

Futureproofing Finances

“Ka-Ching”



Show Me the Money!

- **We have discussed the possibility of Government funding.**
- **But this will not be the silver bullet so we never have to worry about money again.**
- **We need to keep our eye on the ball!**

The first question - Who Are We?

- **What Industry Are We In?**
- **What Type of Organisation Are We?**



First and foremost we are a fundraising machine



- Collectively we raise over \$22m every year to keep operating.

We are a network of charities



- But we don't act or look like charities!
- We don't promote ourselves as charities.
- People don't recognise us as a top fundraiser.

Where does the money come from?



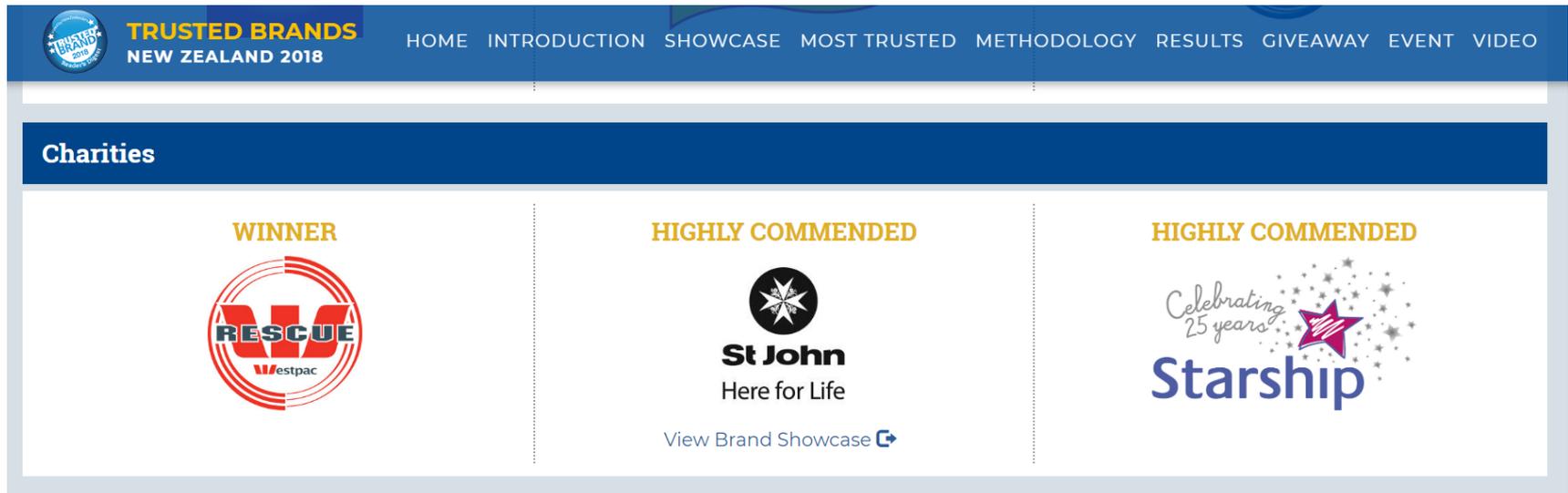
- **Sponsorship**
- **NZ Lottery Grants Board**
- **Fundraising**
- **Other Community Grants**
- **Councils**
- **Sugar daddies**
- **Members**

Who do we compete against?



And we are not at the top of the tree.....

A trusted brand enjoys **international appeal**, yet at the same time upholds a **strong local connection**. It has individual **relevance** for all its consumers, just about **anywhere** and **in any culture**.



