



FUNDRAISING IN EUROPE

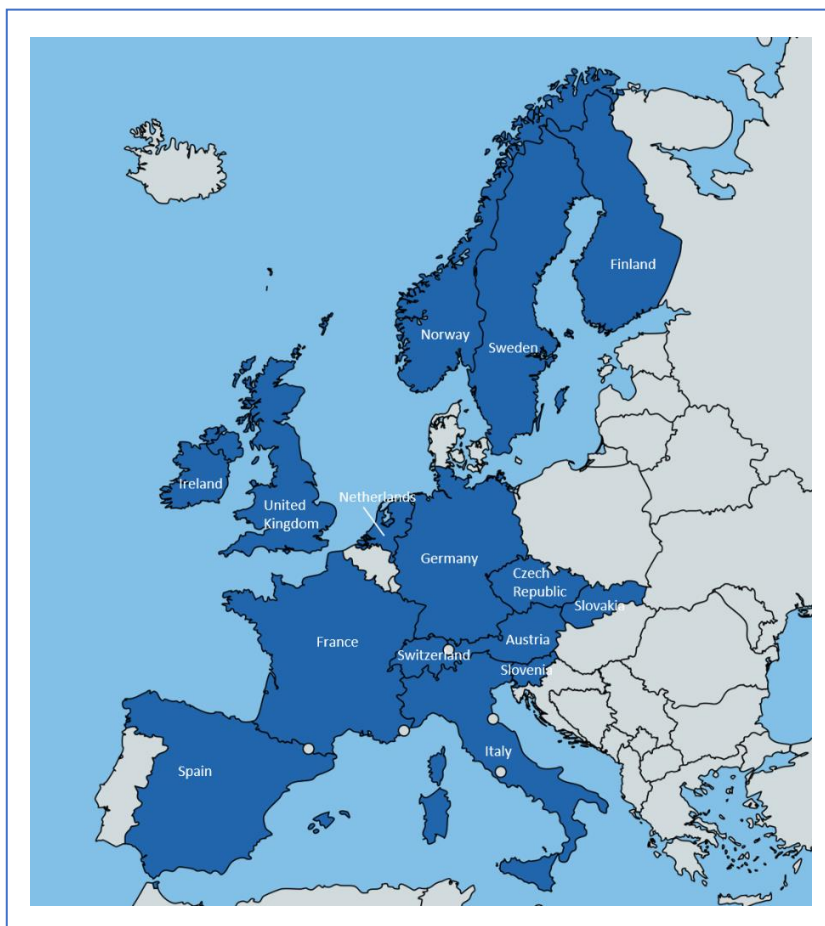
A brief exploration of the European charity fundraising environment, based on a survey of EFA's members; 15 national fundraising association representatives.

- * European Fundraising Environment
- * Charitable Giving Trends
- * Influencing Factors and Concerns
- * EU Data Protection Legislation (GDPR)
- * Government Support for Fundraising

DECEMBER 2017

INTRODUCTION

This report summarises the findings of desk-based research, in addition to a survey conducted among EFA's members (one representative from each of fifteen national fundraising associations). The nations included in the report are labelled in the map below.



EFA would like to thank all survey contributors, including representatives from:

ASSIF - Associazione Italiana Fundraiser (Italy), Asociación Española de Fundraising (Spain), Association Française des Fundraisers (France), Charities Institute Ireland (Ireland), Czech Fundraising Center (Czech Republic), Deutscher Fundraising Verband (Germany), FRII - Swedish Fundraising Council (Sweden), Fundraising Verband Austria (Austria), Goede Doelen Nederland (Netherlands), Institute of Fundraising (UK), Slovak Fundraising Centre (Slovakia), Swissfundraising (Switzerland), Norwegian Fundraising Association (Norway), VaLa - Finnish Fundraising Association and Združenje ZRNO (Slovenia).

FOREWORD

The European fundraising landscape is rapidly changing, both in terms of growth in its workforce and the number of fundraising organisations. Greatly influenced by the strength of the local economy, cultural differences and charities' fundraising and wider activities, there are notable differences for how the fundraising profession has established and developed nationally. And yet, by collating input from fundraising associations across the continent, we are able to develop a greater understanding of how the sector is changing and how EFA can help the profession further develop.

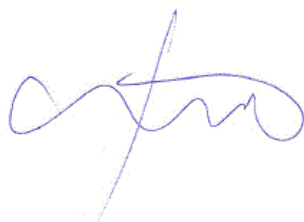
The sector rarely shies away from innovation and, having embraced new payment channels, peer-to-peer giving platforms and social media, this report shows that fundraising continues to be a dynamic and exciting industry.

The fundraising marketplace itself is growing and diversifying, with arts organisations, universities, environmental and sports organisations gaining popularity among the giving public. While philanthropy remains reassuringly high, this inevitably makes fundraising a more competitive marketplace. Fundraisers have to work hard to ensure that they can still secure the funding they need, without tipping the balance so that public trust remains high and people do not feel under pressure to give.

Among the fundraising community, there is broad recognition of the fragility of public trust. While it is hard won, trust can be so easily lost and the actions of just one organisation can colour public opinion of all those around it. Nobody wants to take public trust for granted and the emphasis is on the need to continually nurture that trust, with greater openness and accountability around our fundraising.

But it is practical matters now that have escalated to the top of concerns for charities in Europe. The rising cost of fundraising is reported as the most dominant concern for charities (above public trust and the proposed changes to EU data protection legislation - GDPR), particularly VAT and postal costs. As a member of ECCVAT, EFA supports the call to reduce the VAT burden for charities and continues to support fundraising associations as they prepare charities in their nation for the implementation of GDPR.

Here at EFA, we will continue to support our members in seeking to establish the optimal landscape for fundraising and to nurture professional development across Europe. Thank you to all our survey participants for their significant contribution to this project.



Gosse Bosma, EFA President

Director of Goede Doelen Nederland



EXECUTIVE SUMMARY – KEY FINDINGS

This report provides a snapshot of the fundraising environment and views of fundraising association representatives in 15 European nations: Austria, Czech Republic, Finland, France, Germany, Italy, Ireland, the Netherlands, Norway, Slovakia, Slovenia, Spain, Sweden, Switzerland and the UK.

