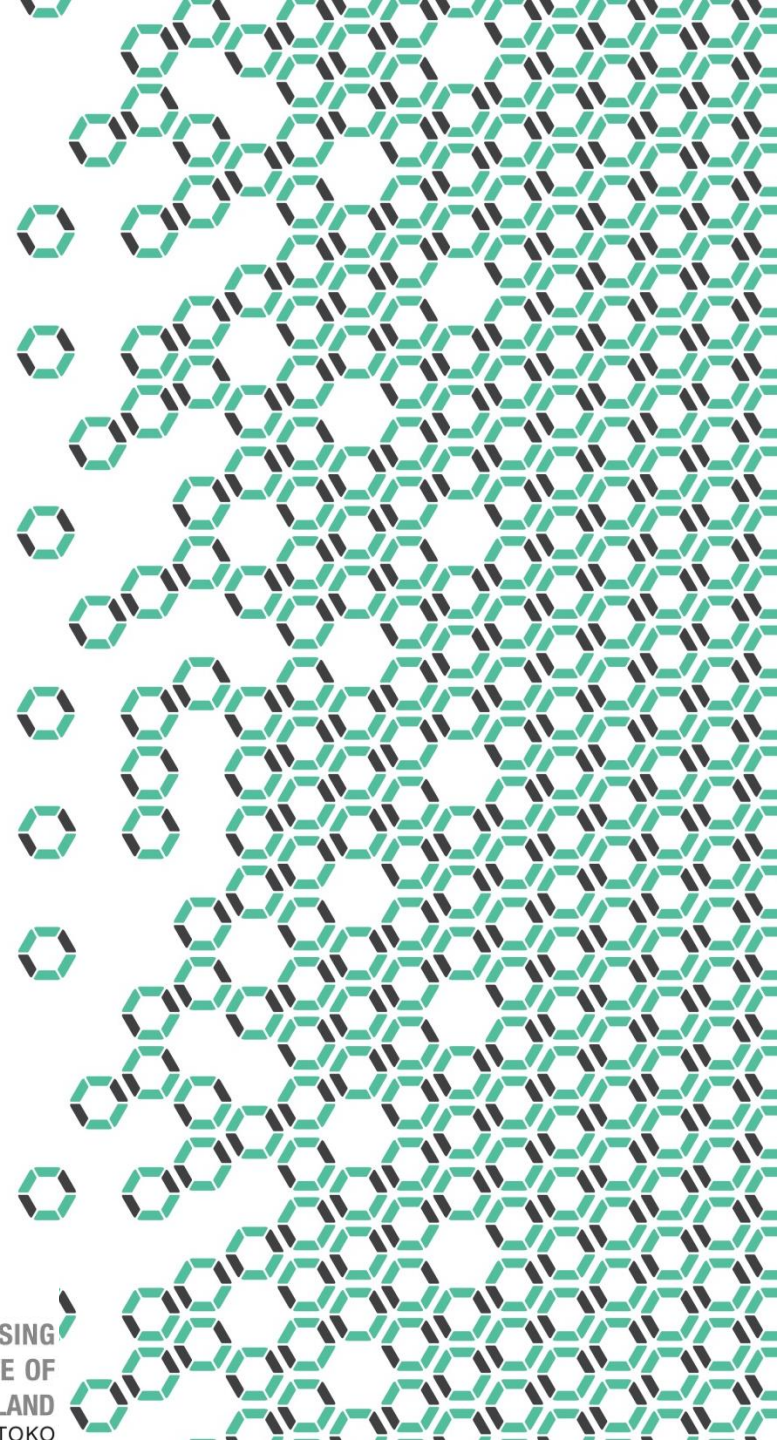


Your Charity:

Performance Benchmark 2016

Comparing your organisation's performance and trends against selected Charities



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Executive summary

- Your organisation is mid-range in the employment of both paid staff and volunteers and at the higher end of weekly hours engagement of both
- Your average hourly pay rates are comparable but trending downwards by comparison to others
- Your level of fundraising success is tracking high by comparison and your reliance on fundraising revenue does not show you to be excessively at risk from this source
- Your organisation has the highest revenue and expenditure levels of those compared and is the only organisation to have traded positively every year
- Your organisation has the highest levels of cash reserves in both monetary terms and is mid-range as a proportion of annual expenditure
- Your cash reserves and equity trends have consistently out-performed the other organisations included in this comparison.



Process

- The analysis is calculated from information lodged with Charities Services “annual return summary” reports
- Some organisations provide consolidated data while others submit separate data reports for each entity. In the case of the latter, every attempt is made to capture all entity data to form a consolidated view, including “Foundations,” “Endowment Trusts” or other legal vehicles used to husband organisational funds.
- The analysis covers the five financial years 2012 – 2016
- The report may differ from a previous or subsequent report as more accurate or complete reporting is submitted to Charities Services. The report is based on the latest data available.