TRUSTED BRANDS
NEW ZEALAND 2018

HOME INTRODUCTION SHOWCASE MOST TRUSTED METHODOLOGY RESULTS GIVEAWAY EVENT VIDEO

Charities

<p>WINNER</p> 	<p>HIGHLY COMMENDED</p>  <p>St John Here for Life</p> <p>View Brand Showcase</p>	<p>HIGHLY COMMENDED</p>  <p><i>Celebrating 25 years</i></p> <p>Starship</p>
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Fundraising in NZ

Over 27,000 charities

\$3.4 billion
charitable funding

Massive amount gifted to
education and medical facilities

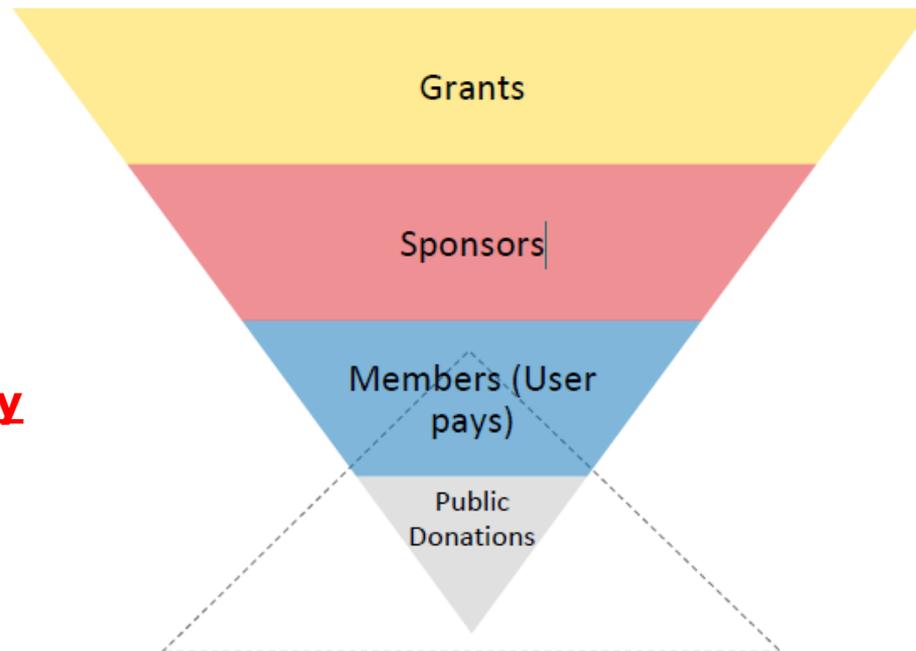


Potential growth for surf life saving

