

CHARITY

BENCHMARKS

2024

BETTER INSIGHT, BETTER DECISIONS AND BETTER RESULTS FOR CHARITIES.

The sector's leading source of strategic insight is back with more information, more insight and more voices than ever before. Be part of the project and help your charity understand the market better – and plot a course through challenging times.

"I just love these reports."

ROB WILLIAMS, CEO,
WARCHILD

WHAT IS CHARITY BENCHMARKS?

Charity Benchmarks exists to provide UK fundraisers with the information they need to make better decisions, raise more money and maximise the impact of their causes. As existing channels become more competitive and costly – and as the UK economy falters – that's never been more important.

It is the largest, most detailed and most authoritative benchmarking study of the UK market. It examines the costs, staffing, products and channel performance behind hundreds of millions of pounds of fundraised revenue as well as surveying the strategic and cultural state of the sector.

It's a vital resource for fundraisers from operational level all the way up to senior management. And it's become a favourite of CEOs and trustees for whom it provides vital context.

WHY SHOULD YOU BE PART OF CHARITY BENCHMARKS?

If you're a strategic fundraising leader at a medium to large UK charity then Charity Benchmarks will help you do your job and deliver better results in a range of ways:

- It will help you understand your programme's performance relative to the wider market
- It will show you where you're over-performing and where there's room for improvement
- It will help you understand how your fundraising portfolio differs from the average
- It will help you identify areas for growth and/or for divestment
- It will help you spot opportunities for testing and innovation
- It will help you explain and contextualise your work at exec and trustee level
- It will help you secure extra investment and make the case for a long-term approach

WHAT DO YOU GET?

Participating charities receive three reports:

- A sector-level report examining overall market context, trends and strategy.
- A 250+ page bespoke report benchmarking their programme against the market.
- An Individual Giving 'Deep Dive' document comparing costs and volumes by channel.

These reports cover the full range of fundraising sources – from cash giving and retail to corporate and statutory funding – and focus on the key metrics you need.

- Revenues
- Fundraising costs
- Supporter volumes
- Recruitment performance and CPA
- Retention rates
- Staffing levels and resource

We also collate and analyse more qualitative data including:

- Fundraising plans and priorities
- Targets and confidence levels
- Fears for the future
- Innovation and diversification
- Team function, culture and morale
- Attitudes at exec and trustee level

All of this – plus a webinar presenting our findings – costs £4,995 for the first year (exc. VAT) and you'll receive a £500 discount in subsequent years.

Join us today and get the insight you need to make better decisions and raise more money.

CONTACT LIZ.CAMPBELL-BLACK@OPENCREATES.COM



**“Charity
Benchmarks delivers
invaluable insight at an
operational, strategic
and governance level.”**

LOUISE PARKES, CEO,
GREAT ORMOND STREET
HOSPITAL CHARITY

**“A great,
insightful report
that really does add to
our sector knowledge.”**

JOE JENKINS, DIRECTOR OF
SUPPORTER IMPACT & INCOME,
THE CHILDREN'S SOCIETY

**“A hugely valuable
asset that should be
part of every fundraiser's
suite of resources to help
inform their strategies.”**

DANIEL FLUSKEY, HEAD OF POLICY,
INSTITUTE OF FUNDRAISING