Caveats and key notes for interpreting these findings

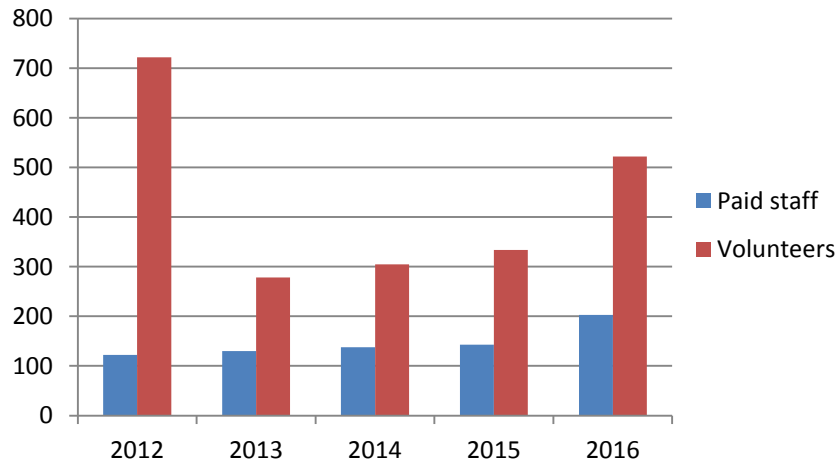
- The results for each organisation depend entirely on how each entity has chosen to report. Category definitions are basic and open to interpretation. For example:
 - World Vision changed the way it reported child sponsorship revenue between 2009 and 2014. The impact on revenue was so significant, the results need to follow the changes
 - Most but not all organisations report Opportunity Shop and merchandising fundraising income as ‘trading revenue’ until 2016. From 2016 onwards, all fundraising is required to be reported as a single figure. This means that separate reporting of grants, donations and bequests is no longer possible from 2016



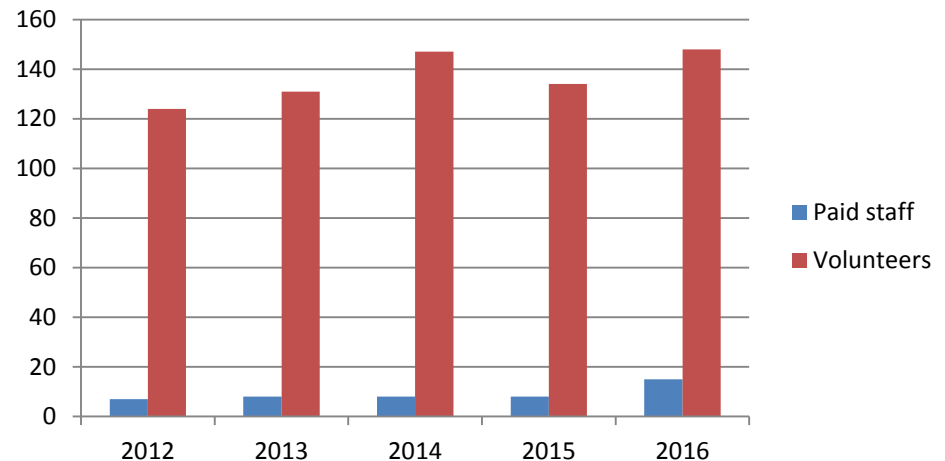
Collective staff and volunteer numbers and weekly work hours across all Charities

While collective paid staff numbers is relatively steady, volunteer numbers are steadily rising, collectively. The growth in staff numbers in 2016 is from establishment of a new organisation.

Hours contributed weekly



People Numbers



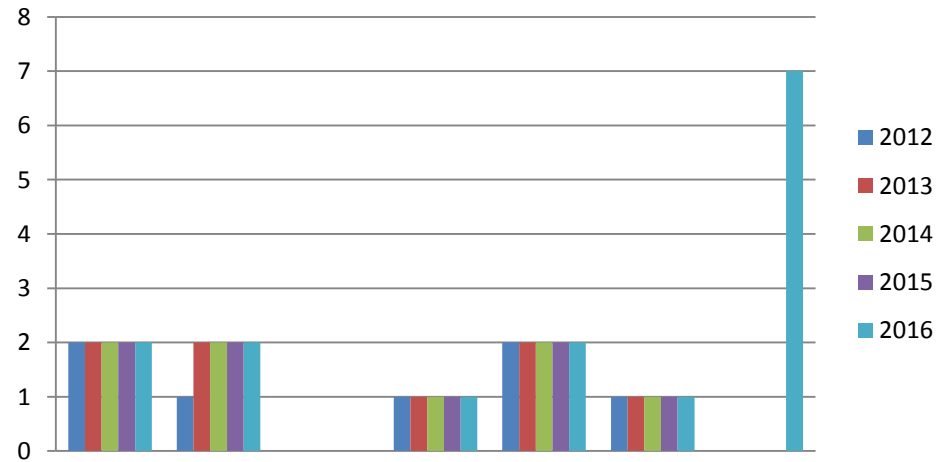
The 2016 figures are impacted by the introduction of an additional new organisation. Both paid staff and volunteer weekly contribution hours are rising. The 2012 figure is likely to be rogue from one Charity reporting annualised figures rather than weekly figures.



