



# AFP/CPRN Survey of Fundraisers

*Presentation by*

*Ron Saunders, Director, Work Network  
Canadian Policy Research Networks*

*at*

*the AFP International Conference on Fundraising  
Toronto, March 25, 2003*



# Context

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- The retreat from direct program funding by government has made many non-profit organizations more dependent on fundraising than ever before.
- Yet in spite of this, very little information has been available on the characteristics, working experiences and views of fundraisers in Canada.

# Context

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- This baseline survey provides the fundamental data necessary for the development of policies and practices that strengthen the nonprofit sector. For example, the survey will guide the development of ethical fundraising practices, organizational accountability and public policy initiatives.
  - This absence of information presents an impediment to the development of effective human resource management practices, and professional development initiatives.
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# Objective

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- The purpose of this study is to provide comprehensive information on the characteristics, experiences and views of fundraisers across sectors and regions of Canada
- Information was collected on a range of issues such as: workplace practices; professional development; job satisfaction; job turnover; and views on policy issues
- The information will be useful to employers, membership organizations, policy makers, fundraisers and the public

# Project Funders

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- **The project is being funded by:**

The AFP Foundation for Philanthropy - Canada

Canadian AFP Chapters (Greater Toronto & Calgary)

AFP International Headquarters

Ketchum Canada Inc.

DVA Navion

Anne Moore & Associates

The Hospital for Sick Children Foundation

An anonymous donor

# Structure of the presentation

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- Project design
- The changing context of fundraising
- A profile of fundraisers
- Workplace practices
- Professional development
- Work-life balance
- Job satisfaction
- Job turnover intentions
- Views on policy issues

# Project Design

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- **Ten professional associations representing fundraisers in Canada participated in the project:**
  - Alberta Association of Fund Raising Executives
  - Association of Fundraising Professionals
  - Association des professionnels en gestion philanthropique
  - Association of Healthcare Philanthropy
  - Canadian Association of Gift Planners
  - Canadian Council for the Advancement of Education
  - London & Region Fund Raising Executives
  - Society of Fund Raising Executives
  - United Way Canada / Centraide Canada
  - Waterloo-Wellington Fund Raising Executives

# Project Design

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- an advisory committee comprised of persons from different areas of the non-profit sector provided input on the project design and questionnaire content



# Response Rate

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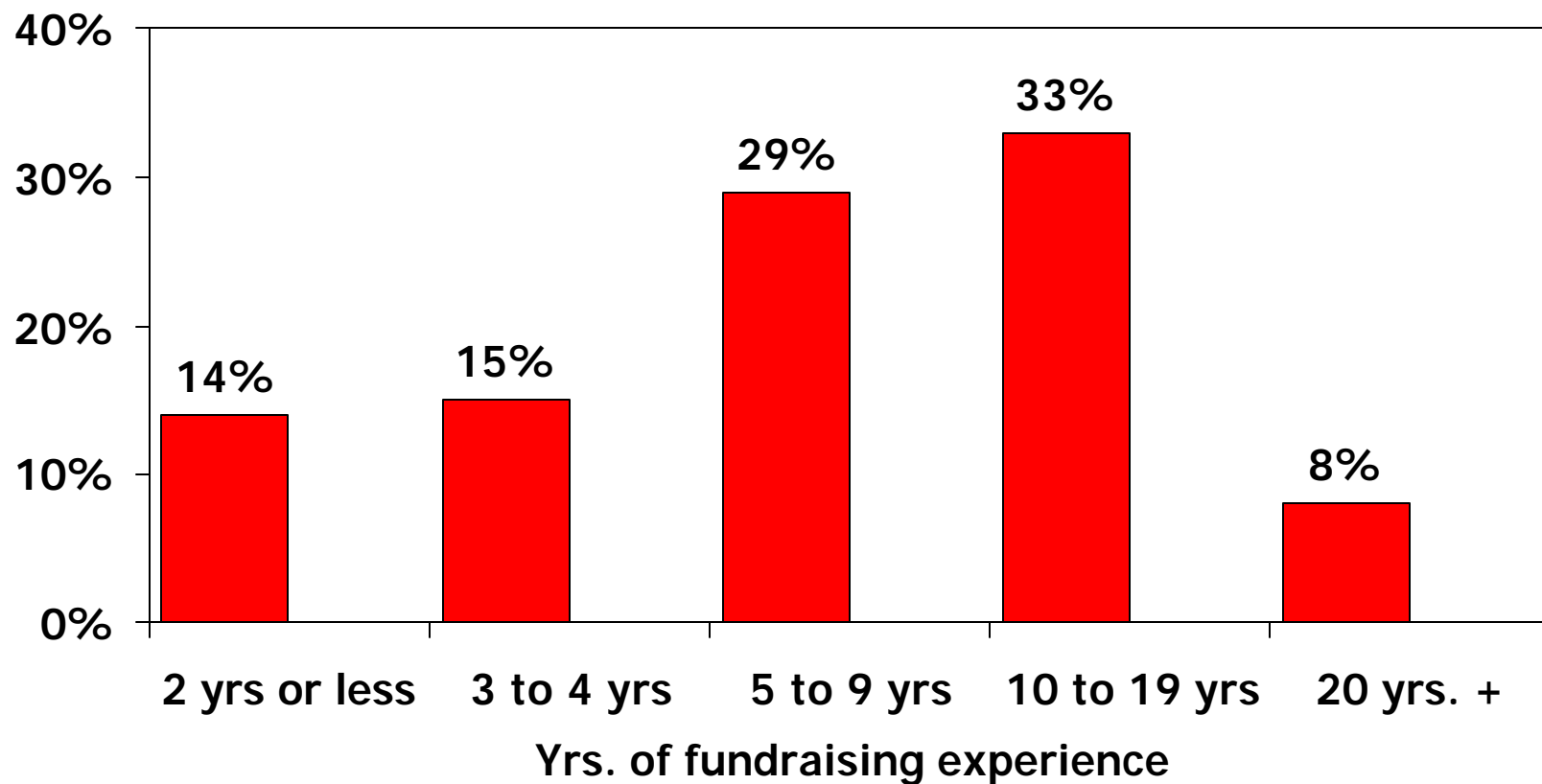
- Of the approximately 3900 questionnaires that were mailed out in the fall of 2002, 1393 were returned to CPRN representing a response rate of 36%

