

## Key Research Statistics and Findings from whatCharity.com's Great Charity and Company Survey - May 2018

- **558 charity answers**
- **Survey sent to charities on whatCharity.com email lists and the FSI members**
- **Charity sector structure in the UK**

Under £500k	156,423	93%
£500k-£5M	9,298	5.5%
Over £5M	2,251	1.5%
- **whatCharity survey responses**

Under £500k	78%
£500k-£5M	19%
Over £5M	3%

1. Are companies supporting your work in any way?	22% of charities do not receive any company related support
	53% are being supported occasionally
	11% are being supported on a regular basis
	14% have been able to establish long term partnerships
2. Rank the resources you receive in order of importance	27% found money least important, 49% said most important
	Over 40% of charities ranked the unskilled time the least important resource they get. 20% stated this resource the most important
	Over 30% of charities consider gifts (office space, products) the second most important resource
3. Are you receiving money donations from companies?	50% (50.4%) receives money donations, 50% (49.6%) don't
4. What kind of money donations are companies giving? (out of the 50% who receive money donations in Q3)	69% state they receive annual or long-term support
	49% receive one off collections i.e. Christmas or crisis related funds
	44% receive funds from company fundraising via events or employee activity
5. Do you collaborate with companies in other ways?	60% of charities collaborate with companies in other ways
6. How are companies collaborating in addition to money donations and how would you like to work together? (out of the 60% of Q5)	Over 55% of charities receive gifts in kind i.e. raffle prizes, products, services, office equipment. This is the most required form of collaboration as over 80% of charities would wish for this for future collaborations
	20% of charities get income from charities who buy their services, products e.g. space from them and 60% of charities see income potential from this
	Company representatives currently mentor 10% of charities or their beneficiaries, but over 45% of charities value this
	40% of charities receive skills-based volunteering but 70% of charities would benefit from this
	Whilst 40% of charities find unskilled volunteering beneficial, this is not expected to increase. Instead charities would benefit from company volunteers providing more online or off-premise volunteering
7. Why do you not collaborate with companies? (from the 40% of Q5)	35% of charities don't believe their cause is interesting enough for companies
	50% of charities haven't been contacted by companies
	Lack of sufficient impact reporting skills and resources has prohibited over 25% of charities to collaborate with companies
	Over 20% of charities do not have the time or resources to deal with company requests
8. Do you offer group volunteering opportunities?	Over 40% offer group volunteering opportunities which would support company team days, however over 60% do not
9. What kind of group volunteering do you receive?	65% of charities receive help for their events and campaigns
	Around 40% of charities have company volunteers working directly with their beneficiaries

(from the 40% of Q8)	Around 45% of charities state they have easy to take on fundraising concepts for companies to adopt.
10. How many volunteers can you accommodate at the same time? (from the 40% of Q8)	Over 30% of charities can accommodate between 6-10 company team members. Only 15% have limitless opportunities to take volunteers at the same time.
11. Why do you not offer volunteering opportunities? (from the 60% of Q8)	60% of charities state their work does not support or require volunteering.
	40% of charities do not benefit from one off/one day voluntary input
	Almost 30% of charities felt that organising volunteering opportunities is too hard and too time consuming
12. Which way would you like to collaborate with companies for funding?	Almost all charities preferred long term/annual money support. Over 85% of charities preferred company fundraising