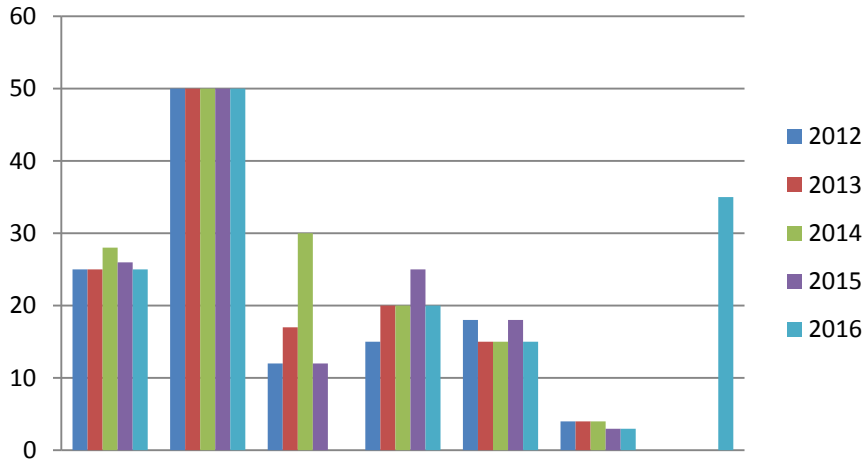
Numbers of paid staff and volunteers engaged – by organisation

The movement in total numbers of staff employed can be observed across each of the Charities

Paid staff numbers by organisation



Volunteer numbers by organisation



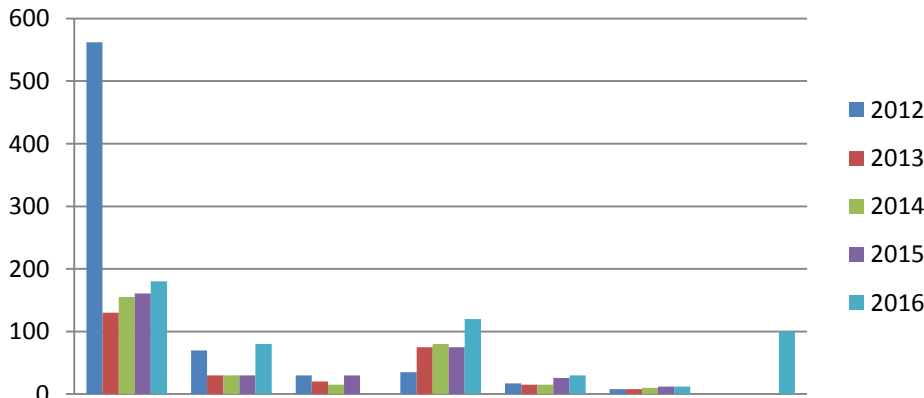
The numbers of volunteers engaged by each organisation shows how **your organisation** compares



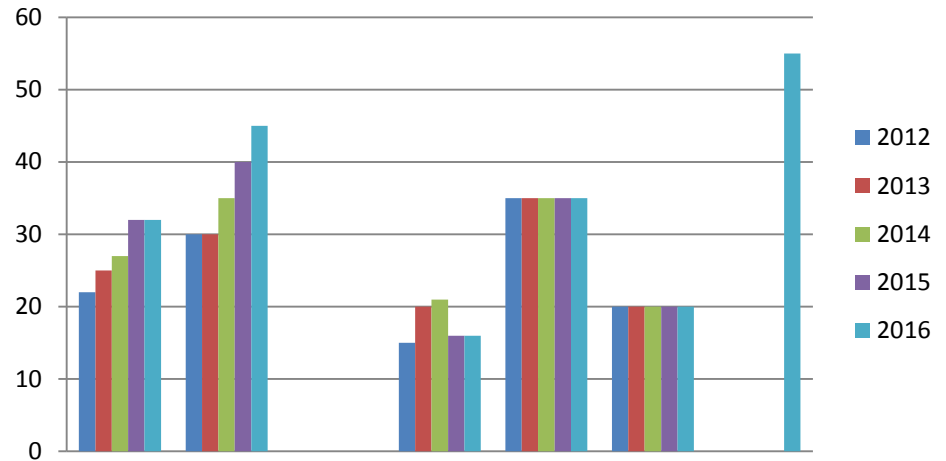
Weekly paid and volunteer hours contributed – by organisation

While paid staff hours for **your organisation** is increasing only one other of the group is doing likewise. The introduction of the new organisation in 2016 is shown clearly here.

Volunteer hours weekly by organisation



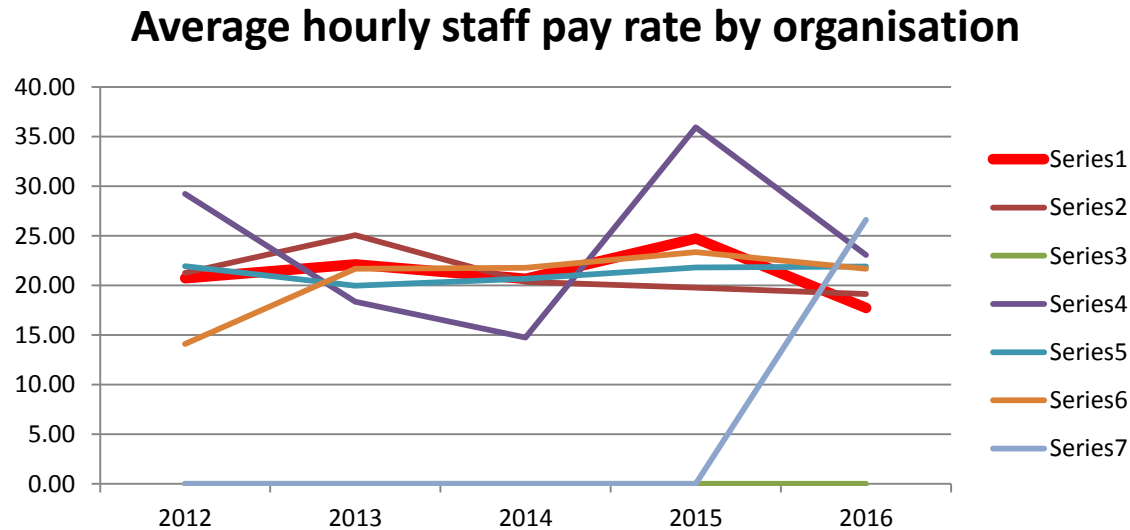
Weekly paid hours by organisation



This graph shows that it was **your organisation** that reported incorrectly in 2012. Without that anomaly, there is steady growth in volunteer engagement.