WHERE IS FUNDING GROWTH IS COMING FROM

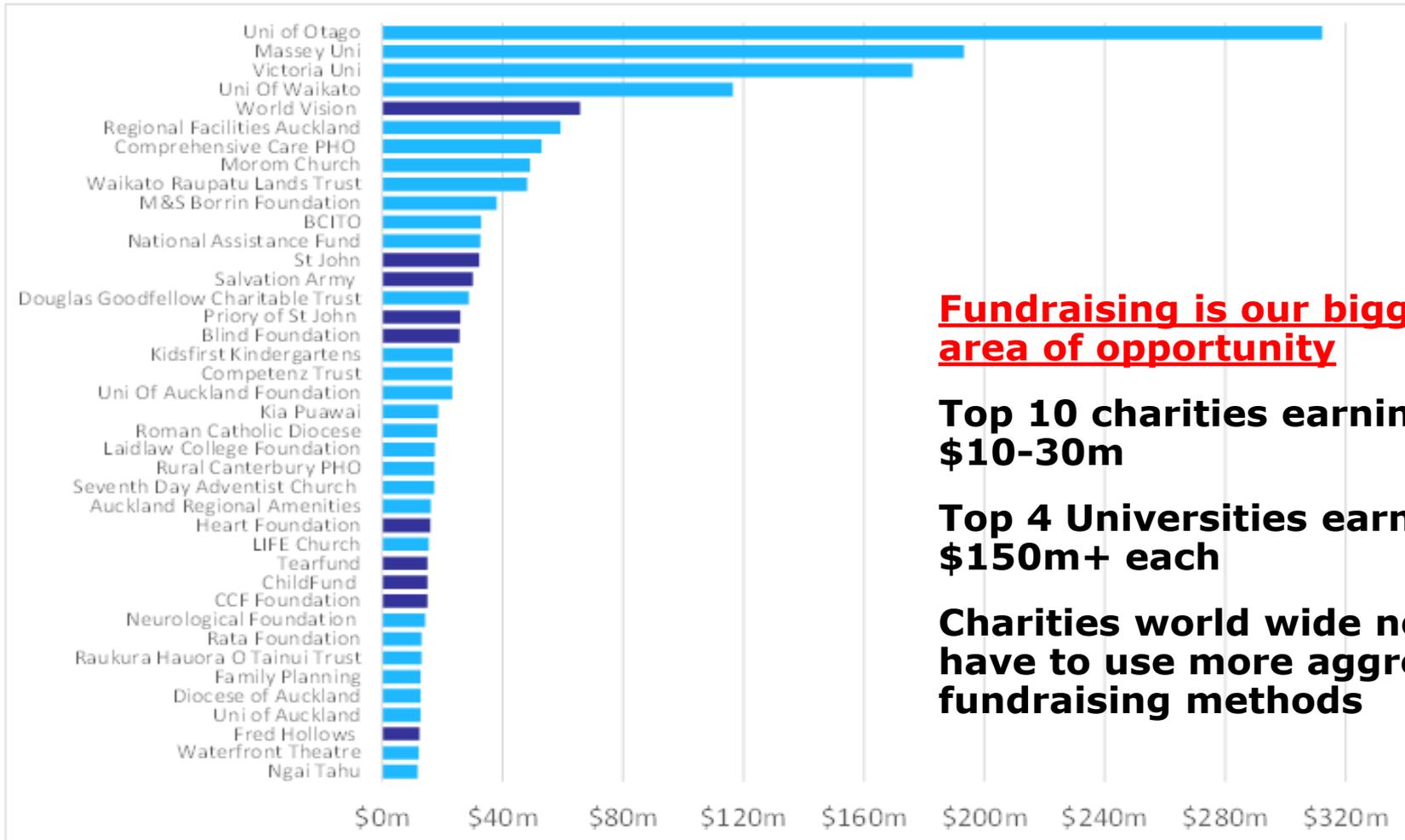
Grants, sponsors and user pays have significant constraints on growth.

Public Fundraising is our biggest area of opportunity



Top 40 Fundraising Organisations

Source: Charity Services NZ



Fundraising is our biggest area of opportunity

Top 10 charities earning \$10-30m

Top 4 Universities earn \$150m+ each

Charities world wide now have to use more aggressive fundraising methods

Fundraising in NZ

Specific Charity benchmark

33 charities - \$225m (Ave 6m)