Key findings include:

Fundraising costs overtake public trust as leading concern for charities

The rising cost of fundraising has overtaken public trust (the lead concern in EFA's former report, [Fundraising in Europe 2015](#)) as the most highly ranked cause for concern among charities. This year, when asked what changes government could make to best support fundraising organisations, four national representatives call for a reduction to the VAT burden to alleviate costs, while others seek a more advantageous tax incentive programme or government-backed initiatives encouraging philanthropy.

Charities unprepared for EU data protection regulations

In May 2018, the general data protection regulation (GDPR) comes into effect. It is the biggest overhaul of data protection legislation for over 25 years. In EFA's latest survey (carried out between May and July 2017), most national fundraising associations indicated that charities in their nation were under-prepared for the new regulations. For many organisations, extensive changes are required to the way they approach supporters if they are to be compliant with the new legislation, and charities are clearly concerned about adapting to these new rules around their use of data.

Growth of voluntary income reported by European nations

The large majority of nations report a rise in voluntary income over the last five years and predict continued growth throughout 2017. Increasing use of social media, technological developments, growing national economies and innovation are all cited as positive influencing factors for fundraising, together with growing professionalism. The sector is also becoming broader with many of the less traditional fundraising sectors, including the arts, education, sports and environment, now attracting a sizeable share of voluntary income and being listed by one European nation as a 'top three' charitable cause.

Donor numbers could be stabilising

Despite some growth in the European population, less than half of the nations surveyed report a rise in donor numbers. The majority of associations indicate either that donor numbers were static or fell during the past five years. However, associations also referenced new groups of donors and younger supporters who are increasingly accessible to the sector with the development of online donation platforms, growth of peer-to-peer giving and with new entrants to the fundraising marketplace attracting a different supporter base.

EUROPEAN FUNDRAISING ENVIRONMENT

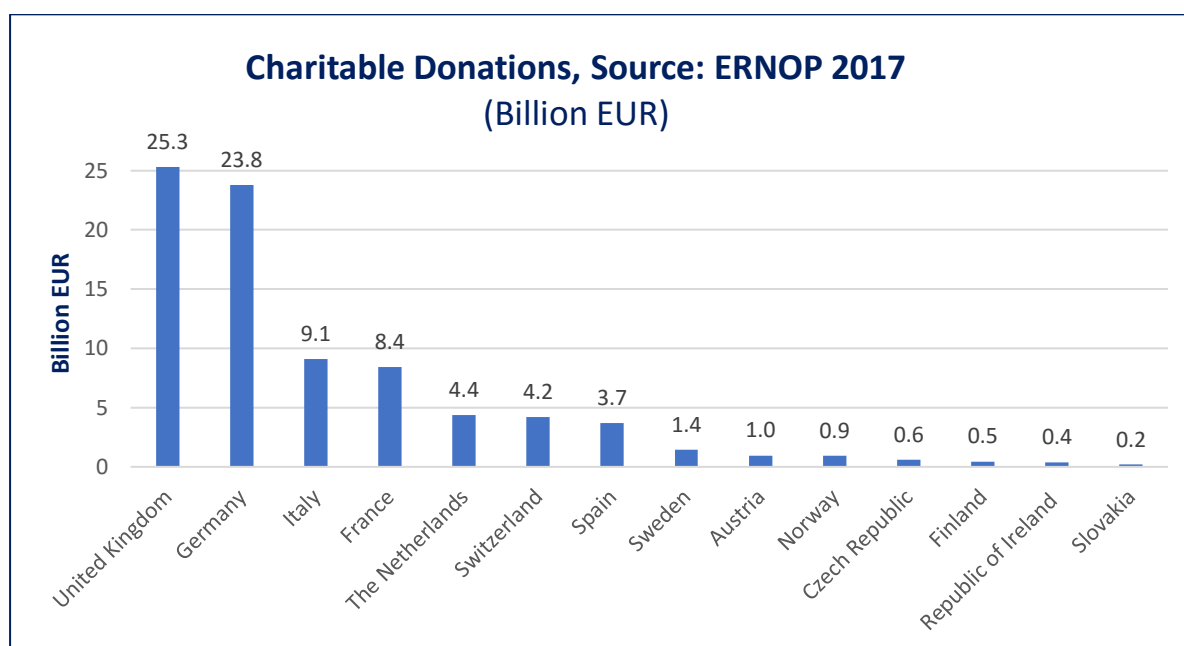
This section of EFA's report looks at the broad fundraising environment, covering the scale of charitable donations and proportion of donors by nation, drawing together established research findings from ERNOP and CAF.

Charitable Donations

The source and methodology for tracking national charitable donations varies considerably within Europe, ranging from surveys of a sample population to data collated by the national tax office.

[Giving in Europe](#) - a recent study from ERNOP (the European Research Network on Philanthropy) - calculates a lower-bound estimated annual charitable donation total of EUR 83.8 billion for the nations represented within this report (see *figure 1*), with the exclusion of Slovenia. The study is likely the most comprehensive current estimate on European philanthropy, including donations from individuals, bequests, corporations, foundations and lotteries.

Figure 1: Estimated Charitable Giving for 14 European Nations



N.B. Giving in Europe is predominantly based on annual charitable donations from 2013. ERNOP's report does not include Slovenia, which is known to raise over EUR 0.048 billion in annual voluntary income (source: Združenje ZRNO).

ERNOP cites the difficulty in making accurate comparisons of charitable giving across Europe, due to the differences in data available from each nation. Countries with a lack of comprehensive data on charitable giving will inevitably lag behind others. And yet, some interesting comparisons are drawn within the report.

The UK and Germany – two of the largest countries in terms of population and GDP - were seen to be the biggest givers, with the UK donating an estimated EUR 25.3 billion, and Germany EUR 23.8 billion. While individual giving and bequests are highest in the UK (amounting to a total of EUR 19.2 billion), Germany topped the chart in terms of corporate giving at EUR 11.2 billion, with the next highest nations (the UK and Netherlands) bringing in 25% (EUR 2.8 billion) and 13% (EUR 1.4 billion) of this sum through corporate gifts.