Pay comparison



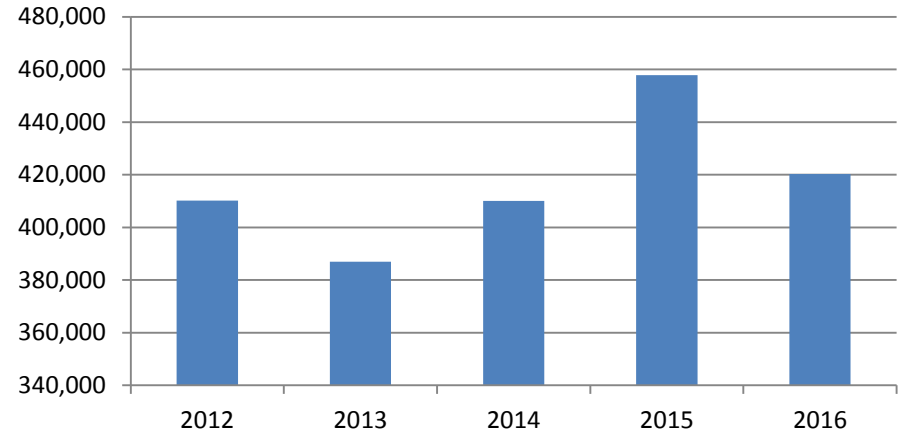
The above graph shows how your organisation compares to the others in terms of average hourly pay rate for staff. Note that significant differences can arise if staff are made redundant or differently skilled staff are engaged.



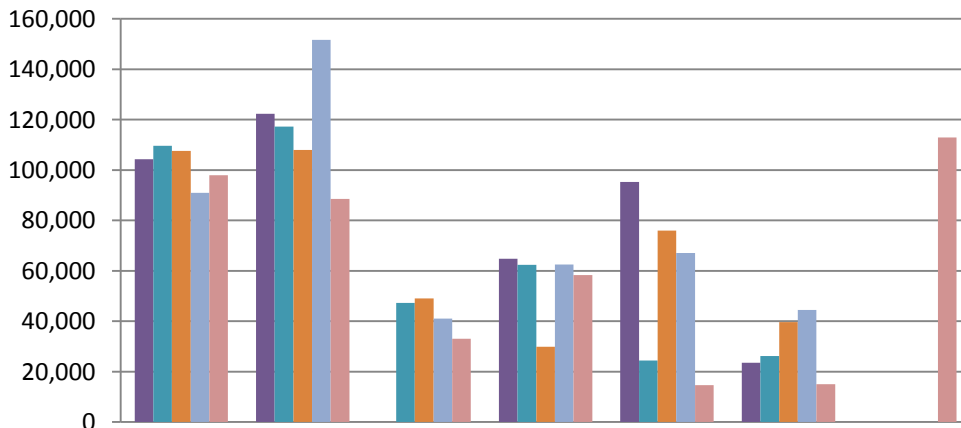
Fundraising performance

Fundraising fortunes from grants, donations and bequests have been quite variable collectively

Combined Fundraising Revenue (\$)



Fundraising Revenue by Organisation (\$)



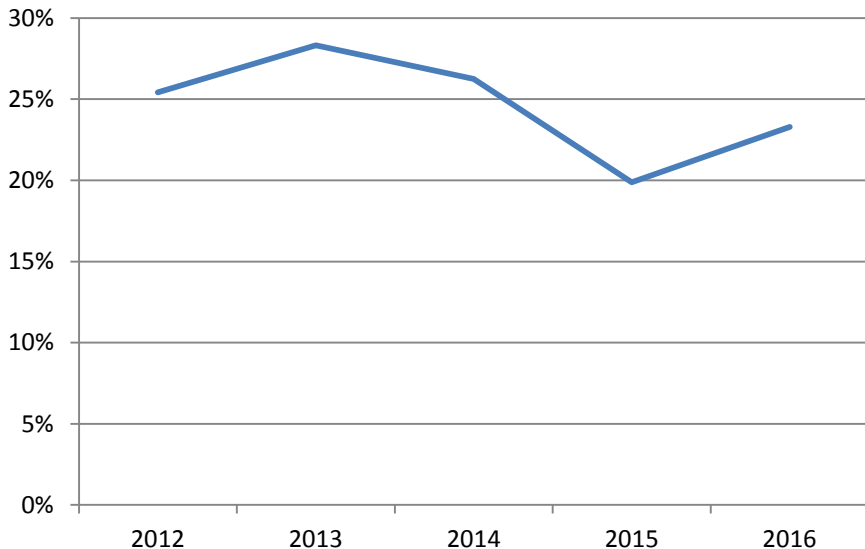
Your organisation has had the most consistent fortunes year on year, although due to a single source. Others have benefitted from receipt of grants and bequest income.



