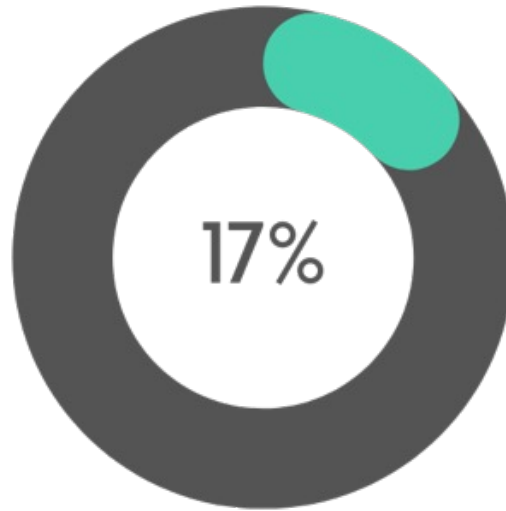
**Confirm a
Gift in Will**



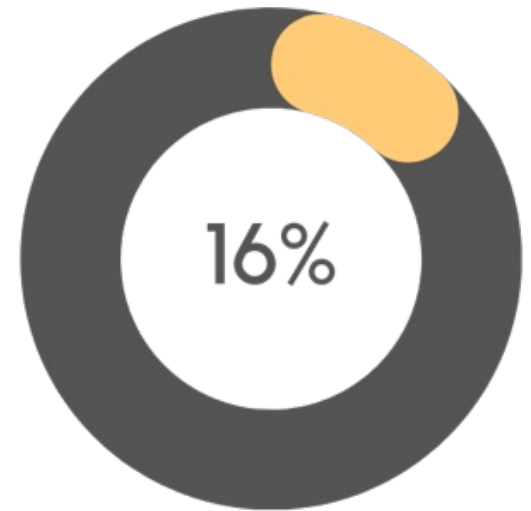
Single Giving



OF TOTAL INCOME



OF ALL DONORS

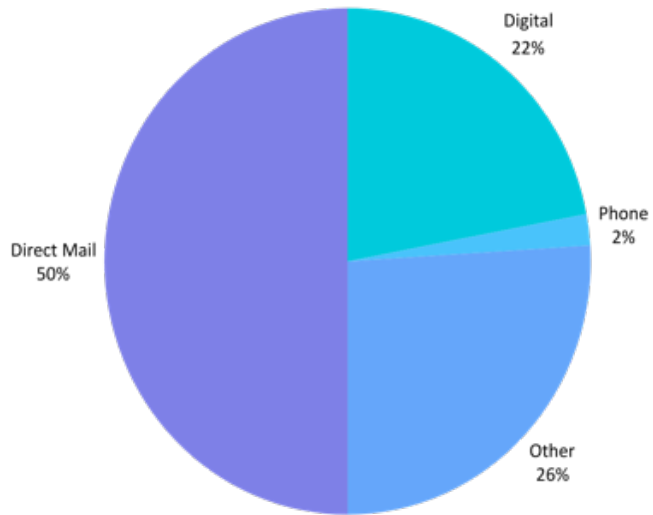


OF NEW DONORS