Behind the UK, the top nations for individual giving are Italy (EUR 7.2 billion), and Germany (EUR 6.3 billion) and for bequests are Switzerland (EUR 660 million) and France (EUR 600 million).

The full *Giving in Europe* study extends to 20 countries, which collectively raise EUR 87.5 billion, featuring additional data from Croatia, Denmark, Hungary, Lithuania and Portugal. More than half of voluntary income to these 20 nations is sourced from individual donations and bequests (53%), 25% from corporations, 19% from foundations and 3% from lotteries.

“Philanthropy is part of our common European history and identity. Measuring the size, scope and forms of philanthropy is so important as it gives us a thermometer of prosocial surplus in our society. Through our research, we can see promising signs of an emerging and growing philanthropy sector in Europe, but it is still a phenomenon and a sector that is not very well understood.

“European private action for the public good shows that Europeans care about far more than their own wellbeing. But, Europe is going through a turbulent period and our common values are being tested by economic, social and religious upheavals. We need to continue to track data from across the sector if we are to help identify which policies might stimulate philanthropy and which ones might hamper it.”

Barry Hoolwerf, Executive Director, ERNOP

The Donor Population

A tracking measure for public generosity, CAF's World Giving Index records generosity in three areas; helping a stranger, donating money and volunteering.

The [2017 CAF World Giving Index](#) indicates that 43% of Europeans were found to have helped a stranger in the past month, 36% to have donated money and 19% to have donated time.

This year's report looks at data from 2016, showing an annual fall in generosity on a global scale. The decline was most noticeable among developed nations and in charitable donations. In fact, the proportion of people across the world who said they donated was the lowest over the past three years.

Ireland dropped out of the top 10 countries globally for donating money, recording a donor population rate of 60%, down from 66% in 2015. The UK and Netherlands remain in the top 10, but slipped down five and two percentage points, respectively.

Of the 15 countries covered in this EFA report, 12 saw an annual decrease in the proportion of people donating and just three saw an increase. While Finland saw the biggest annual decrease in those donating (down by 13 points), this brings it back in line with former years' reports, after a peak in 2016. The biggest increases in giving came from Slovakia and France, up by seven and five points.

Across all European nations surveyed by CAF, Malta and Iceland topped the continent's table for donating money. CAF's report also indicates that, globally, those aged 50+ are most likely to give to charitable causes – 32% gave in 2016 vs 25% of 15-29 year olds.

"This year's Index results are slightly down on last year's but it's too early to know if this is a cause for real concern. It does remind us that our global culture of generosity should never be taken for granted. Governments worldwide should make it a priority to encourage giving, build up civil society and seize the opportunity to translate economic development into a culture of generosity that will benefit everyone."

Sir John Low CBE, Chief Executive, Charities Aid Foundation (UK)

Figure 2: Donating Population by Nation

Nation	Population that donated in the last month (%)	% point change 2015-2016
United Kingdom	64%	-5
The Netherlands	64%	-2
Ireland	60%	-6
Norway	55%	-12
Sweden	55%	-6
Germany	55%	-3
Switzerland	51%	-2
Austria	48%	-2
Finland	37%	-13
Spain	33%	2
Slovenia	32%	-6
Italy	30%	-2
France	30%	5
Slovakia	30%	7
Czech Republic	18%	-5

N.B. This table includes only the 15 nations covered within EFA's report. Full data available via the full [2017 CAF World Giving Index](#).

EFA SURVEY FINDINGS - METHODOLOGY

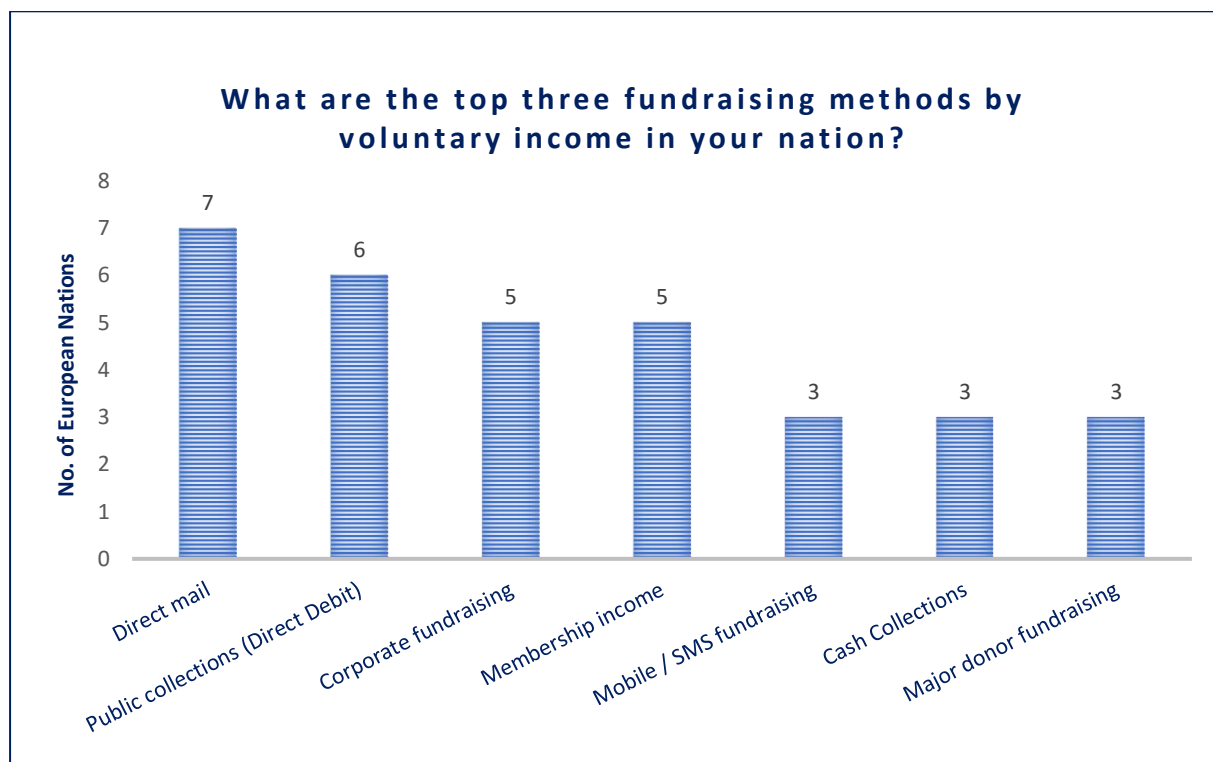
The following sections (unless otherwise indicated) are based on the findings of EFA's membership survey, summarising the views of 15 national fundraising associations from across Europe. One representative from each national fundraising association completed the survey. These associations collectively represent more than 1,600 fundraising organisations and 9,000+ fundraisers, generating over EUR 22.5 billion in voluntary income.