# The changing context of fundraising . . .

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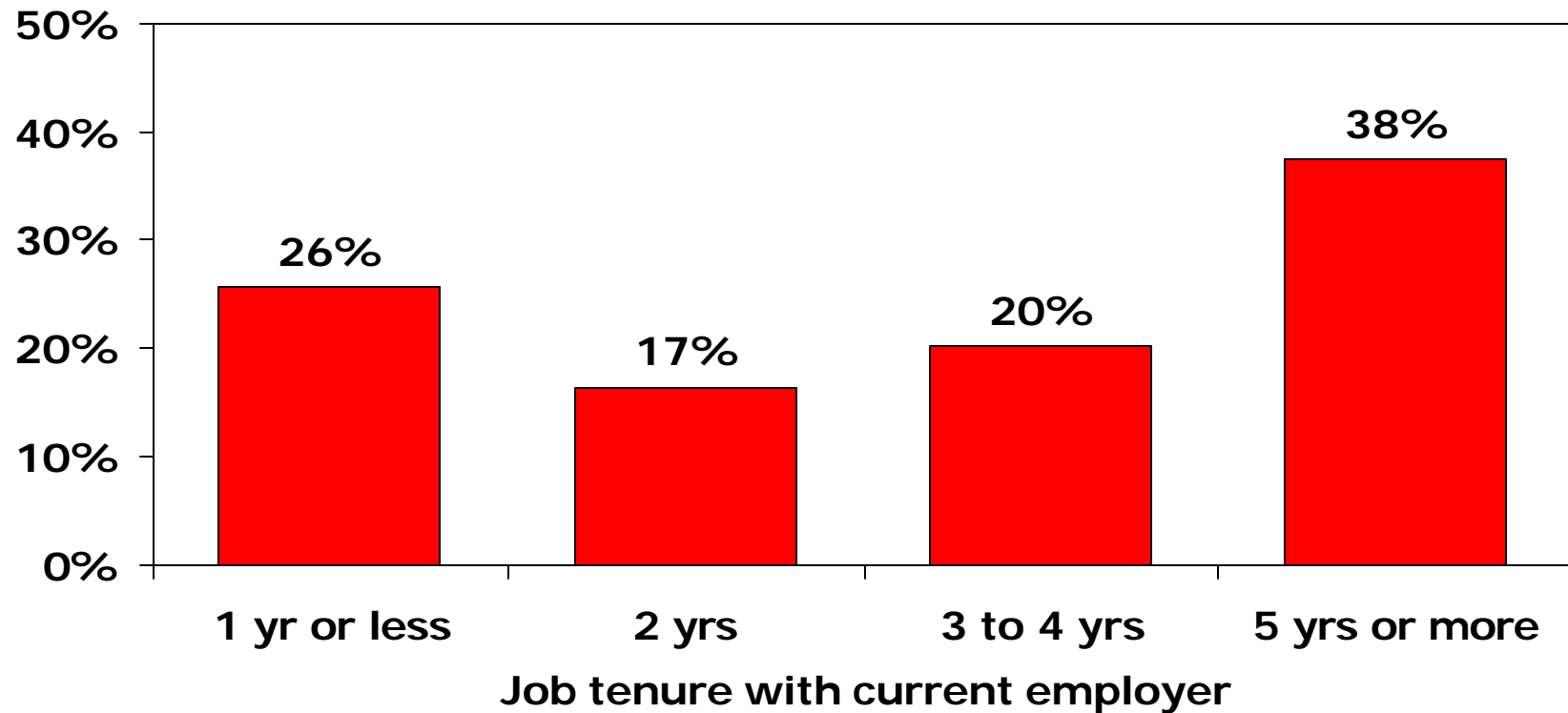
70% of fundraisers have more than five years of paid fundraising experience

