



BENCHMARK

Benchmarking for Human Services

HOW DO YOU COMPARE?

July 27, 2016

Campbell & Company

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2015-2016

Human Services Webinar Series

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[Are We Getting Our Share?](#)

[Building a Case for Mega Gifts to Human Services](#)

November 2015

Webinar #2:

[Is Staff Turnover Holding You Back?](#)

[Building High Performing Development Teams in Human Services Organizations](#)

January 2016

Who are we?



Aggie Sweeney, CFRE,
Division President & CEO



Kate Banta-Green, CFRE
Consultant

Don't forget to send us your questions by using the question pane on your control panel.

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Who are we?



Erik J. Daubert,
MBA, ACFRE

Today's key takeaways

Benchmarks from the newly released Growth in Giving data, with a focus on human services organizations

Comparisons for small, mid-sized, and large fundraising programs

Recommendations for improving your organization's results

Poll:
**How much does
your fundraising
program raise
annually?**

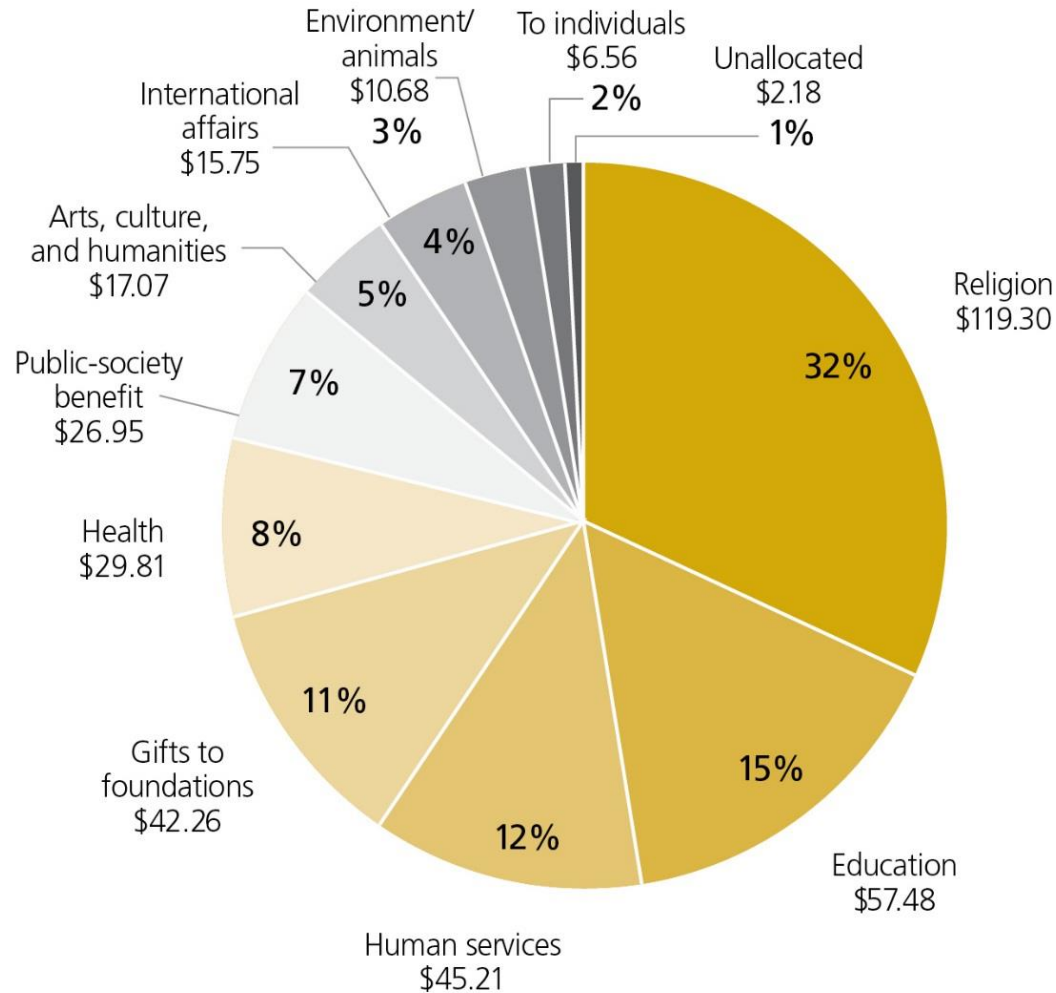
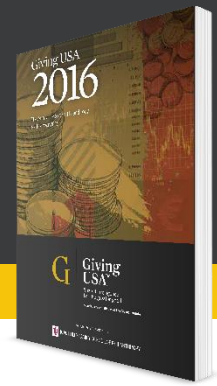