3 top channels

- **Regular Giving**
- **Bequest**
- **Cash donations (large & small)**

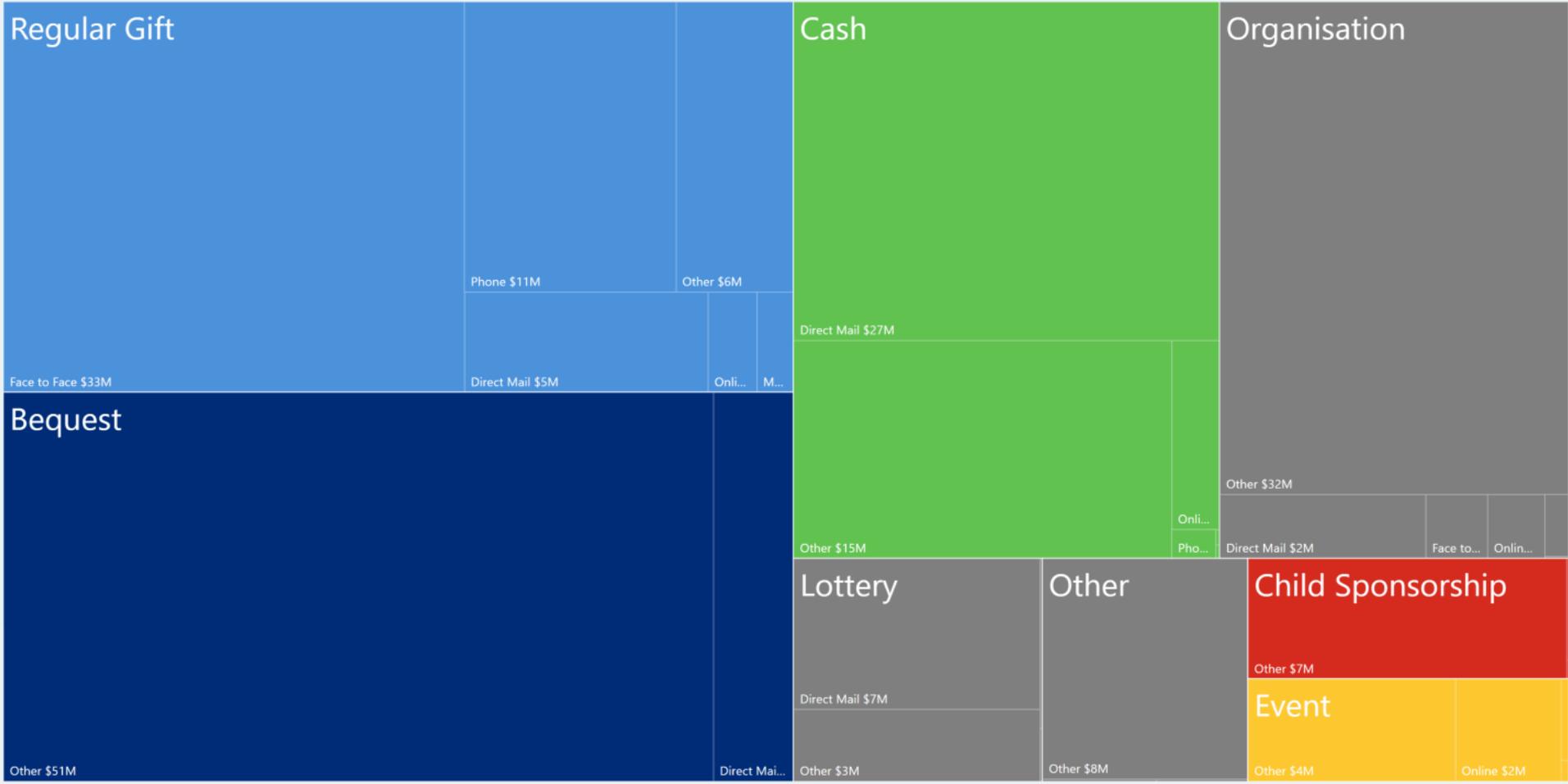
Events and online not working

SLSNZ only has a tiny slice (\$500k)!

