



nfpSynergy

helping non-profits thrive

How do charities grow?

Growth trends in real terms charity incomes and expenditures 1980-2008

Jonathan Baker and Joe Saxton
August 2008

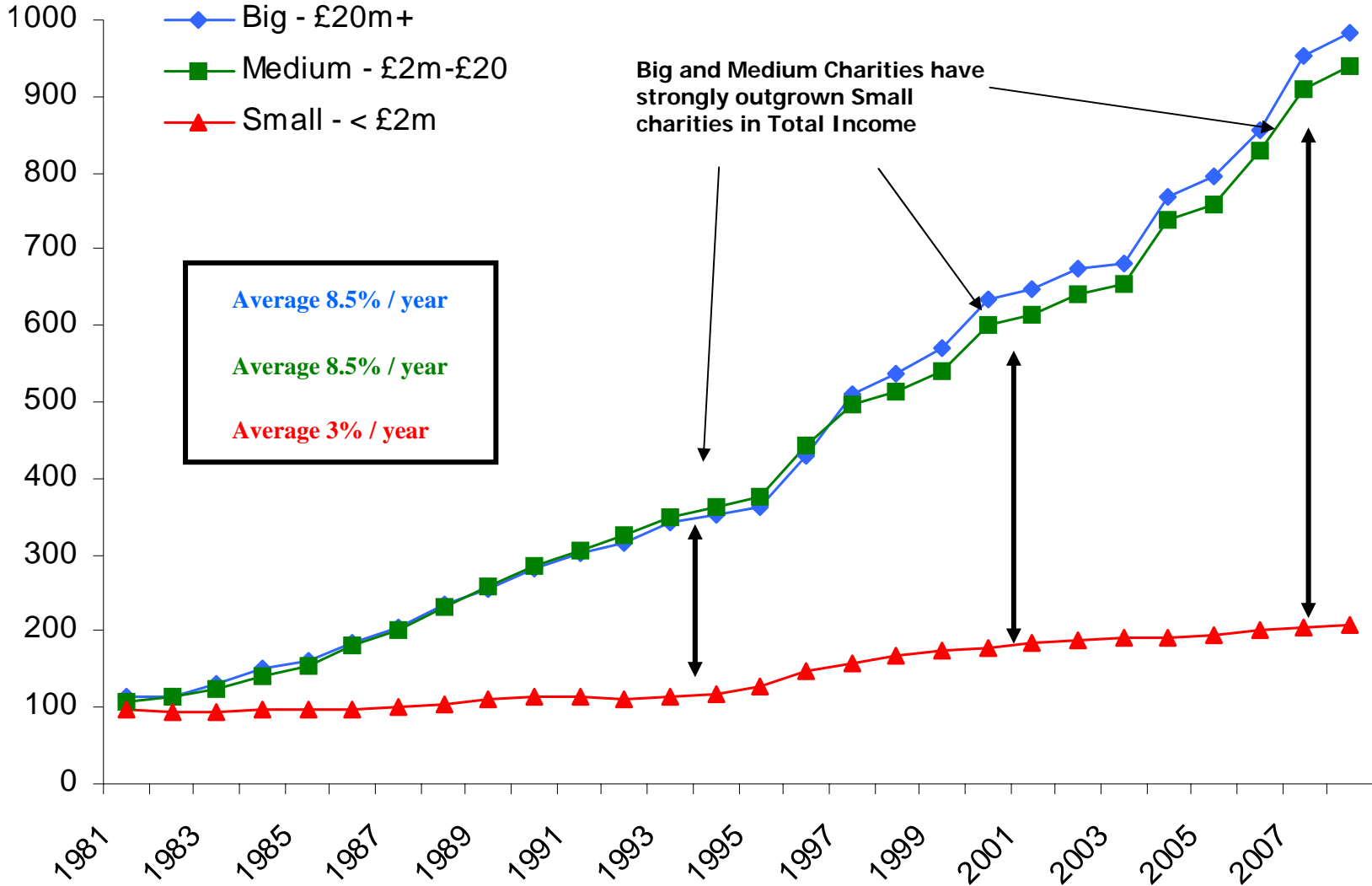
Telephone: 020 7246 8865
e-mail: jonathan.baker@nfpsynergy.net
Web: www.nfpsynergy.net



Analysis of Total Income growth by charity size

Real terms Total Income of Big and Medium Charities has far outgrown that of Small Charities