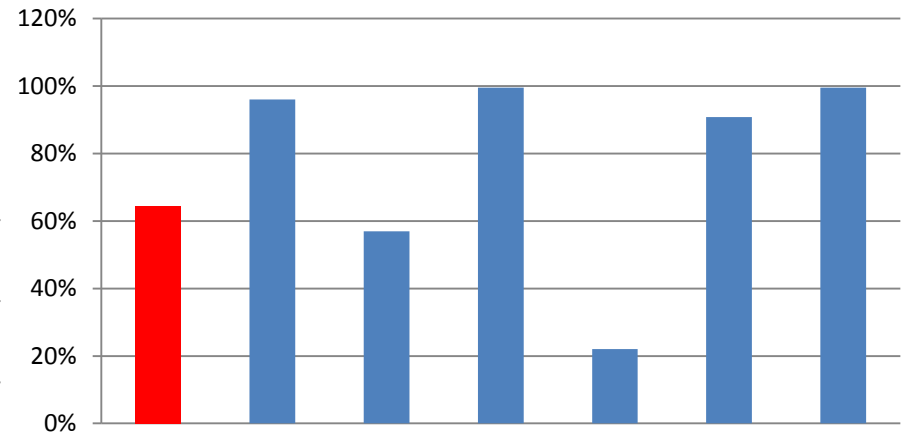
Attracting your share of the fundraising pie

At around 60% reliance on fundraising, your organisation has a reasonable spread of revenue risk

Fundraising Market share trend



Reliance on fundraising Income 2015



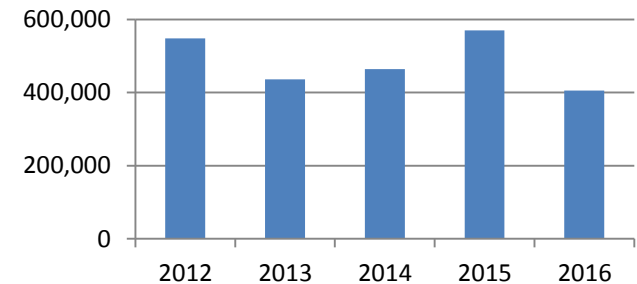
The market share trend line shows how **your organisation** compares against the performance of all organisations in this benchmark comparison



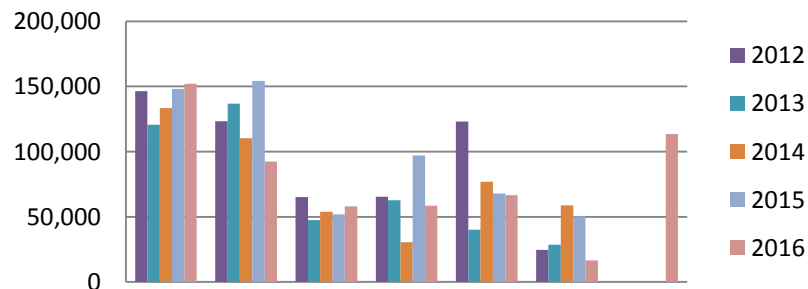
Revenue trends

Organisations appeared to be collectively recovering from a significant drop in revenue in 2013 but have experienced a big drop again in 2016

Collective annual revenue



Individual organisational revenue by year



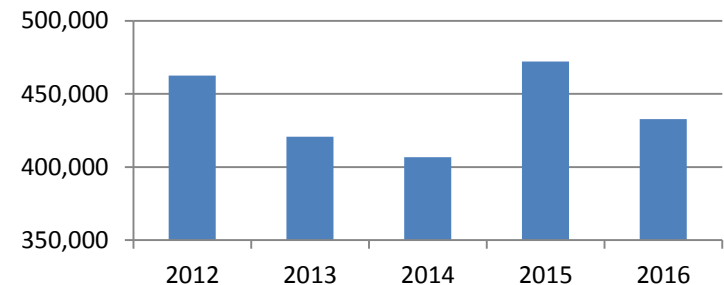
A split-out of revenue shows how each organisation has fared. **Your organisation** appears to have maintained the greatest stability.



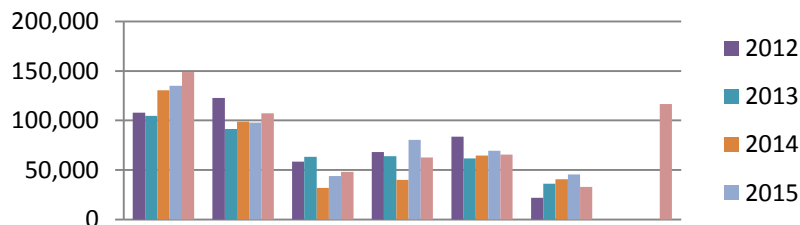
Expenditure trends

There appears to have been a rapid and sustained reduction in expenditure in response to the reduction in income shown previously. The trend is exaggerated because of a high starting point.

Collective annual expenditure



Individual Organisation Expenditure by year



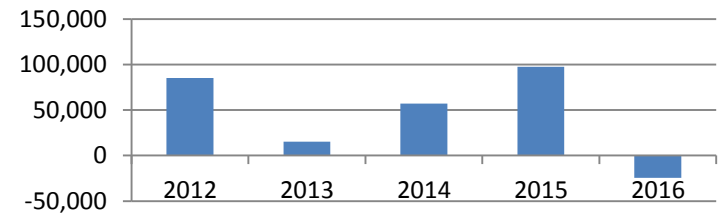
The individual expenditure trend for each organisation clearly shows the path of each organisation's expenditure over the years.