Giving to Human Services: The Landscape

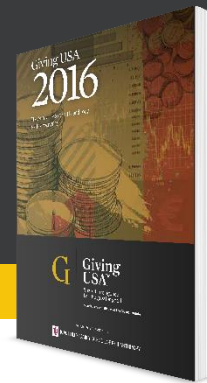
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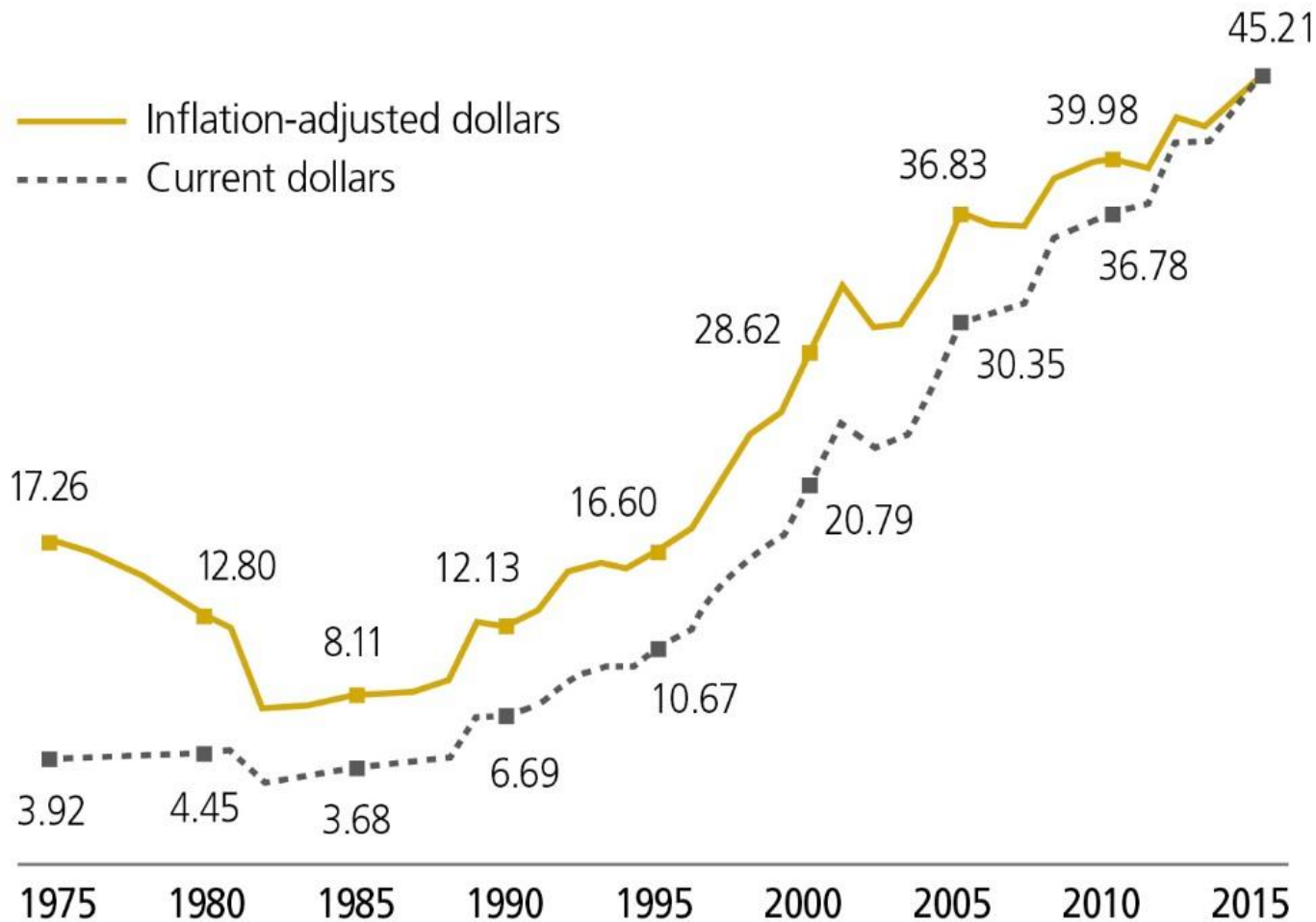
2015 contributions: \$373.25 billion by type of recipient organization (in billions of dollars – all figures are rounded)