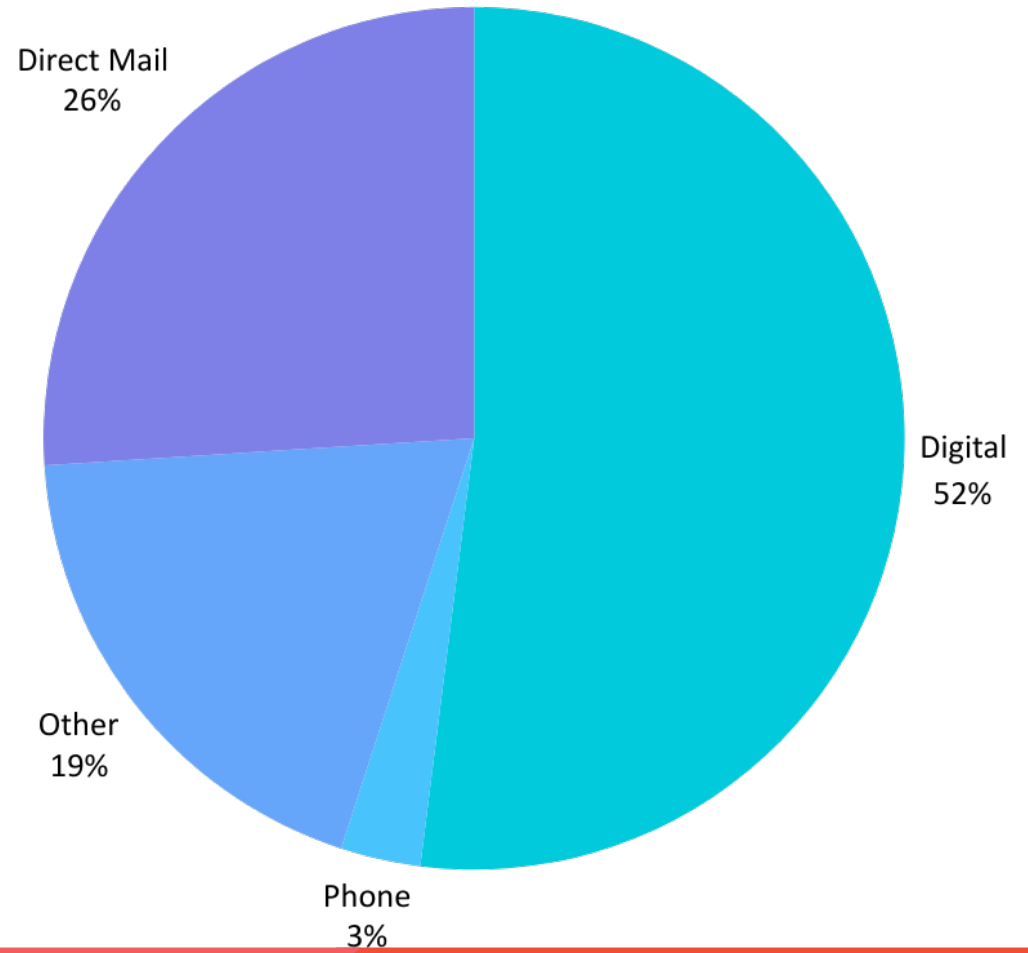


Single Giving

2017



2023



**Single
Giving**

13%

More income

(new digital donor vs new direct mail donor)

11

years

Younger

(digital donor vs direct mail donor)