CHARITABLE GIVING TRENDS

Top Fundraising Methods

When asked to indicate the top three fundraising methods by voluntary income, direct mail was most commonly selected as a top income driver, followed by public collections (Direct Debit). Corporate fundraising and membership income also remain major drivers of income to the sector.

Figure 3: Top fundraising methods by voluntary income



N.B. This graph includes only those methods that were selected as a top three fundraising method in three or more nations.

While these findings echo the shape of previous EFA surveys, direct mail was selected by less than half of associations surveyed this year, compared to 62% in 2015. This could be indicative of a slowdown in charities' reliance upon direct mail and shift to the digital and online fundraising environment.

The 2017 [Global Trends in Giving Report](#) reinforces this message. Having carried out a global survey of donors (including around 400 Europeans), Nonprofit Tech for Good identified social media as the channel that most inspires people to give. In Europe, 29% of participants were prompted to give through social media, 22% by fundraising events and 18% by email. In terms of how they give, 57% of Europeans were found to give online 14% by direct mail and 12% via fundraising events.

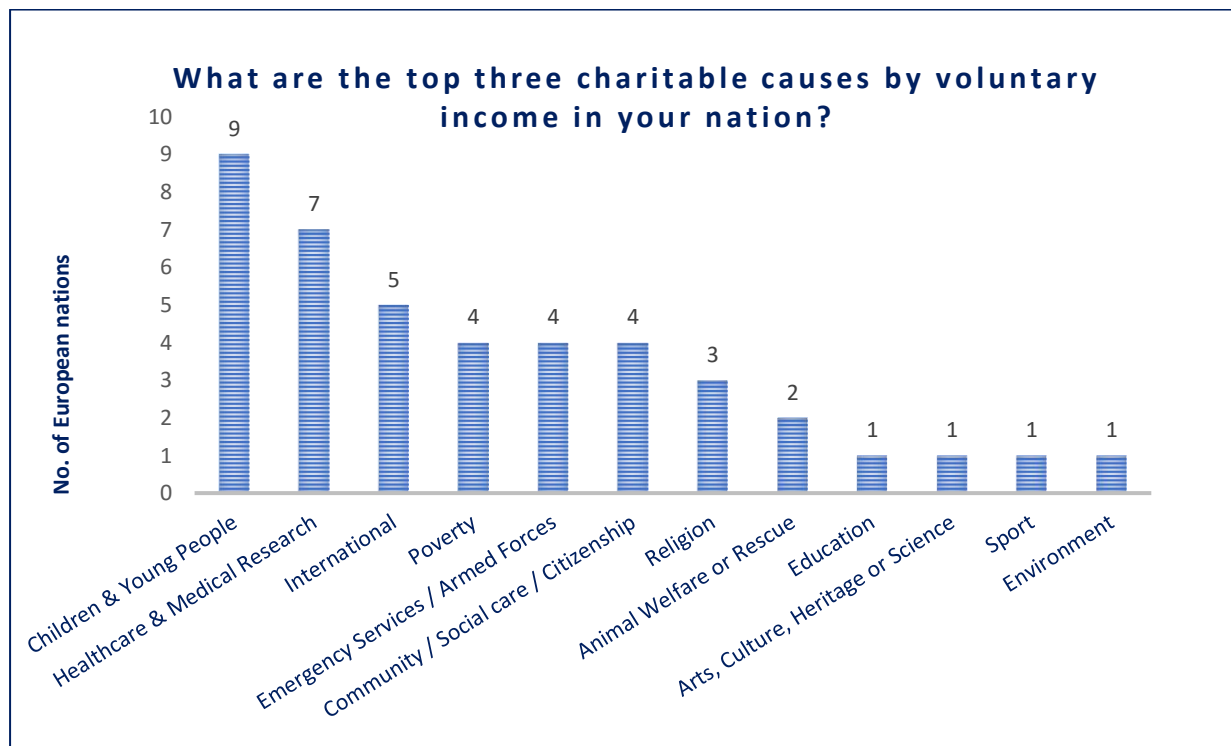
“There is a remarkable technological impact in terms of how fundraising has changed. We’ve seen the development of online tools, P2P on line, crowdsourcing, web-based giving, mobile giving. At the same time, there is a shift towards the development of more strategic giving, represented by growth among major donors, where relationship development typically takes place through more traditional one on one conversation.”

Jan Kroupa, Czech Fundraising Centre (Czech Republic)

Top Charitable Causes

Children and young people’s charities are most commonly identified as one of the three top causes in Europe, followed by healthcare / medical research and international charities. While these three causes (and poverty) have dominated the tables in EFA’s previous reports, we are now seeing a broadening of the sector, with the emergence of less traditional charities as top causes. Education, sports, the arts and environment are all now cited as a top three causal area by one of the European associations surveyed.

Figure 4: Top charitable causes by voluntary income



“There’s been a shift in the make-up of the fundraising sector. We have seen many public sector institutions like museums and hospitals starting to fundraise, while a lot of NGOs – the more traditional fundraising organisations – are being better financed by state and don’t seem to need to do as much fundraising.”

Livija Rojc Štremfelj, Združenje ZRNO (Slovenia)

“The number of charities is growing and it is becoming an increasingly busy marketplace. What’s noticeable is that fundraising budgets are also growing, not only those of traditional charities, but also the capacity for universities, major hospitals and museums for the arts to generate funding too.”