Giving to human services, 1975–2015 (in billions of dollars)



10



SOURCE: Giving USA Foundation | *GIVING USA 2016*

Philanthropy 400 List for 2014

Rank	Organization	Contributions
#1	United Way Worldwide	\$3.9 billion
#3	Salvation Army	\$2.1 billion
#4	Feeding America	\$2.0 billion
#13	The Y	\$934 million
#15	Goodwill	\$926 million

Poll:
**What percentage of your
organization's annual budget
is supported by
philanthropy?
(gifts, grants, special events, etc.)**



Growth in Giving Initiative



For 30% off all Giving USA products,
enter our firm's special code: **give4**

Growth in Giving Initiative: Organizational Leaders



What is the Growth in Giving Initiative?

A set of
charitable giving research projects
involving many nonprofit
and for profit partners.

Goal: understand and challenge the United States philanthropic sector to provide more resources to nonprofit organizations working to better serve our world.

What is the Growth in Giving Initiative?

charitable giving research projects

Fundraising
Fitness Test

Fundraising
Analytics

Research

Database

Indices

Training &
Education

Fundraising
Effectiveness Project
(FEP)

What is the FEP?

Helps nonprofit organizations measure and compare their **annual growth in contributions** by gains and losses in giving

Improving Retention: Nonprofits increase net growth in giving by **maximizing** their gains and **minimizing** their losses.



FUNDRAISING
EFFECTIVENESS
PROJECT

4 Benchmarks to compare your results to other human services organizations

Annual amount contributed per donor

Retention rate by gift size

Retention rate by size of giving program

New donor acquisition rate by size of giving program



Philanthropy
Spotlight

Issue 2, 2016

Benchmarking Giving to Human Services

Human services organizations (HSOs)—food banks, homeless shelters, youth services, sports organizations, family and legal services—constituted the largest percentage of all public charities (35.5 percent) in 2014.¹ In the same year, they received 11.7 percent of all charitable contributions.²

While the Education and Health sectors represent smaller segments of the universe of public charities—17.1 and 13.0 percent, respectively³—much more is known about their giving metrics. The Council for Advancement and Support of Education (CASE) and the Council for Aid to Education (CAE) conduct annual analyses available to member organizations and subscribers. The Association for Healthcare Philanthropy (AHP) does similar studies for healthcare institutions. But there is no equivalent umbrella organization that delves into giving patterns and their implications for human services groups.

For many years HSO leaders have discussed the best source of access to this data. Because many of these organizations are small, with minimal fundraising staff, the sector itself has not had the resources to collect and analyze the data. Yet these often under-resourced

organizations, which provide vital basic services to millions of Americans, would benefit from hard data about what works and doesn't work in fundraising.

In practice, most HSOs are less dependent on charitable contributions for their day-to-day operations than are other nonprofits. The majority receive the bulk of their revenue from city, county, state, and federal government contracts—some as much as 90%. Yet the vagaries

and unpredictability of public contract reimbursements cause cash flow stress for almost all. Others enjoy earned revenue from social enterprises ranging from operating thrift stores to selling cookies, which are also subject to market forces. And except for the very largest, few have much, if any, endowment income. So

a steady stream of donor support is especially critical for the financial stability and flexibility of HSOs.

This issue of *Giving USA Spotlight* uses a unique dataset provided by the Growth in Giving Initiative to create preliminary analyses of trends in giving to human services organizations. The results illustrate how fundraising has changed for HSOs in recent years, and suggests areas for further research.

A steady stream of donor support is especially critical for the financial stability and flexibility of HSOs

¹ McKeever, Britze S., *The Nonprofit Sector in Brief 2015*. Washington, D.C.: The Urban Institute, 2015, page 6.

² *Ibid*, page 10.

³ *Ibid*, page 6.