25%

Digital

second gift within 12- months
2022 recruits

55%

Direct Mail

second gift within 12- months
2022 recruits

Single
Giving

\$178

Average income per retained
digital donor 2023

\$241

Average income per retained
direct mail donor 2023



Community
Fundraising, Peer-to-
Peer & Events

12 in 50

Give Again

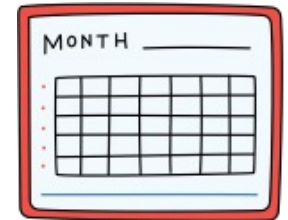
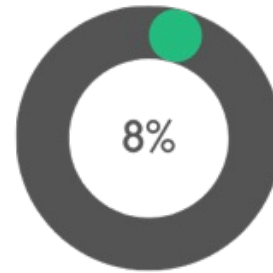
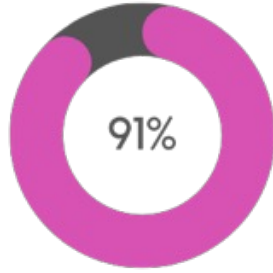
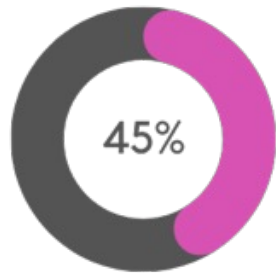
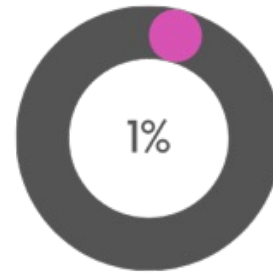
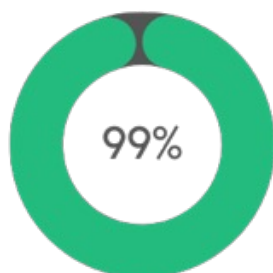
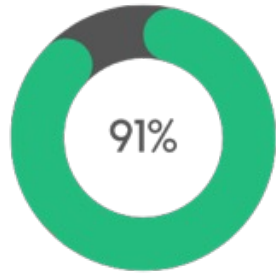
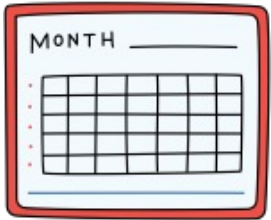
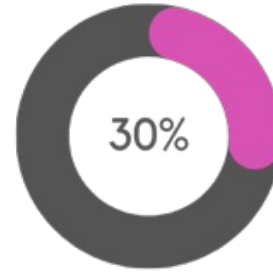
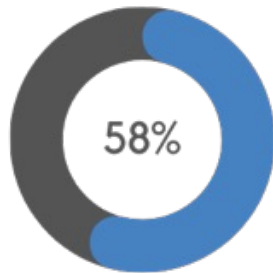
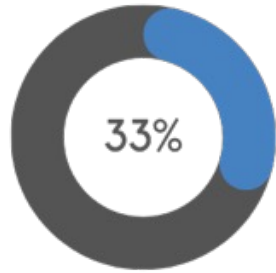
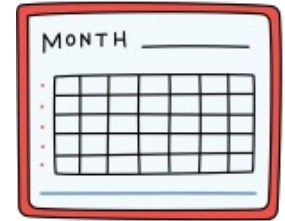
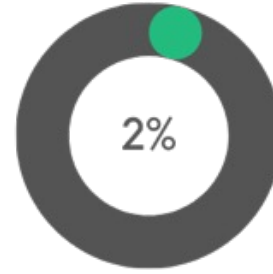
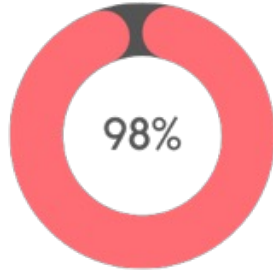
\$27k

**Average Gift
in Will**

1/2000

**Confirm a
Gift in Will**





	% who make. Second gift within 3-years	% who do the same thing (make the same gift type)	Most common other way they give %
Community Fundraising, Peer-to-Peer & Events	30%	98%	2% Monthly Giving
Emergency	33%	58%	30% Single Giving
Monthly Giving	91%	99%	1% Single Giving
Single Giving	45%	91%	8% Monthly Giving