Andreas Cueni, Swissfundraising (Switzerland)

Voluntary Income

Citing a range of national research and donation tracking surveys, fundraising associations report a positive picture of charitable donations. 13 of the 15 nations surveyed said that voluntary income had risen over the past five years. Only two nations report that it was static and none of the nations surveyed reported a decline.

Figure 5: How voluntary income has changed over the past five years



“In absolute terms, giving has increased, and fundraising activity has increased, developed and professionalised. There has been a small shift towards larger gifts, but there is also greater potential to reach out and engage with a broader group of donors and the younger generation.”

Charlotte Rydh, FRII - Swedish Fundraising Council (Sweden)

The majority of fundraising associations questioned (nine) also predict that voluntary income will have risen by the year end and five expect it to remain stable. While one nation was uncertain as to what the future will bring, no association predicted a decline for voluntary income during the calendar year.

“Charities and fundraisers are having to work harder to pull in the funds. There are more charities fundraising and every organisation is having to work hard to get themselves noticed. The sector is using innovative new ways of reaching out to supporters and embracing digital channels, but it’s by no means an easy fundraising environment, particularly now with changes to France’s tax deduction scheme reducing the incentives for wealthy people to donate.”

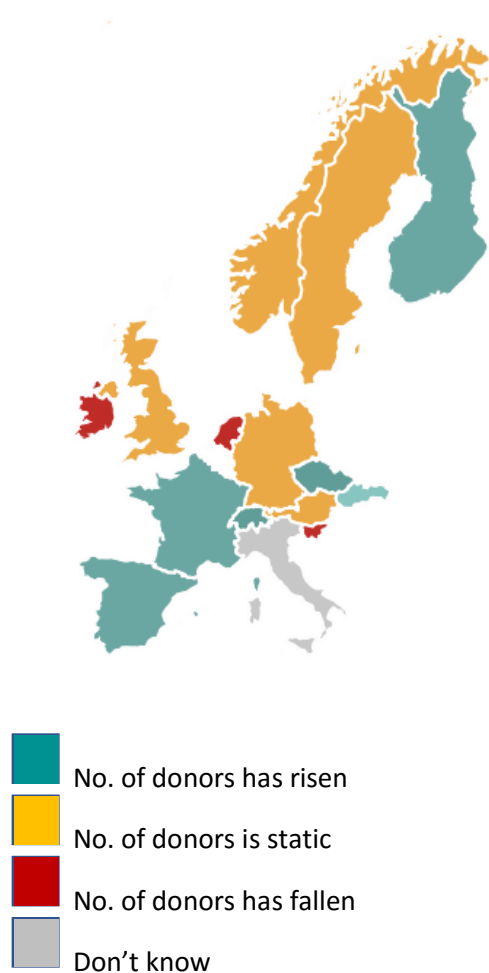
Yaële Afariat, Association Française des Fundraisers (France)

Data sources include: Estudio Perfil del Donante 2016, Ministry of Finance of the Czech Republic and the General Finance Directorate, Baromètre France Générosités, NCVO’s Civil Society Almanac, Goede Doelen Nederland 2015, FRII and Svensk Insamlingskontroll, Taloustutkimus Oy, ZEWO and Spendenbericht.

Number of Donors

Although most associations report an increase in voluntary income, the picture is less optimistic for donor numbers over the past five years. Less than half (six) of the fundraising associations surveyed report a rise in donor numbers, five indicated that donor numbers were static and three that numbers were falling. Meanwhile, the European population has experienced some growth, with EU member states gaining over six million people within the past five years (source: Statista 2017).

Figure 6: How donor numbers have changed over the past five years



Respondents commented on changes to the donor profile and the way that people are choosing to give, also reflecting recent advances in payment technology.

“The trend in recent years is that people seem to be less likely to enter into long-term relationships with charities, which means a decreasing number of memberships and regular supporters. On a positive note, technological developments are creating new methods of fundraising and donation opportunities.”

Gosse Bosma, Goede Doelen Nederland (Netherlands)

There was greater optimism about predictions for donor numbers during 2017. Seven nations anticipate that the number of supporters will rise over the year, six that it will remain the same and only two predict that it will fall.

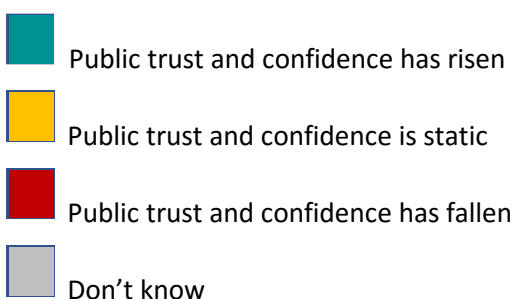
Data sources include: Estudio Perfil del Donante 2016, Ministry of Finance of the Czech Republic and the General Finance Directorate, Baromètre France Générosités, Goede Doelen Nederland 2015, FRII, CAF World Giving Index, Taloustutkimus and ZEWO.

Public Trust and Confidence

While five nations reference data sources for how public trust and confidence has changed, over half of respondents have provided an estimate or “gut feel” based on experience and feedback from their own members.

Against a backdrop of declining consumer trust (see *Edelman Trust Barometer*, page 14), the majority of associations report a stable picture of public trust and confidence over the last five years, although three nations noted a rise and three a fall.

Figure 7: How public trust and confidence has changed over the past five years



Suggesting a link between the level of public trust and voluntary income, all three organisations that report a rise in trust and confidence have also noted a rise in voluntary income. Two of the three nations that record a fall in trust indicated voluntary income was static.

While public trust and confidence seems relatively stable across Europe, all national representatives surveyed (bar one) said that they were concerned about public trust and confidence (see page 18).

“Charities need to secure and increase public trust and this requires increasing transparency in the sector. The real challenge for us now is to find the best ways to explain how the charity sector functions.”

Charlotte Rydh, FRII (Sweden)

Looking ahead, 10 of the 15 nations surveyed expect public trust and confidence to remain stable throughout 2017. Only one nation (Italy) expects to see a fall in public trust and confidence during the year.

Data sources include: Estudio Perfil del Donante 2016, Spain; Czech Fundraising Center; Goede Doelen Nederland 2015; FRII and public surveys in Sweden.