Annual Amount Contributed per Donor

19

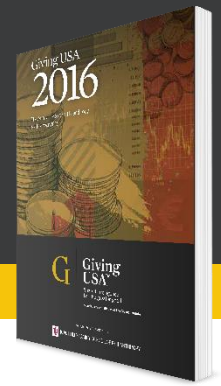
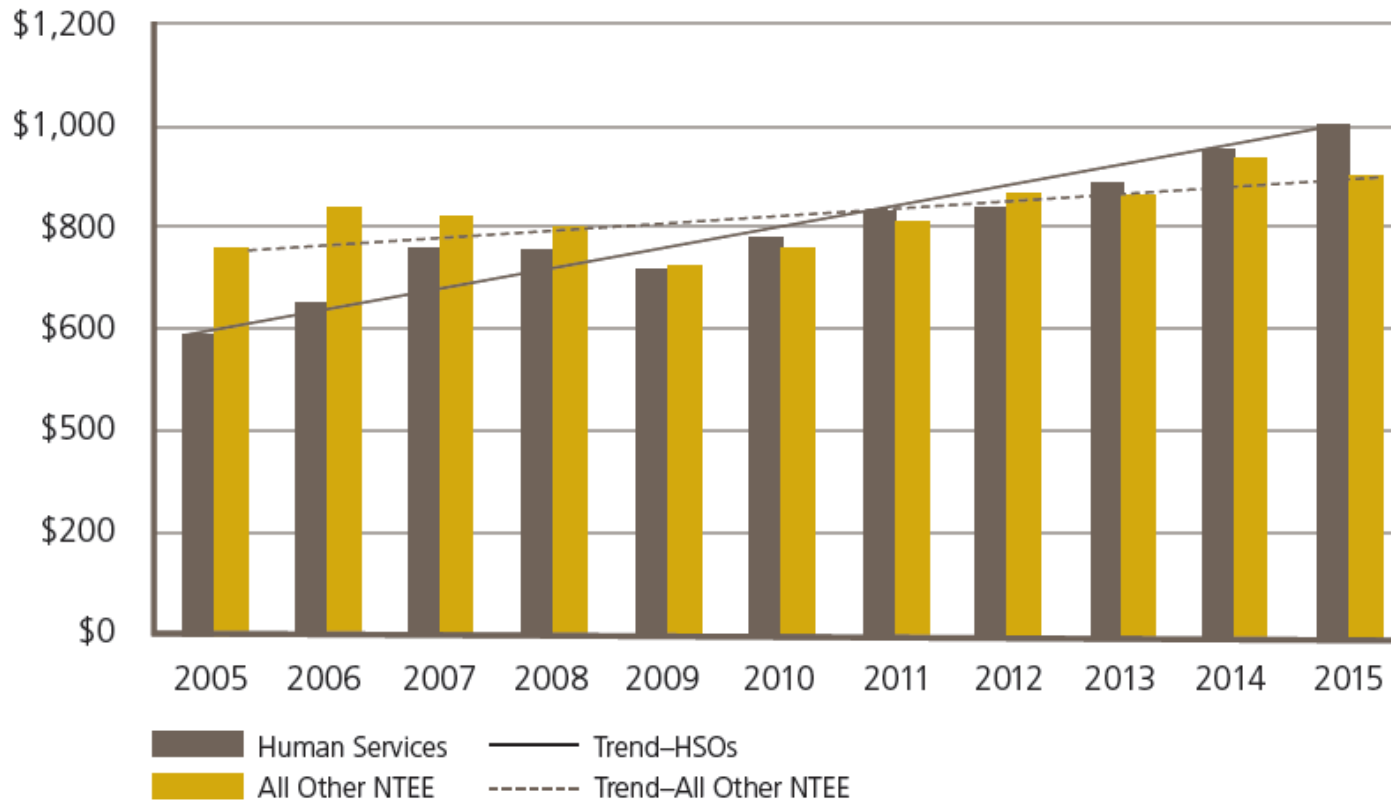


Figure 2

Annual Amount Contributed per Donor, 2005-2015 — HSOs Compared to Other Nonprofits



SOURCE: Giving USA Foundation | *Giving USA Philanthropy Spotlight, Issue 2, 2016*

From the field...



FARESTART

Great Food. Better Lives.