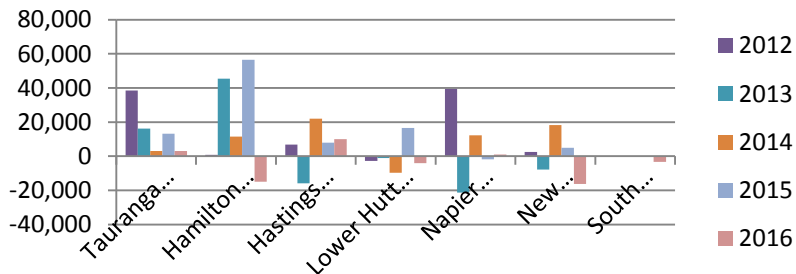
Trading surpluses

The collective results suggest a healthy response at governance level to ensuring financial viability. The 2016 result is nevertheless an exception.

Collective annual operating surpluses



Individual operating surplus by year



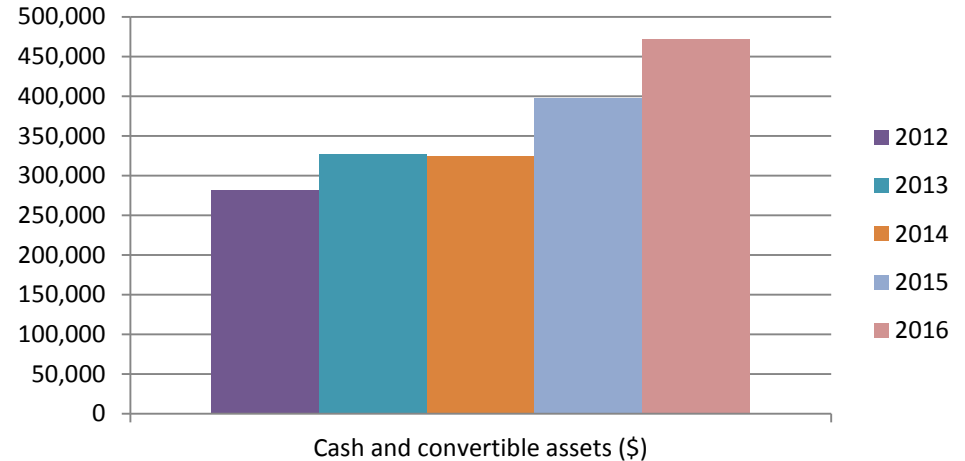
A split-out of the organisations individually shows respective performance over the 5 years. **Your organisation** is the only one to have traded positively over each of those years.



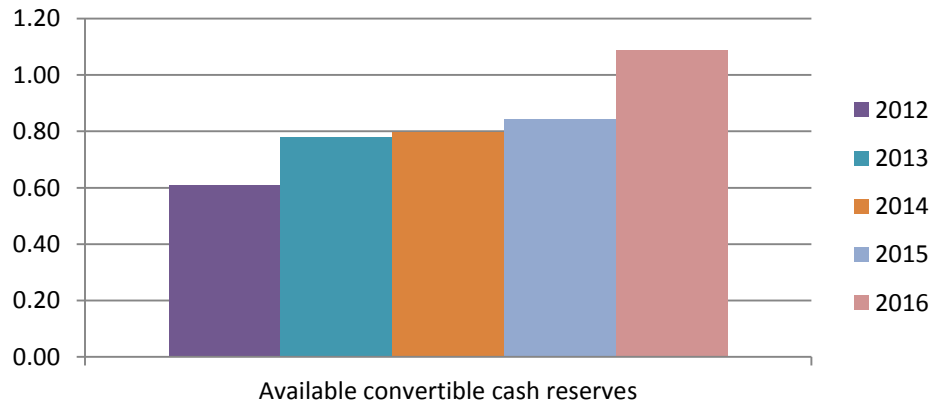
Available cash and convertibles

Total available cash for investment and development has nearly doubled over the five year period

Combined Cash/Convertibles (\$)



Combined convertible cash reserves as a ratio of total expenditure

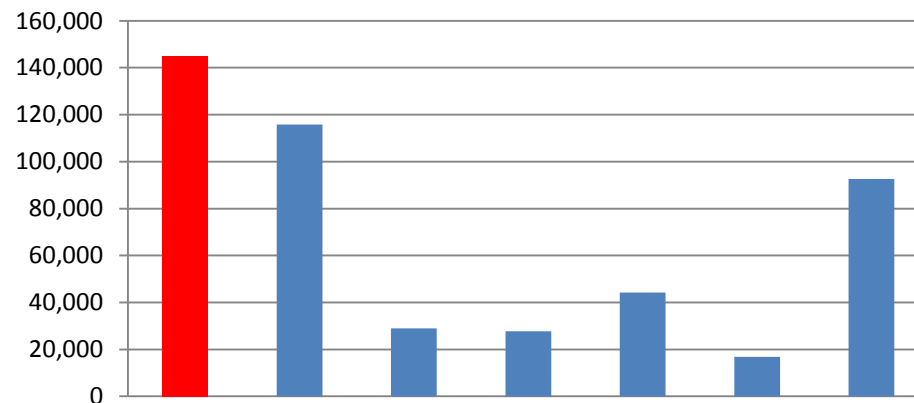


Even as a proportion of annual expenditure, available cash and convertibles has climbed steadily these past 5 years.