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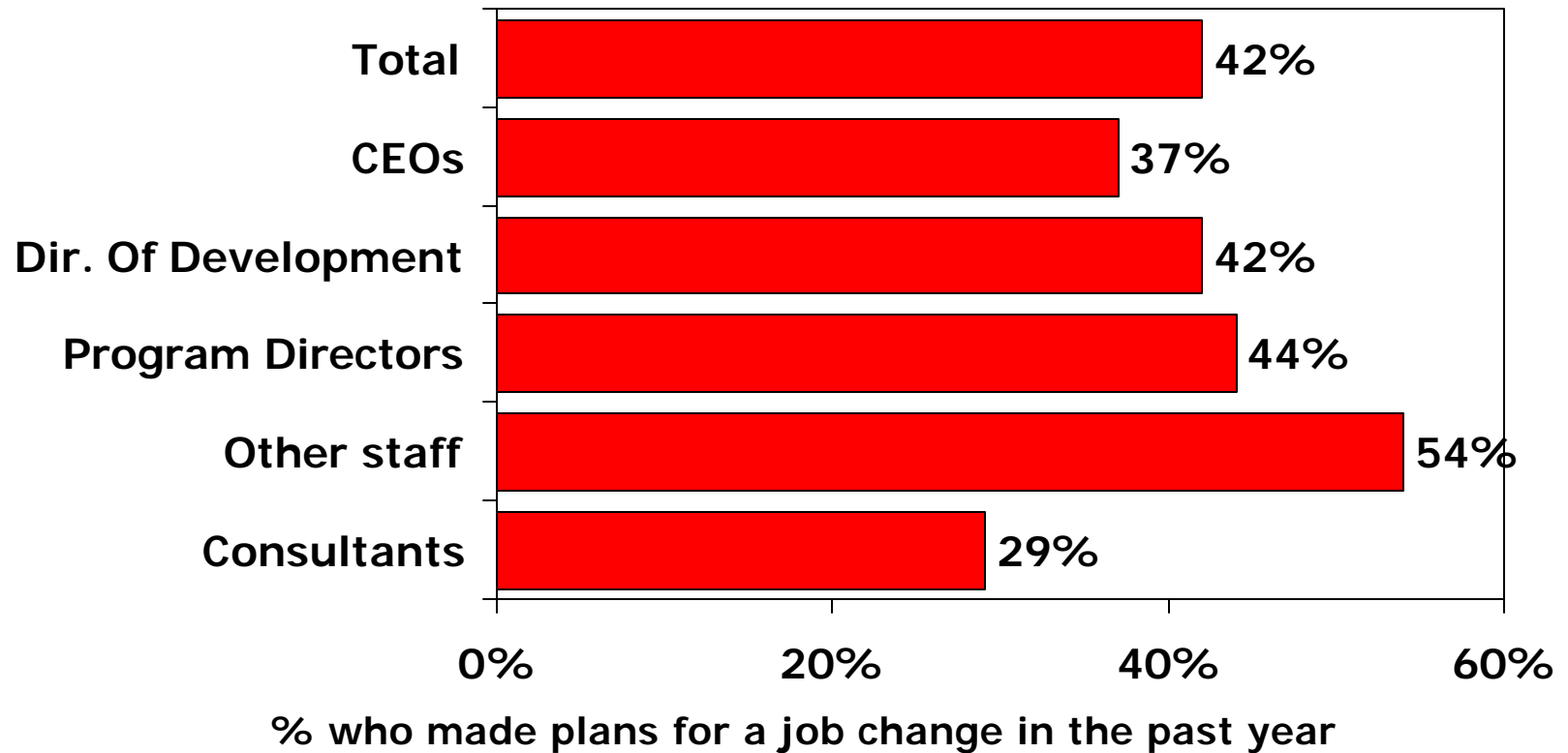
58% of fundraisers have worked for their current employer for more than two years