Some nations have recently taken steps to strengthen the regulatory environment and protect public trust. This includes a new self-regulatory framework for fundraising in the Netherlands and a strengthened regulatory scheme and fundraising standards in the UK.

“In the Netherlands, more than 75% of all people donate to charities. ‘Doing good’ and social involvement are very much part of our society’s DNA. Yet this very society is changing immensely at a rapid pace. In this new dynamic, trust is of paramount importance.

“Self-regulation is very important and we have introduced a new qualification or validation system in the Netherlands: from now on there is only one standard so that the public can see immediately if an organisation meets all quality requirements and is managing its affairs properly. An independent supervisor (CBF) examines whether charities comply with this standard.”

Gosse Bosma, Goede Doelen Nederland (Netherlands)

“Since 2015’s exposure of poor fundraising practice in the UK there has been a huge amount of activity at every level to respond to the issues and to address examples of poor fundraising practice highlighted. There is certainly more to do, but we believe that the last year has seen the charity fundraising sector set itself firmly on the right course to rebuild public trust.”

Stephanie Siddall, Institute of Fundraising (UK)

Edelman Trust Barometer

Public trust is by no means a concern for charities alone. In the most recent [Edelman Trust Barometer](#), trust is said to be in crisis with NGOs, businesses, government and media all having seen a decline from 2016 to 2017.

Trust in NGOs is reported to be 52%, down two points on 2016, but remains ahead of the other institutional groups, with business coming in closely behind at 51%. NGOs and businesses are referred to as “trusted” within the report, whereas media and government (scoring 43% and 41% respectively), are deemed “distrusted”.

“To rebuild trust and restore faith in the system, institutions must step outside of their traditional roles and work toward a new, more integrated operating model that puts people — and the addressing of their fears — at the centre of everything they do.”

Edelman Trust Barometer

Changes to the Fundraising Environment

When national fundraising associations were asked to comment on how fundraising had changed over the past five years, they highlighted a range of issues. These differ from nation to nation and depend on many factors, including how developed fundraising is within the country.

Common factors ranged from technological innovation to a more professional and strategic approach to fundraising. Respondents also referenced growth in the profession and many new entrants to the fundraising marketplace in recent years, as well as the changing donor profile.

“While charitable giving remains popular with the Swiss public, the sector has become increasingly reliant on wealthy people. The cumulative wealth of Switzerland's richest has grown 30 percent during the past 10 years, reaching 600 billion CHF. Philanthropy has become a real passion for some of them and this has led to increased demand for a new breed of philanthropy advisers.”

Andreas Cueni, Swissfundraising (Switzerland)

“Much has changed in the fundraising environment. In Austria, we've seen a host of new strategies being employed with more face-to-face fundraising, online donation platforms and cross-border giving. Foundations have also become increasingly visible as fundraising organisations and are changing the overall demographic of the sector, while the influx of refugees has made humanitarian need increasingly evident.”

Günther Lutschinger, Fundraising Verband Austria (Austria)

“Traditional methods of fundraising like face-to-face, telemarketing, media announcements are still important, but there is a great opportunity for technological advances to benefit fundraising, often with lower costs and increased results. The key is that digital fundraising initiatives must reflect the same values and strategies as any offline fundraising activity would and know the Spanish social and economic reality.”

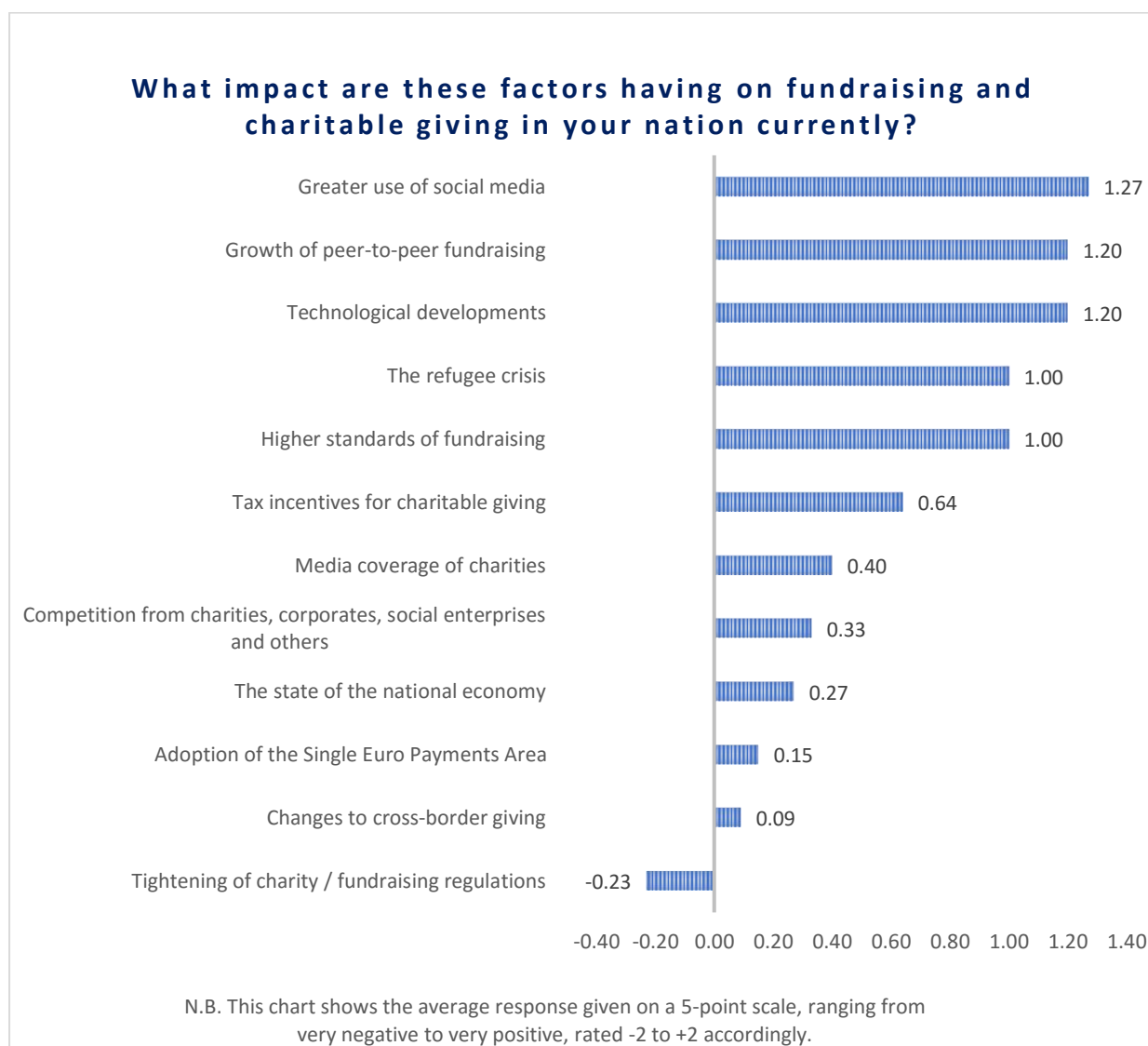
Fernando Morón Limón, Asociación Española de Fundraising (Spain)