Individual available cash and convertible reserves

Cash and investment reserves
2016 (\$)



Your organisation currently has the highest level of cash and convertible reserves amongst those organisations included in this benchmark group.



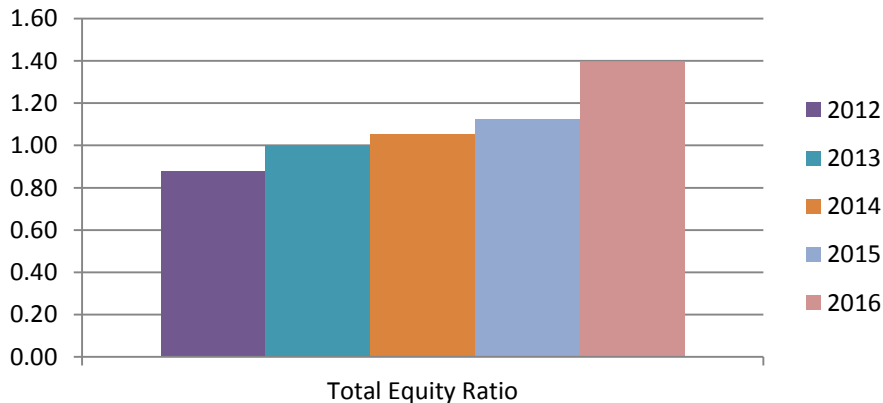
Equity levels and trends

Equity amongst the organisations collectively has risen in real terms.

Combined Total Equity (\$)



Combined equity as a ratio of Total Expenditure



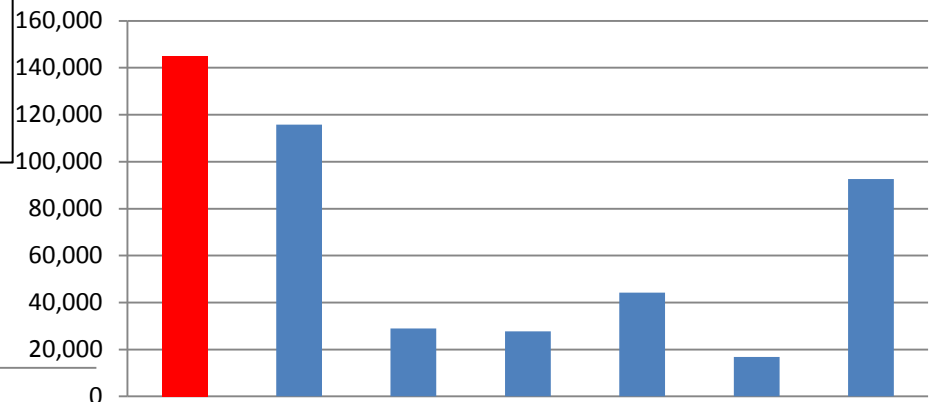
And as a proportion of total expenditure also.



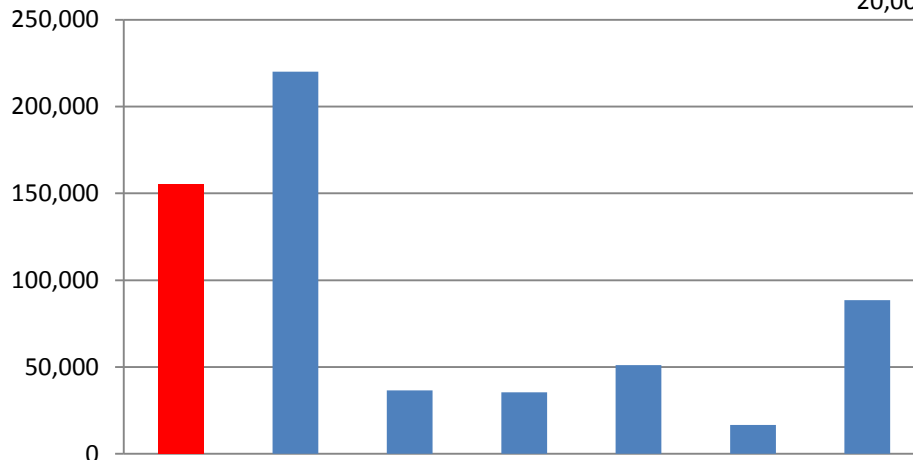
Individual cash reserves and equity levels – by organisation

Your organisation currently has the highest level of cash and convertible reserves from within the benchmark group.

Cash and investment reserves
2016 (\$)



Total Equity 2016 (\$)



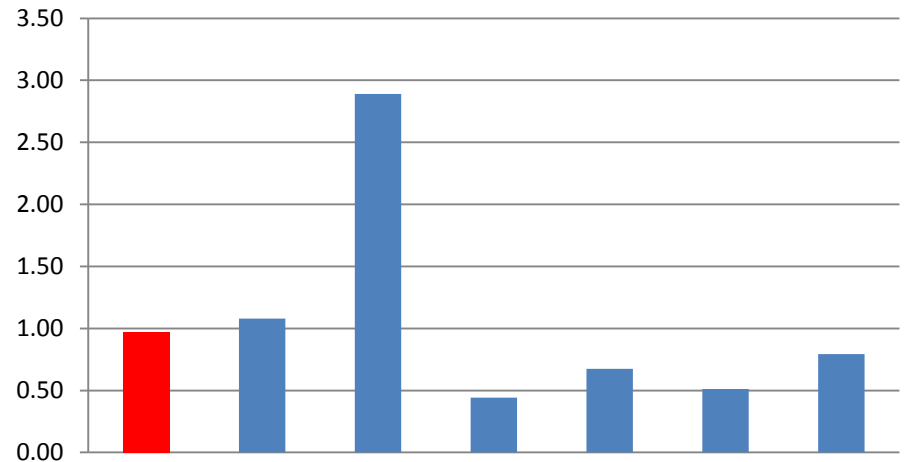
Your organisation currently has the second highest level of equity. This may be reflected by the fact that you do not own your own land/buildings.



