



Impact Report

2011-2015

include a charity
Help the work live on.

fia
Fundraising Institute Australia



Australia is known to be one of the most generous nations on earth when it comes to charitable giving.

87 per cent of Australians will support a charity in their lifetime by making a donation, taking up a challenge, holding or attending an event or volunteering time.

When asked, 29 per cent of people say they'd be willing to leave a gift in their will once family and friends had been provided for.

The trouble is only 7.5 per cent of Australians actually end up doing that.

If the percentage of Australians making a bequest were to increase to just 12 per cent, an additional \$440 million would be created for charities in Australia every year to help them continue their amazing work.

This is the purpose and motivation for the Include a Charity campaign. Here's what we have done together so far.

Thank you for your valuable contribution so far to the campaign. Your support has already made a difference and we have so much more that we can do working together.

Our 2020 campaign goals

15%

of Australians aged 60+ have included a gift in their will (up from 13%)

1 in 2

Australians aged 55+ are aware of the campaign

40%

of solicitors likely to ask their clients about including a gift in their will (up from 27%)

25%

aged 55+ are considering a gift in their will (up from 19%)



Improved gifts in wills research for the sector



An increase in development and networking for the gifts in wills sector

Thanks to you we have achieved:



A combined investment of
\$1.34 MILLION
into public awareness advertising
& publicity delivering
\$6.24 MILLION
in media value Australia-wide

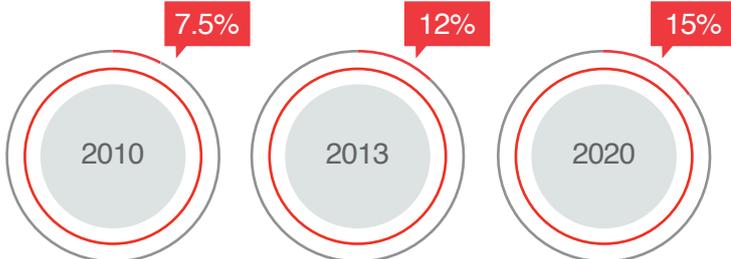


80

We have had **more than 80**
media articles published,
including our recent partnership
with Studio 10



We developed a new Australian-made integrated
advertising campaign to inspire more support



The proportion of Australians aged 55+ who have included
charitable gifts in their wills has increased over time



44,025

people have visited
our website to find
information about
gifts in wills



More than 3,000
solicitors stock our
campaign materials
so those making
a will can get more
information



**27% of
solicitors**



are asking their clients
about including charities
in their wills

We have funded
three pieces
of external
research and
undertaken sector
benchmarking



We have **established great relationships**
with law societies and trustee companies
and advocate on your behalf



We have provided **best practice** gifts
in wills training, events and webinars to
over 550 people plus presented at a
variety of industry conferences

So what's next ...?

As you can see from our 2020 goals we still have lots of work to do. We believe together we can continue to change beliefs and increase gifts in wills funding for the whole sector.

In 2016 we plan to:

- Launch our industry research plan and expand our partnerships working with QUT, Swinburne University and Perpetual Trustees
- Maintain our public awareness campaign by investing \$200,000 in our advertising which will yield at least \$1 million in media value
- Invest in our digital presence, particularly focusing on search engine optimisation and marketing
- Undertake a qualitative research project – looking at our target audience and further understanding their needs and motivations
- Develop new creative messaging
- Invest in case studies from our different supporter charities to show the impact of the work we do
- Invest in increased marketing to the legal and advisory community
- Provide increased opportunities for networking and training including webinars, seminars and supporter events.

Thank you for your support. We are looking forward to working with you in the future. If you would like to be more involved in the campaign please contact our campaign director, Karen Armstrong at karen.armstrong@includecharity.com.au



 facebook.com/includecharityAUS

www.includecharity.org.au