**Single
Giving**

↑ 1%

Standard to Mid

↑ 4%

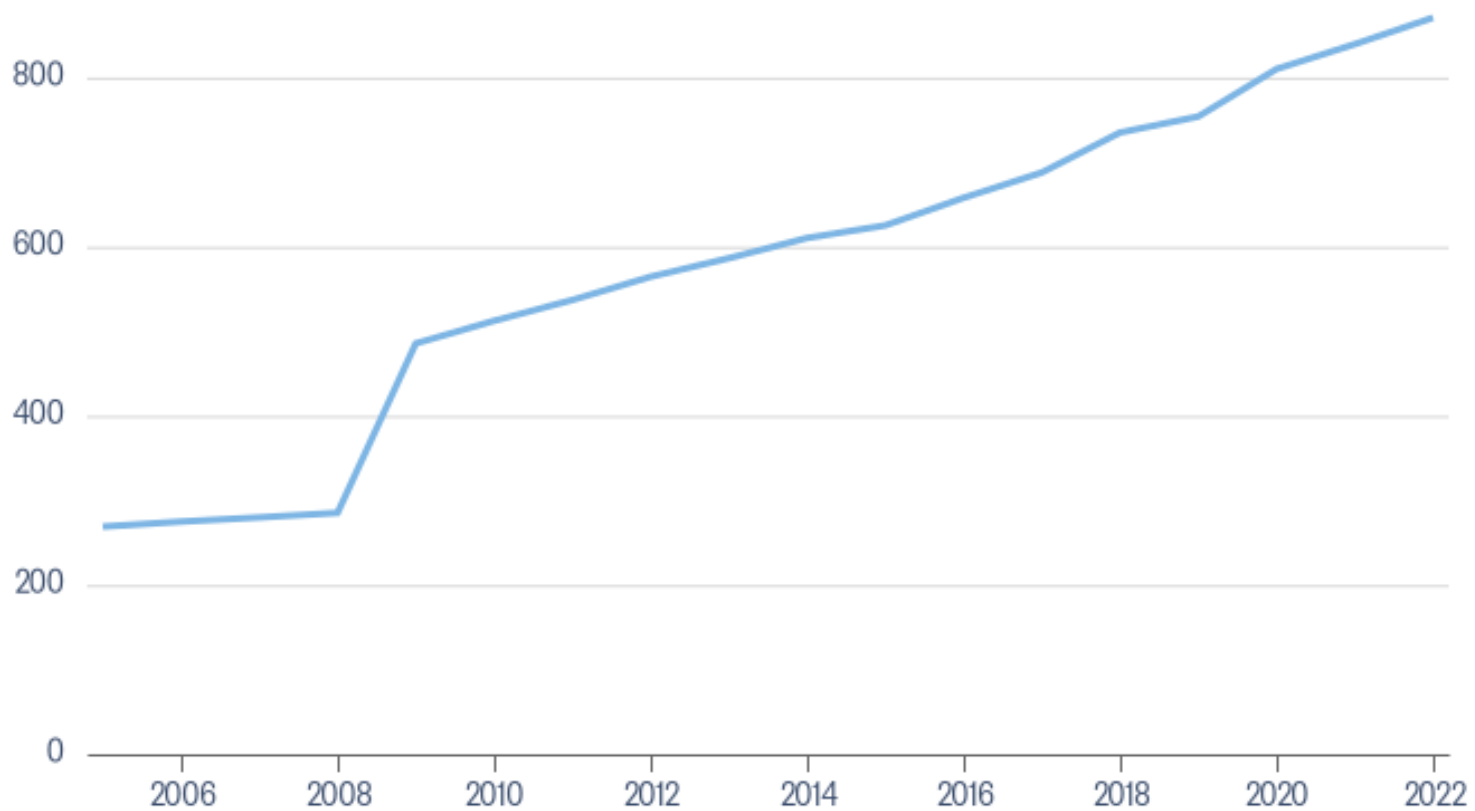
Mid to Major



Average donation tax credit per claim in New Zealand

Year ended March 2005–2022, NZD

Provider: Inland Revenue



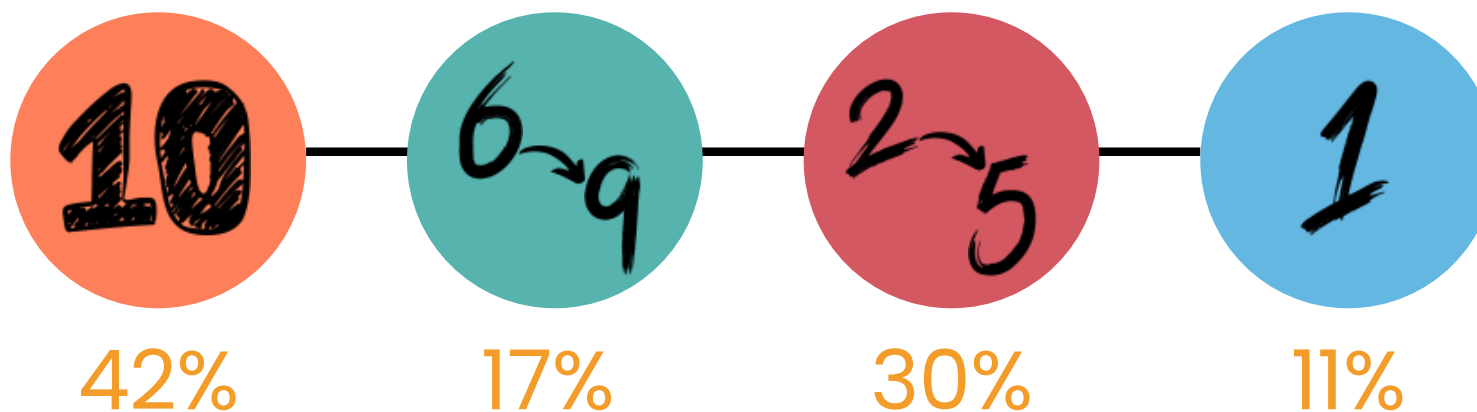
Source: IRD via figure.nz

New Zealand Average Gifts

Gift Type	Average Gift 2023	5-Year Average Gift Growth
Single Giving	Direct Mail: \$119 Digital: \$100	75%
Regular Giving	F2F: \$29 per month Digital: \$31 per month	7%
Community & Events (individuals)	\$50	12%
Community & Events (Organisations)	\$773	55%
Emergency	\$229	71%



