



Fundratios Project: Trends in Giving

Read reports on the projects over the years

The Institute has been a partner with the Centre for Interfirm Comparison since 1995 by initiating a fundratios benchmarking project which has involved over 80 charities, both large and small.

It aims to provide a comparison of performance levels and methods giving an overview of fundraising performance. The project has devised a set of benchmarks to assess and compare all major aspects of fundraising performance.

After receiving advice and guidance, participating charities provide data in a carefully defined framework, which is then verified and analysed.

Each charity receives a meaningful report containing written analysis, charts, performance profiles and commentary on the results, which enables them to compare fundraising performance against other charities in a thorough and structured manner.

The fundraising areas concentrated upon in the project include central appeals, local fundraising, corporate and trust fundraising, direct marketing, legacies and trading.

This project also has an important role in generating accurate information in order to promote a better understanding of fundraising.

For further information about joining the Charities Fundratio project, telephone Mike Moffatt, Director at the Centre for Interfirm Comparison on **01962 844144** or visit the [Centre for Interfirm Comparison web site](#).

After signing in, Organisational members can read the latest report, [Fundratios Summary 2007](#) (75kb).

Read a summary report of [Key Ratios for the Previous 6 Years](#).

[Read a Summary of the 2006 project](#) (89kb).

[Read a Summary of the 2004 project](#) (52kb).

[Read a Summary of the 2003 project](#) (30kb).

[Read a Summary of the 2002 project](#) (37kb).

[Read a summary of the 2001 project](#) (32kb).

For further information about the Institute's input and position:
Email [Policy](#).

Related Links:

- [Centre for Interfirm Comparison](#)
- [Key Fundratios for the past 6 years \(34kb\)](#)
- [Summary Report 2006 \(89kb\)](#)
- [Summary Report 2004 \(52kb\)](#)
- [Summary Report 2003 \(30kb\)](#)
- [Summary Report 2002 \(37kb\)](#)
- [Summary Report 2001 \(32kb\)](#)
- [Contact the Policy Team](#)