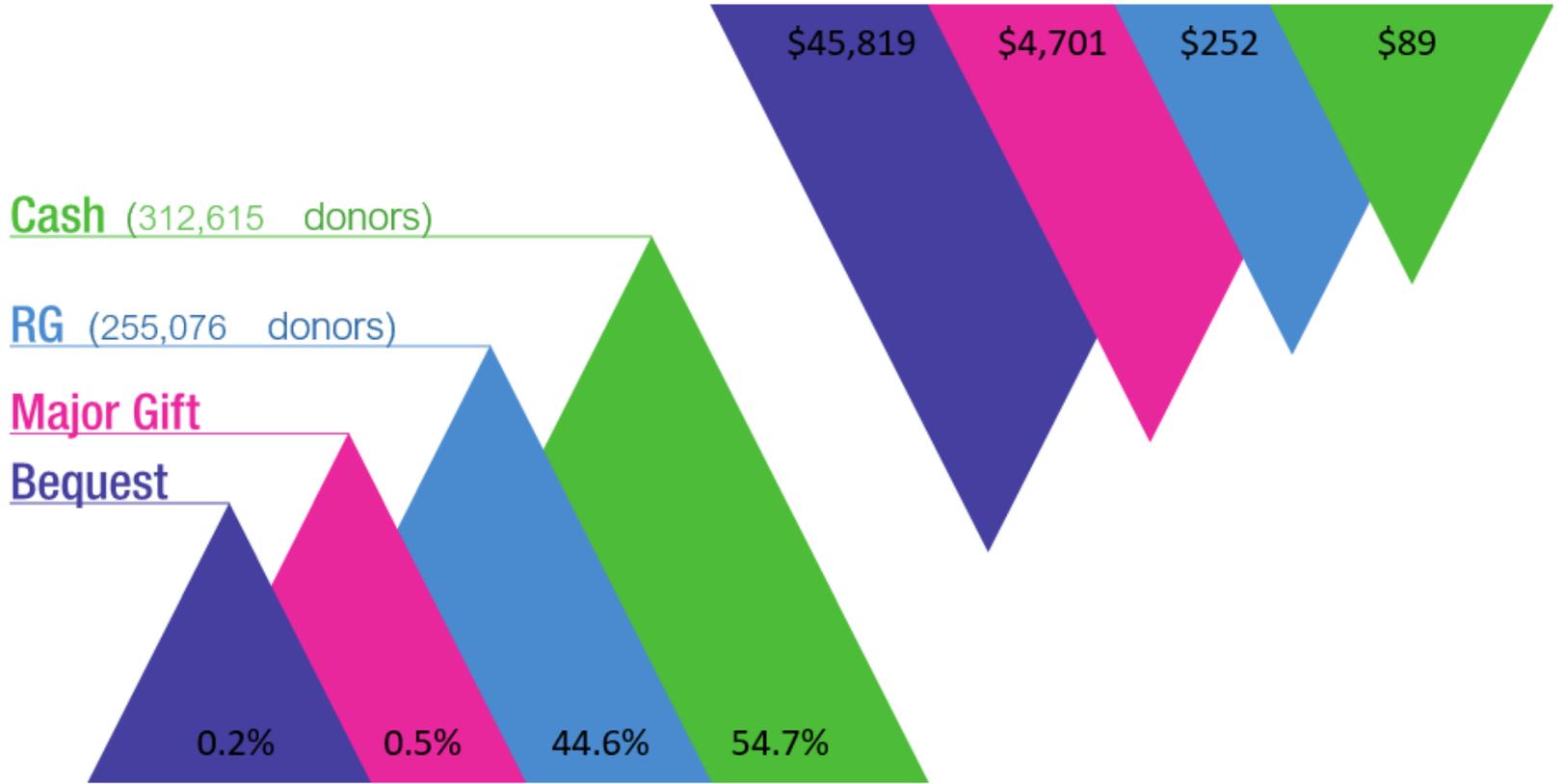


Benchmarking 2018 - Market Composition

● Regular Gift ● Bequest ● Cash ● Organisation ● Lottery ● Other ● Child Sponsorship ● Event



New Zealand Donor Pyramid



Donors in 2017/2018

Your 'Average' Regular Giver

Average Age: 48

Average (Monthly) Gift in 2017/2018:
\$23.24

New 2017/2018 Donor 12 month value:
\$222

2016/2017 recruit retention: 57%

Mainly recruited face to
face



Your 'Average' Cash Donor

Average Age: 71

Average (Single) Gift in 2017/2018: \$82.25
New 2017/2018 Donor 12 month value: \$83

2017/2018 Overall Retention: 58.6%

Mainly recruited via mail



Go hard or go home!

- As much as we find it uncomfortable, face to face donor recruitment is the process that delivers results.
- If we are serious about this we need to be knocking on doors, approaching people in shopping malls and on the street.
- If we don't do it, some other charity will – and surf life saving misses out entirely.

Go hard or go home!

- If we are serious any approach needs to be:
 - National, for economies of scale.
 - No blackout zones.
 - Limited blackout times.
 - Without expectations of early returns (it takes over a year to get back the \$200 it costs to recruit a donor).

Are we ready to get in the game?