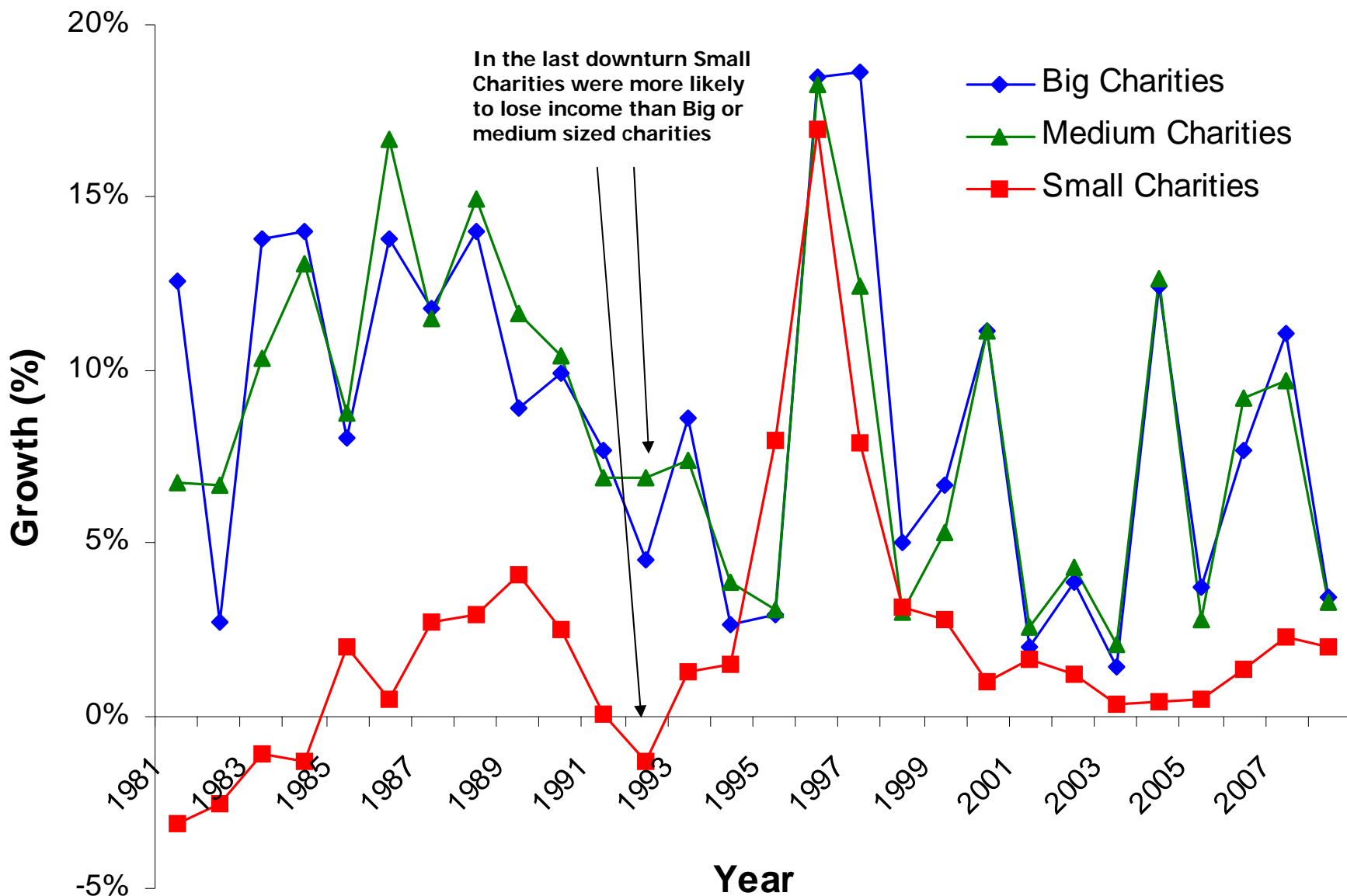
Cumulative Total Income Growth – By charity size (1980=100)



Base: 156 small, 250 medium and 142 Big charities Source: Dimensions, Charity Trends, CAF

© nfpSynergy

Real terms Total Income Growth – By charity size



Base: 156 small, 250 medium and 142 Big charities Source: Dimensions, Charity Trends, CAF

