

Fundraising trends 2007/08 in perspective

- largest 300 had small fundraising increase of £258m
- rise of from £5 to £5.3 billion; growth only at inflation
- annual growth rate was just real 0.9%
- 2/5 of the largest 300 experienced reduction;
- fundraising income of top 10 grew at real 2.3%
- average for the largest 300 was 0.9%
- top 10 income accounted for ¼ of top 300

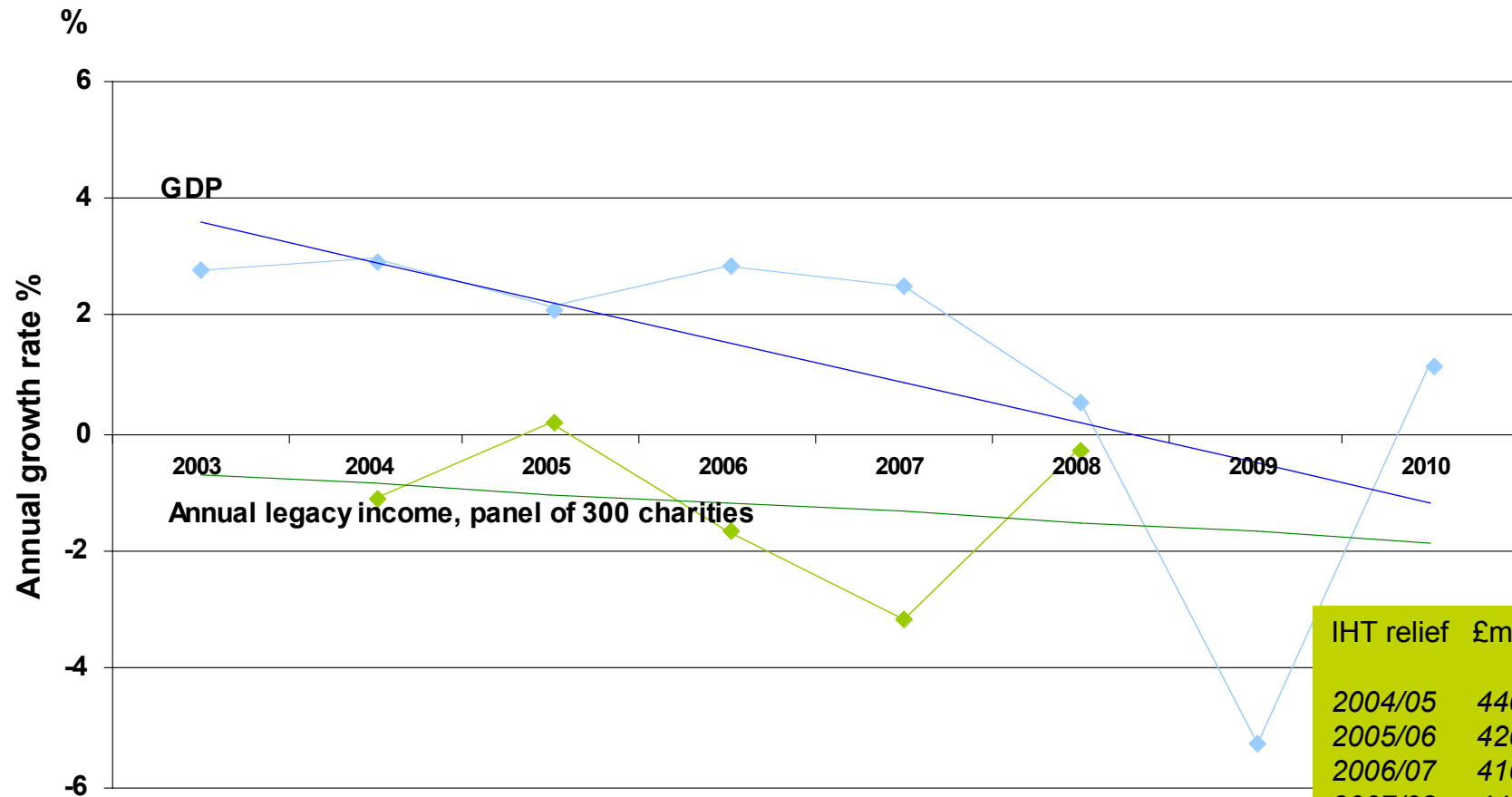
*Children, elderly and poor suffer as
flow of donations slows to a trickle,*

Times, 20.12.08

Trends in corporate giving 2007/08

- pharmaceutical, supermarket, extraction and insurance sectors ousting dominance of financial services
- reported Worldwide Corporate Investment increased in 11 of top 20 corporate donors, in spite of recession (*balance between cash and in-kind is not clear*)
- WCI of top 300 corporate donors moved to new high of £1.7 billion
- 37% was product donations of AstraZenica & GlaxoSmithKline; if excl, WCI was £1.1 billion
- WCI was 1.4% of pre-tax profit if product donations included, and 0.9% if excluded
- WCI incl. pharmaceutical product donations grew by real 18%, while profits fell by 28%
- excluding pharmaceutical product donations, there was real annual increase of 15%
- longer-term trends that after declining in middle of decade, WCI increased

Growth trends compared - GDP and charity legacies 2003-2010



Source: Analysis, Cathy Pharoah, Charity Market Monitor 2009, data from CaritasData 3000, and tradingeconomics.com

IHT relief	£m
2004/05	440
2005/06	420
2006/07	410
2007/08	440
2008/09	380