Retention Rate by Gift Size

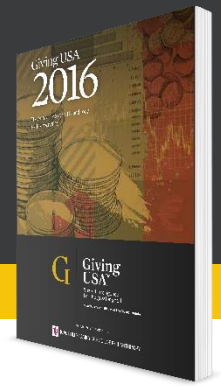
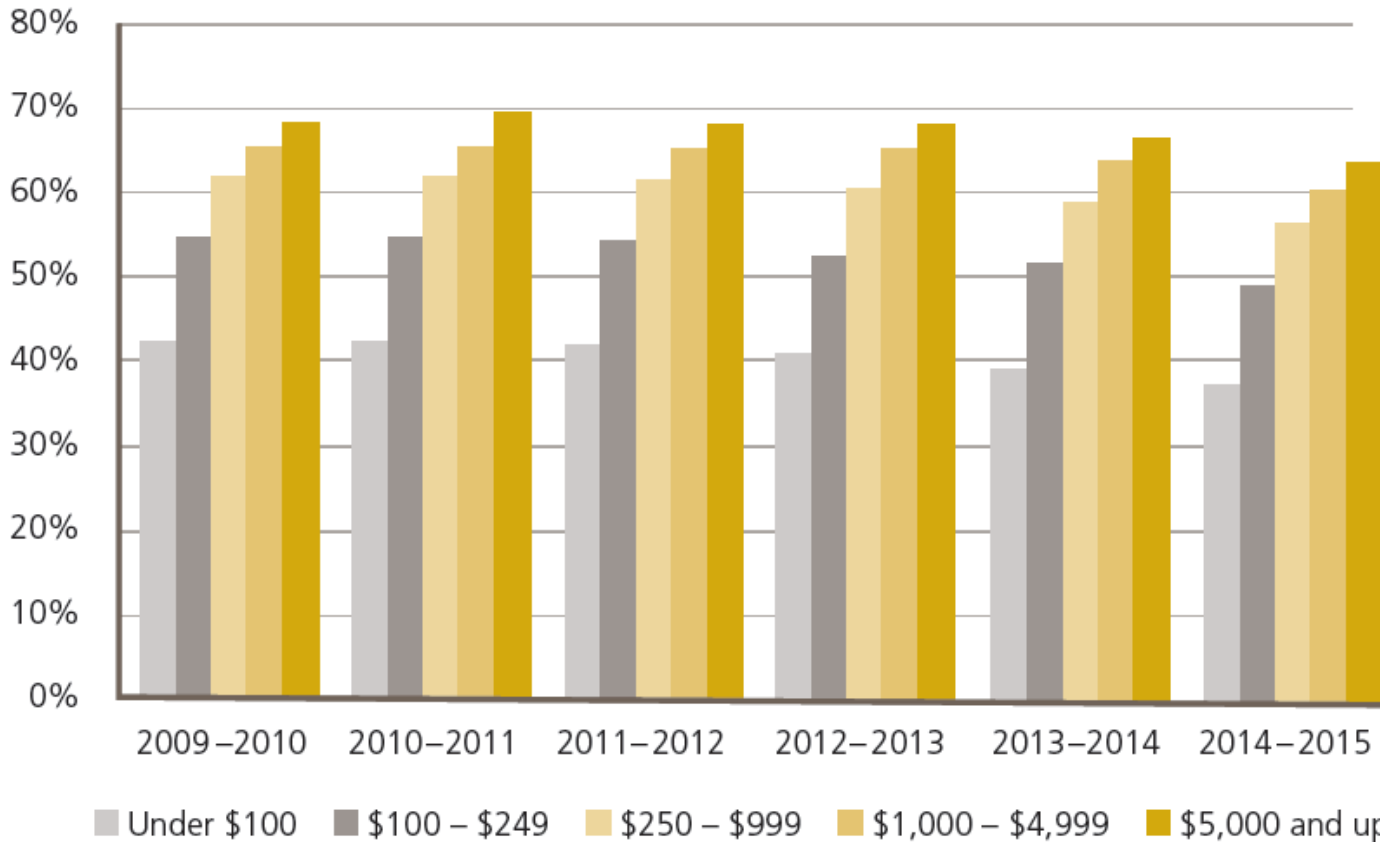


Figure 6
Retention Rate, 2005-2015—HSOs by Gift Size



SOURCE: Giving USA Foundation | *Giving USA Philanthropy Spotlight, Issue 2, 2016*

From the field...