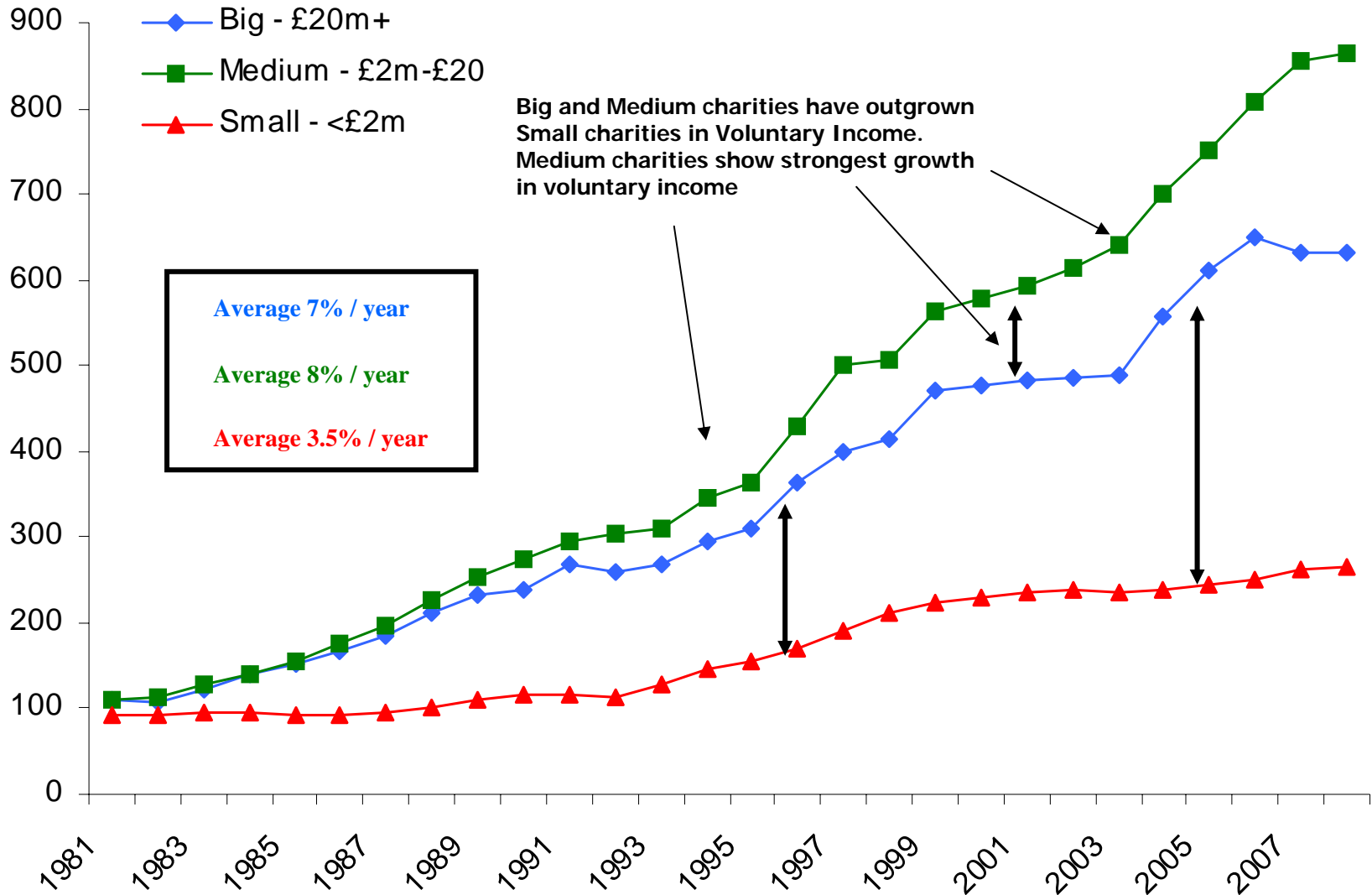
© nfpSynergy



Analysis of Voluntary Income growth by charity size

Real terms Voluntary Income growth was strongest in Medium charities then Big charities and lowest in small charities