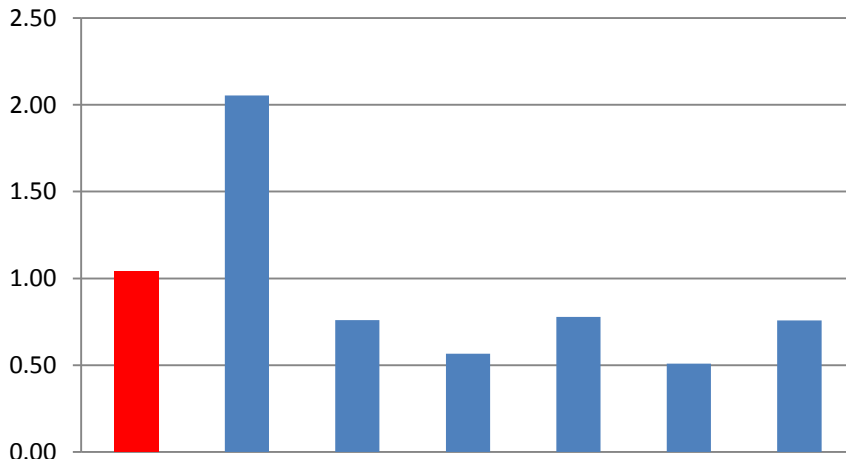
Individual cash and convertible reserves, and equity compared to total expenditure

When compared against your annual expenditure, **your organisation** has the third highest ratio level of cash and convertibles.

Cash to Expenses ratio 2016



Equity to Expenses ratio 2016



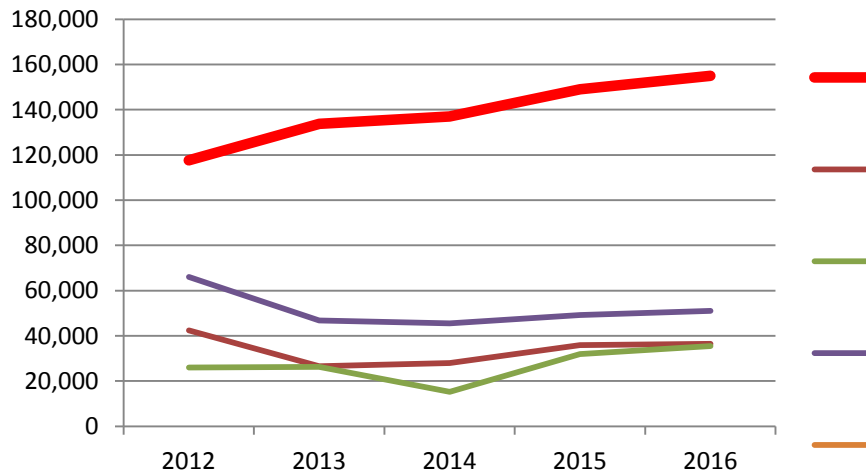
Your organisation currently has the second highest ratio of equity to total annual expenses.



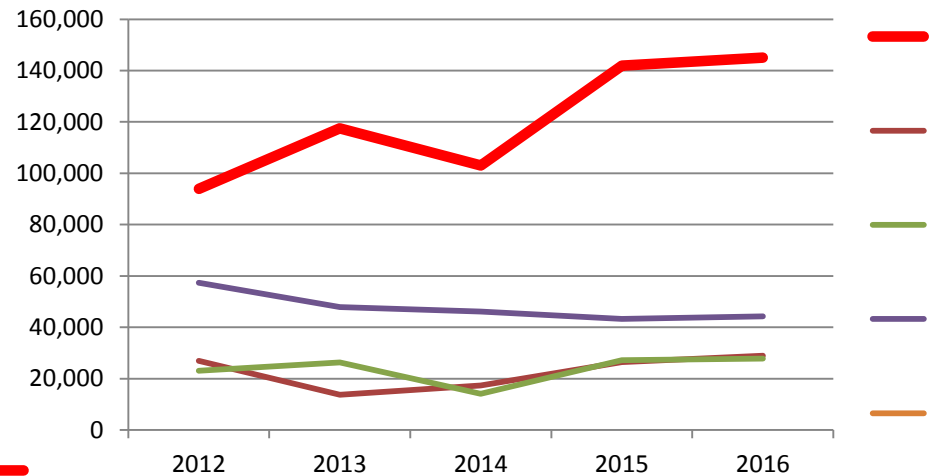
Cash and convertible reserves and equity trend lines – by organisation

Your organisation is displaying the strongest continuous improvement of cash and convertible reserves.

Equity trend line



Cash reserves trend line (\$)



Similarly, but against the trend, your organisation has displayed consistent equity growth.