Retention Rate by Size of Giving Program

23

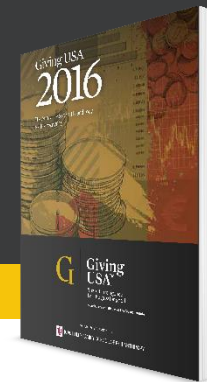
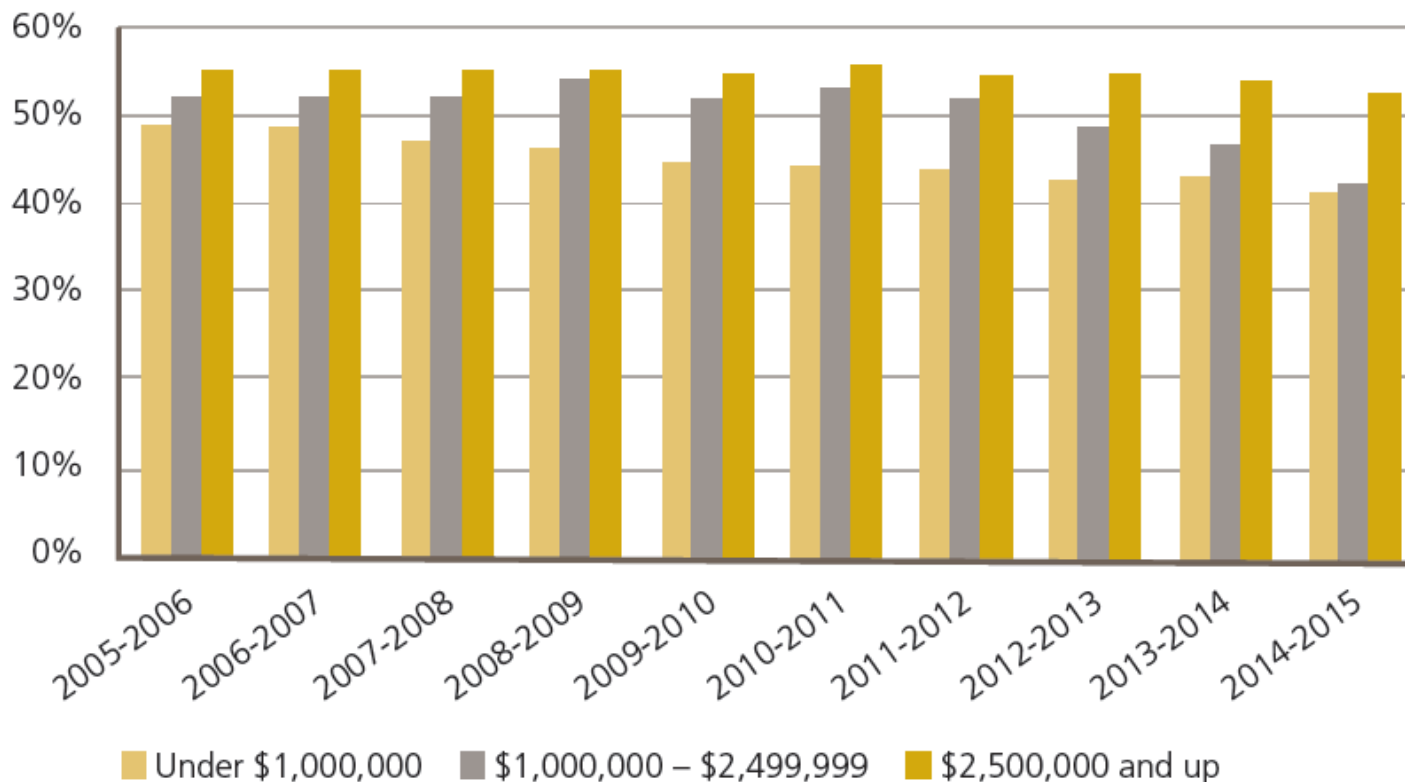


Figure 9

Retention Rate by Total Contributions Received, HSOs, 2005-2015



SOURCE: Giving USA Foundation | *Giving USA Philanthropy Spotlight, Issue 2, 2016*

From the field...