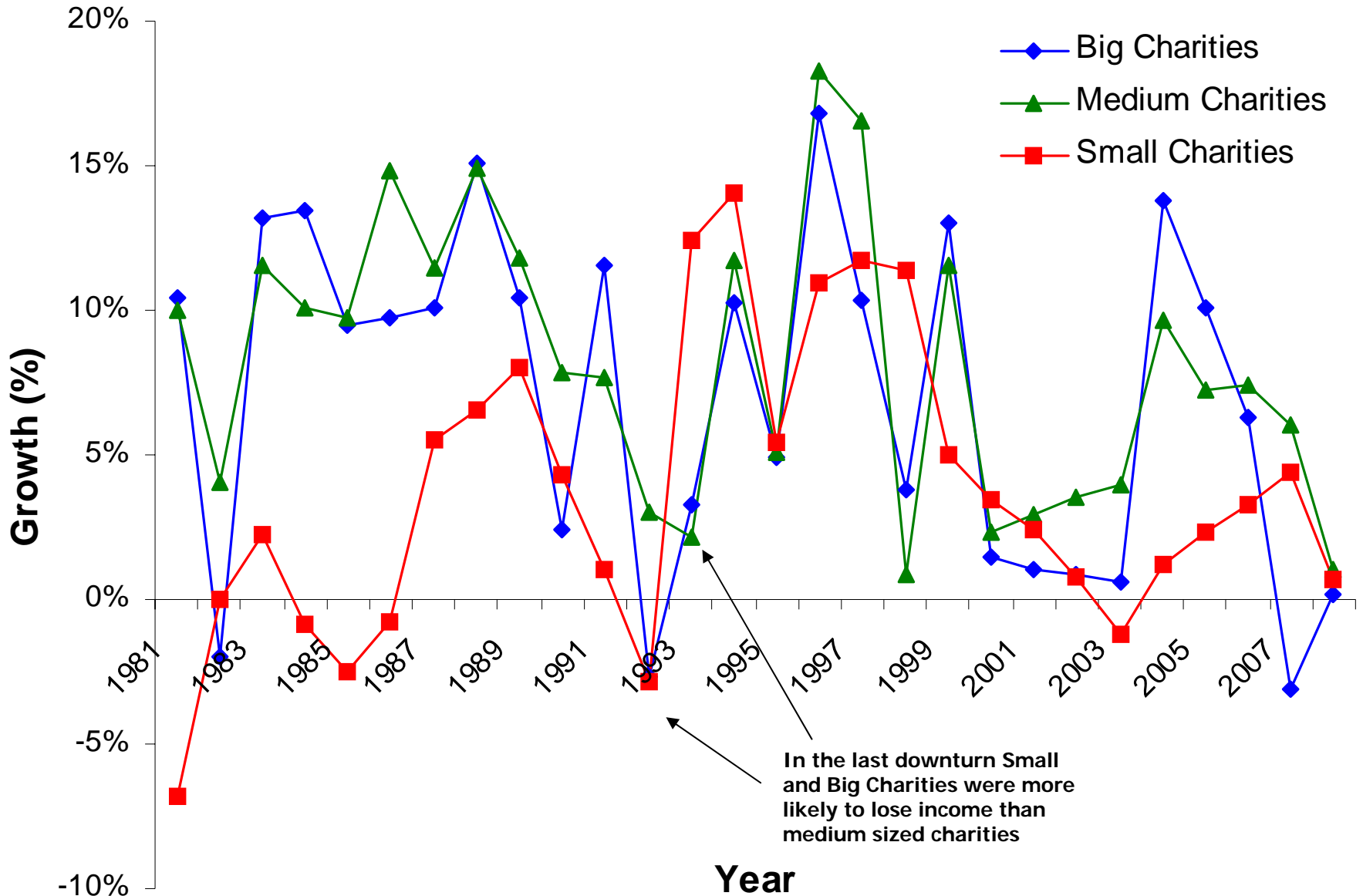
Cumulative Voluntary Income Growth - Big Vs Small (1980=100)



Base: 156 small, 250 medium and 142 Big charities Source: Dimensions, Charity Trends, CAF

© nfpSynergy

Real terms Voluntary Income Growth – By charity size



Base: 156 small, 250 medium and 142 Big charities Source: Dimensions, Charity Trends, CAF © nfpSynergy

Key Points

- Big and Medium Charities have more consistent income growth than smaller charities reflecting greater stability of income:
 - Smaller charities struggle to show real terms income growth and are more likely to lose money than big and medium sized charities
 - Big and medium charities on average show greater ability to cope with downturns. Big and medium charities do show reduced growth but are less likely than small charities to lose income in a downturn
 - Medium Charities show the greatest long term growth of voluntary income but Big charities have a slight edge in Total income

2-6 Tenter Ground, Spitalfields, London, E1 7NH, UK

Telephone: (020) 7426 8888 Fax: 020 7426 8888

email: jonathan.baker@nfpsynergy.net

© nfpSynergy