YEARS GIVING

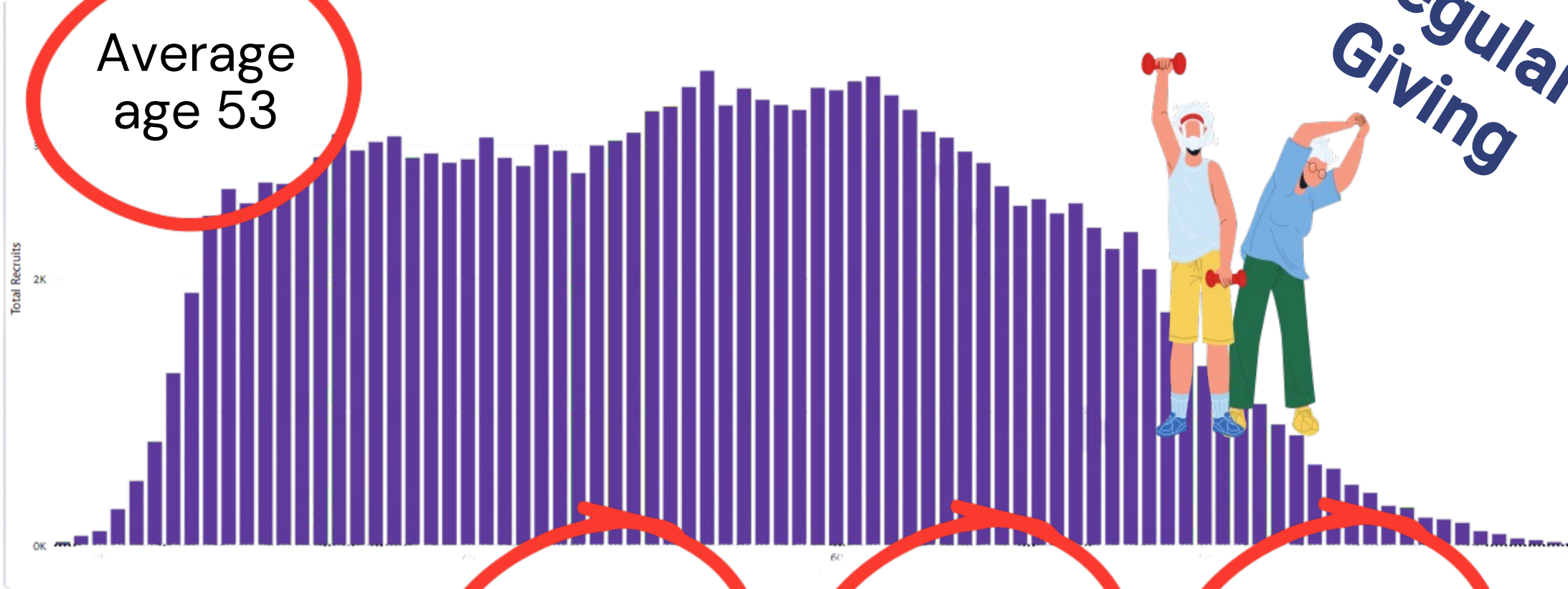


INCOME RELIANCE



Average
age 53

Regular
Giving

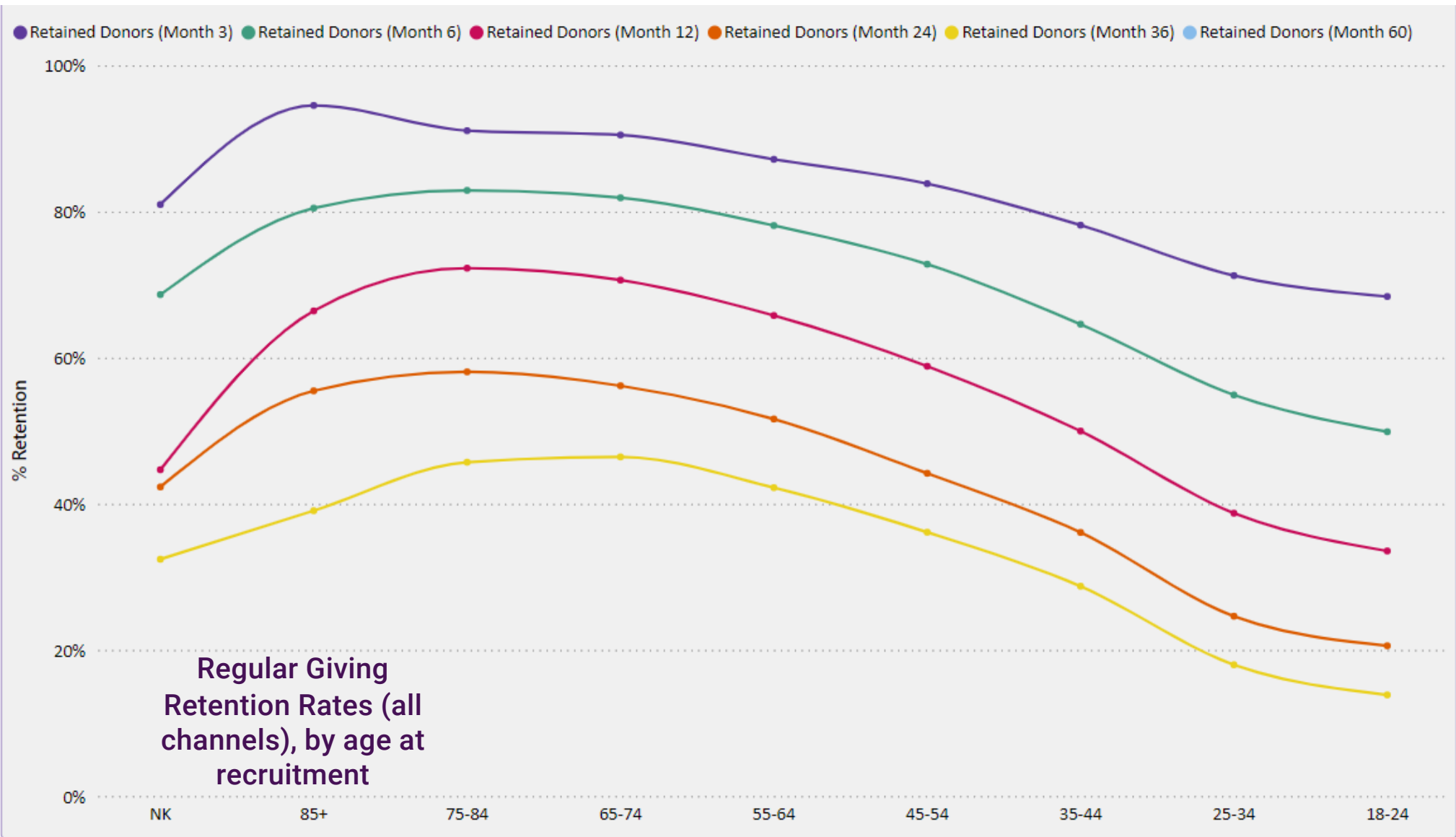


New
45

Digital
57

F2F
51

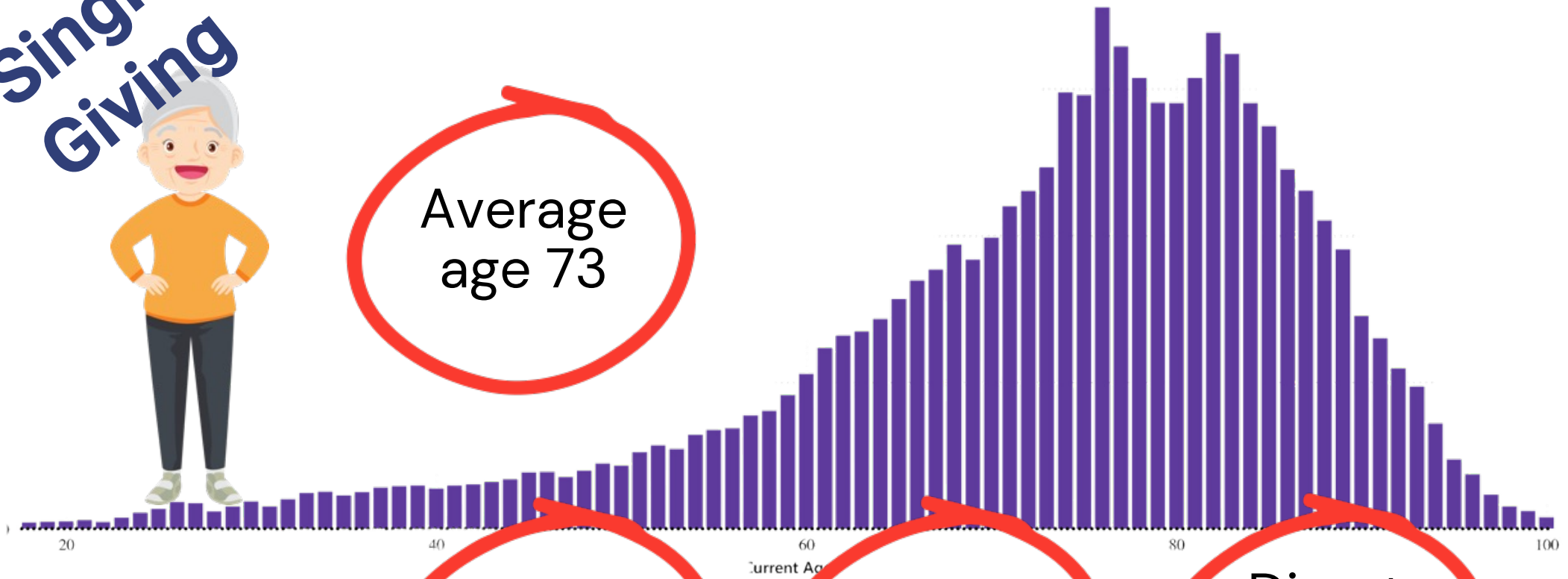




Single Giving



Average age 73



New 62

Digital 64

Direct Mail 76



Gifts in Wills

0.1%

Average Annual Giving 2023

\$47k

Major Gifts

0.1%

\$35k

Regular Gifts

41%

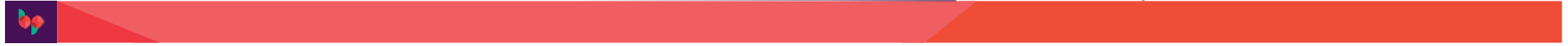
\$242

Single Gifts

16%

\$105

Proportion of Donors in 2023



Growth

- Gifts in Wills and Single Giving
- Mass base building is getting harder but critical to finding the valuable

Giving Audience Value

- Single Giver value increasing year on year
- Regular Giver value flat

Drivers of loyalty

- Value of gifts
- Age
- Contactability

What is new

- Increasing investment in Gifts in Wills and High-Value
- Channel diversification
- Quality over quantity diversification



“ Individual giving patterns are changing with a smaller proportion giving but doing it even more generously, highlighting the need for new ways of encouraging and highlighting the pleasure of giving.”



Thank You

fi.mcphee@benchmarkingproject.org

Its not too late to join
benchmarking this year,
speak to:

Adam.watson@benchmarkingproject.org