INFLUENCING FACTORS AND CONCERNS

Fundraising Influences

Survey respondents were asked to indicate how negative or positive an impact various factors were having on fundraising in their nation currently. Greater use of social media was cited as having the most positive influencing factor on fundraising, with the growth of peer-to-peer fundraising and technological developments also deemed to be highly positive influencing factors.

Figure 8: Positive and negative influencing factors



“The Norwegian fundraising market is becoming increasingly digital. Over the past year, crowdfunding and peer-to-peer has become more common. We are also seeing an increase in regular giving programmes like child sponsorships.”

Siri Nodland, Norges Innsamlingsråd (Norway)

While technological developments and the opportunities to innovate were widely welcomed, it was also noted that charities need to be aware of the potential pitfalls.

“The charity sector has been quick to embrace innovative new payment platforms and digital opportunities, but we need to remember that not all new technological innovations last long or will be adopted by consumers. We must continue to innovate, but without forgetting the importance of testing what developments are most likely to take hold and provide the best fit for each fundraising organisation.”

Pia Tornikoski, VaLa (Finland)

Although the refugee crisis has a range of implications for the charity sector, 12 out of 15 nations surveyed reported that it has had a predominantly positive impact on fundraising in their nation.

“Rather than seeing the emergence of refugee appeals as competitive to mainstream fundraising, the crisis has generated increased awareness of the role of voluntary sector organisations. Initially, this triggered more charitable giving. But, with so many people coming into the country and right wing parties raising their concerns, we’ve since seen a cooling off period for donations in this area.”

Günther Lutschinger, Fundraising Verband Austria (Austria)

Higher standards of fundraising have also had a positive impact on charitable giving. Nations report that fundraising is becoming more professional and strategic.

Prior to its adoption, there were concerns that adopting SEPA (Single Euro Payments Area) requirements would negatively influence fundraising (see [Fundraising in Europe 2015](#)), but now that the scheme is in place, two associations report it to be a positive influencing factor and one negative, with the majority finding fundraising largely unaffected.

Of the factors presented, only tightened regulation was deemed to have had a more negative than positive influence on fundraising. While the associations welcome the opportunity to practice and demonstrate higher standards of fundraising, it is also acknowledged that it can be a fine line between introducing the appropriate level of regulation and overly restricting fundraising activities. This is particularly pertinent as the sector prepares for changes in data regulations.

“Disclosing any ‘black sheep’ in fundraising is helping to shed light on those who misuse public trust. While it makes uncomfortable reading, it teaches people to ask more questions and to gain a better understanding of what charities do and the importance of supporting trusted and trustworthy charities. But, when it comes to the media, it must be done by those who understand the issue; only then can it be truly helpful.”

Eduard Marček, Slovak Fundraising Centre (Slovakia)

When asked about the most positive opportunity for growing and developing fundraising nationally, respondents cited a strengthened economy, incoming regulations, technological advances, growing the donor pool and collaboration both within and outside the sector, mobilising the giving public.

Current Concerns

Respondents were asked to rank how concerned charities in their nation were about a range of factors. For the first time since EFA began surveying its members (in 2014), the rising cost of fundraising replaces public trust as the leading factor for concern.

Fundraising costs have risen from a concern rating of 2.31 (recorded by EFA in the year 2015) to 2.50, while public trust has dropped marginally from 2.44 to 2.40, in joint second place with concerns about the EU data protection legislation (GDPR).

Figure 9: Charities' concerns

How concerned are charities in your nation about the following issues? (Ranked 1-3, where 1 is not at all concerned and 3 is very concerned)	Rating Average
Rising cost of fundraising	2.50
Public trust in charities	2.40
Planned changes to EU data protection legislation (GDPR)	2.40
Increased demand for charitable services	2.29
Cost of VAT for charities	2.27
Shortage of skilled fundraisers	2.21
Shrinking donor pool	2.13
Donor demands for greater transparency / accountability from charities	1.93
Barriers to cross-border giving	1.64

“Spanish society is at a time of social, economic and political change, which can have a negative impact on giving, however, we’ve seen an increase in the proportion of people donating in the last two years. This is good news, but the investment to obtain these results has been and continues to be high. There is real concern about the cost for NGOs of obtaining new donors and collaborators.”

Fernando Morón Limón, Asociación Española de Fundraising (Spain)

As we draw closer to the implementation period for the new data protection regulations (see *EU data protection legislation*, page 20), GDPR is now of far greater concern to charities in 2017 than it was in EFA’s previous report from 2015 (up from 1.73 to 2.40).

When asked about the most negative issue or risk for fundraising, in addition to the concerns highlighted above (see *figure 9*), some respondents talked about a lack of engagement among the public and other audiences.

“Individuals and organisations alike need to make more noise if we are to positively change the fundraising environment. Currently, many of the trade bodies that represent third sector organisations are silent and aren’t lobbying at all. Collectively, they have the power and scope to encourage the public and government to sit up and take notice; on anything from reducing the costs of postage to building positive opinion of charities as a whole. But, they have to speak out and this simply isn’t happening enough. The fact is that fundraising is not at the top of their list, and most of those bodies still hope that public funding will grow again.”

Andrea Caracciolo, ASSIF - Associazione Italiana Fundraiser (Italy)

Concern about the fallout from the growing far right movement was also referenced.