New Donor Acquisition Rate by Size of Giving Program

25

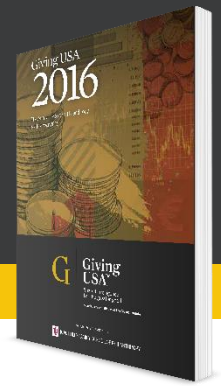
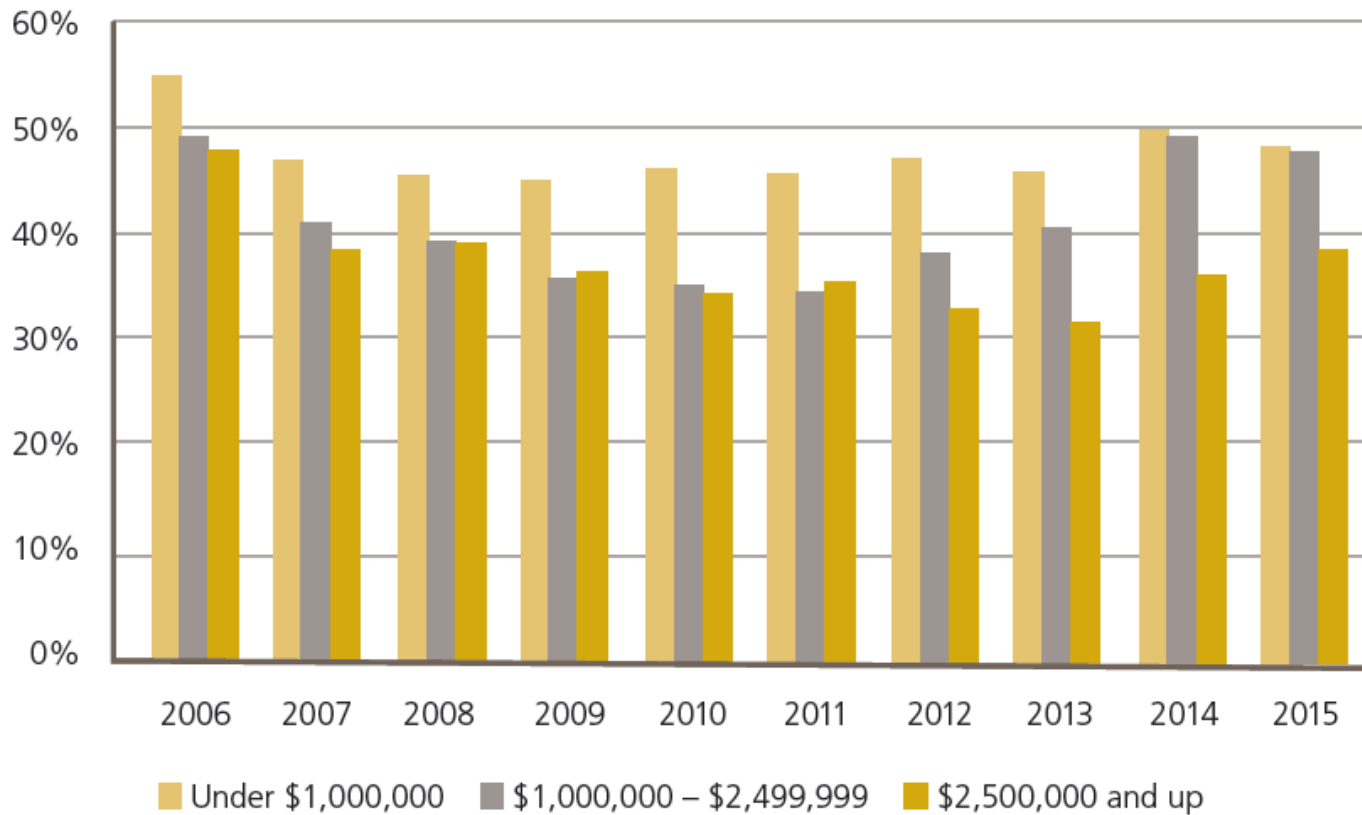


Figure 11

New Donor Acquisition Rate by Total Contributions Received, HSOs, 2006-2015



SOURCE: Giving USA Foundation | *Giving USA Philanthropy Spotlight, Issue 2, 2016*

From the field...



How can human services improve giving results?

Annual amount
contributed per donor

Retention rate by gift size

Retention rate by
size of giving program

New donor acquisition rate
by size of giving program



Your Turn!



We're here for you!

THANK YOU!



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