“One of our biggest threats is that xenophobia is on the rise. Some politicians are making strong anti-immigrant statements, fuelling fear and mistrust among the public against anybody new and this includes NGOs, who are often seen and titled as “foreign agents”. The worry is that we see these attempts not only in Slovakia, but it is actually happening across many parts of Central Europe (e.g. Hungary, Poland) and beyond that, with the growth of the far right movement.”

Eduard Marček, Slovak Fundraising Centre (Slovakia)

Associations were conscious of the need to preserve public trust and the sustainability of fundraising in the current climate, cautioning against making too many fundraising approaches and seeking better ways to communicate transparently with supporters.

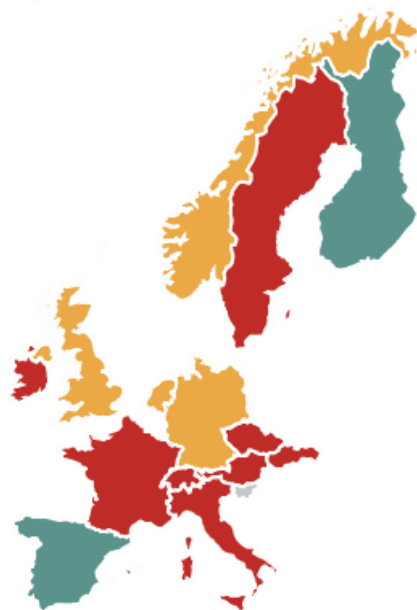
“Charities should be careful not to ask too much. The number of fundraising organisations is rising, which can compound the effect and deter the public from giving. We need to do all we can to ensure that every contact with a current or potential donor is a positive experience.”

Gosse Bosma, Goede Doelen Nederland (Netherlands)

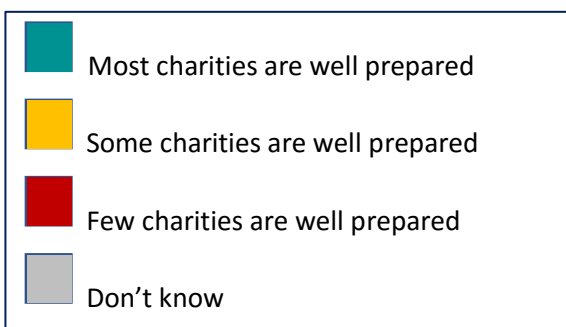
EU DATA PROTECTION LEGISLATION (GDPR)

The forthcoming general data protection regulation (GDPR), coming into force in May 2018, is the biggest overhaul of data laws for over 25 years, and will introduce new requirements for how organisations process personal data. While the regulations extend far beyond the voluntary sector, they will have significant implications for a broad range of fundraising organisations and their use of data; including the need to gain express consent from people before approaching them for funds.

Figure 10: Readiness for GDPR



Asked how prepared charities were for GDPR (during EFA's survey conducted in May/June 2017), the majority of associations thought most charities in their nation were unprepared. Eight national associations said that few charities were well prepared, while four said that some were well prepared. Only two nations said that most charities in their nation were well prepared.



“Many UK charities are already taking steps to prepare for the incoming general data protection regulation (GDPR); these include training and recruiting staff, discussing at board level, reviewing privacy policies and undertaking audits. That said, there is a real concern that fear of the changes, as well as a lack of understanding and awareness, may lead some organisations – especially smaller ones – to struggle to prepare effectively.”

Stephanie Siddall, Institute of Fundraising (UK)

GOVERNMENT SUPPORT FOR FUNDRAISING

When asked what change government (either at an EU or national level) could make to most benefit charity fundraising, the most common responses were to reduce cost (with specific references to reducing the VAT burden and postage costs) and to improve tax incentives encouraging charitable giving.

A range of government initiatives to inspire charitable action were also suggested, including a matched giving scheme, national campaigns to build trust, promote philanthropy and volunteering, and a more structured approach to state funding of the sector.

“There is a real need for us to build better understanding of the sector and to strengthen trust in charities. This cannot come from the sector alone, but needs support from the state. A high-profile campaign promoting charitable giving and the role of charities in Italy could hugely improve public opinion. Some things have already been done in Italy, especially regarding tax deductions schemes, but these are specific for giving to public organisations. This is obviously welcomed, but it is not enough.”

Andrea Caracciolo, ASSIF (Italy)

“People are more inclined to give when they feel that they are part of something. There is a real opportunity for Government to develop a philanthropy campaign that will mobilise the public and give them an opportunity to act together to achieve change.”

Yaële Afariat, Association Française des Fundraisers (France)

“At a national level, Slovakia needs a more strategic and systemic approach to financing of the voluntary sector. Government is starting to do this and it is a step in the right direction.”

Eduard Marček, Slovak Fundraising Centre (Slovakia)

Since EFA’s survey was carried out, a VAT compensation scheme for charities in Ireland has been announced by government, giving hope to other European nations that the VAT burden for charities may yet be reduced. Charities Institute Ireland (and formerly the Irish Charities Tax Reform Group) led the campaign for VAT compensation.

“This is one of the most positive steps this sector has seen in years. It will directly positively impact those in need and it sends a strong signal from the state of the recognition of the role of charities in Ireland.”

Lucy Masterson, Charities Institute Ireland (Ireland)

ABOUT EFA

The European Fundraising Association (EFA) is a network of fundraising associations working to strengthen and develop fundraising across Europe. The network of members spans 17 European countries. EFA also works with observer nations and other international partners including fundraising associations in the US, Israel and Japan.

EFA is governed by a General Assembly made up of a representative from each country and its programme of work is directed by EFA's Board.

Led by President Gosse Bosma of Goede Doelen Nederland (Netherlands) and Vice Presidents, Andrea Caracciolo di Feroletto of ASSIF (Italy) and Eduard Marček of the Slovak Fundraising Centre (Slovakia), EFA's board also includes Pia Tornikoski of VaLa (Finland), Ceri Edwards of the Institute of Fundraising (UK) and Astrid von Soosten of Deutscher Fundraising Verband (Germany). Denise Dawes serves as EFA's Executive Officer.

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