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## Percentage who made plans for a job change in past year

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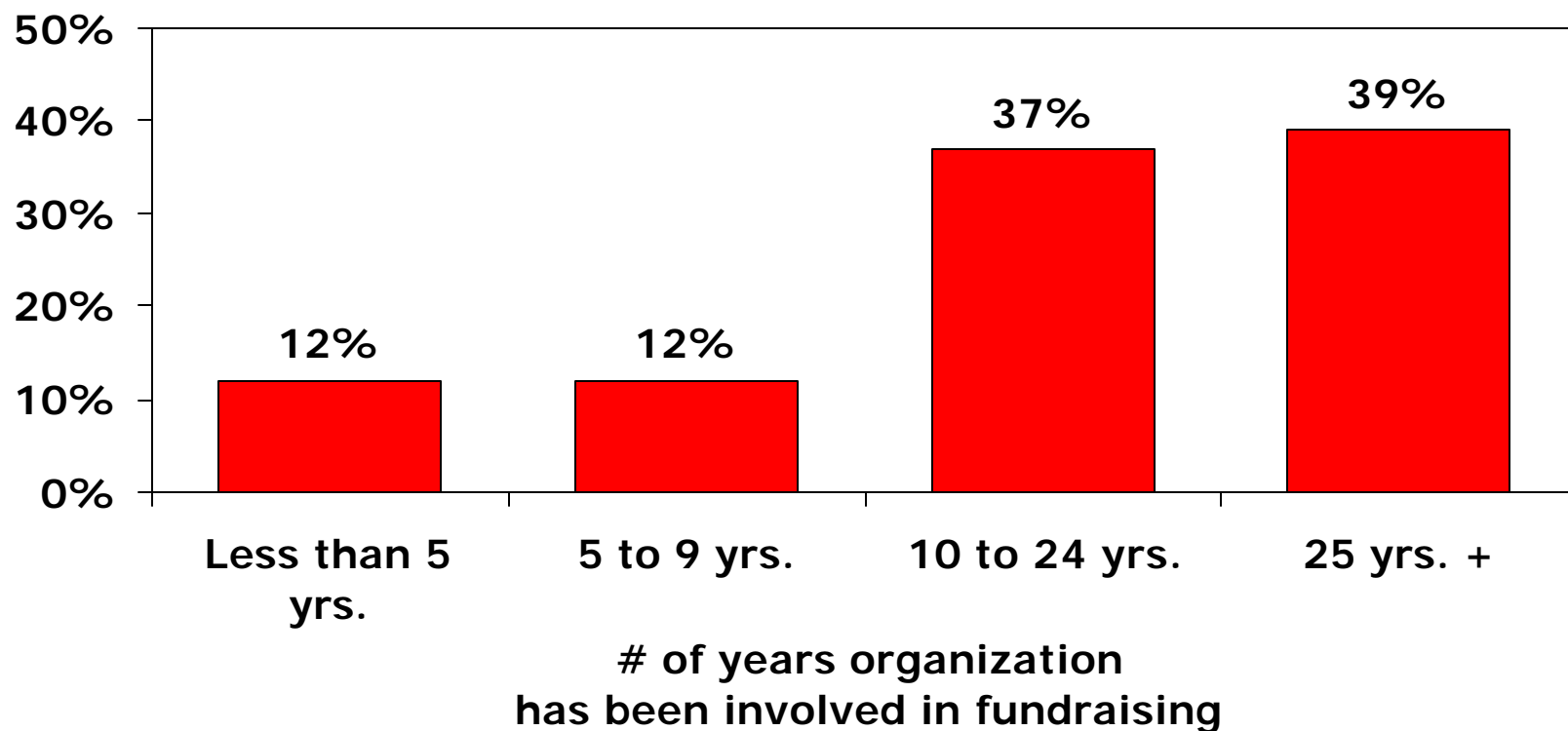
The changing context of fundraising is also evident when organizational characteristics are considered

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- This is evident in terms of:
  - Recent entry of organizations into fundraising
  - New fundraising initiatives implemented by organizations

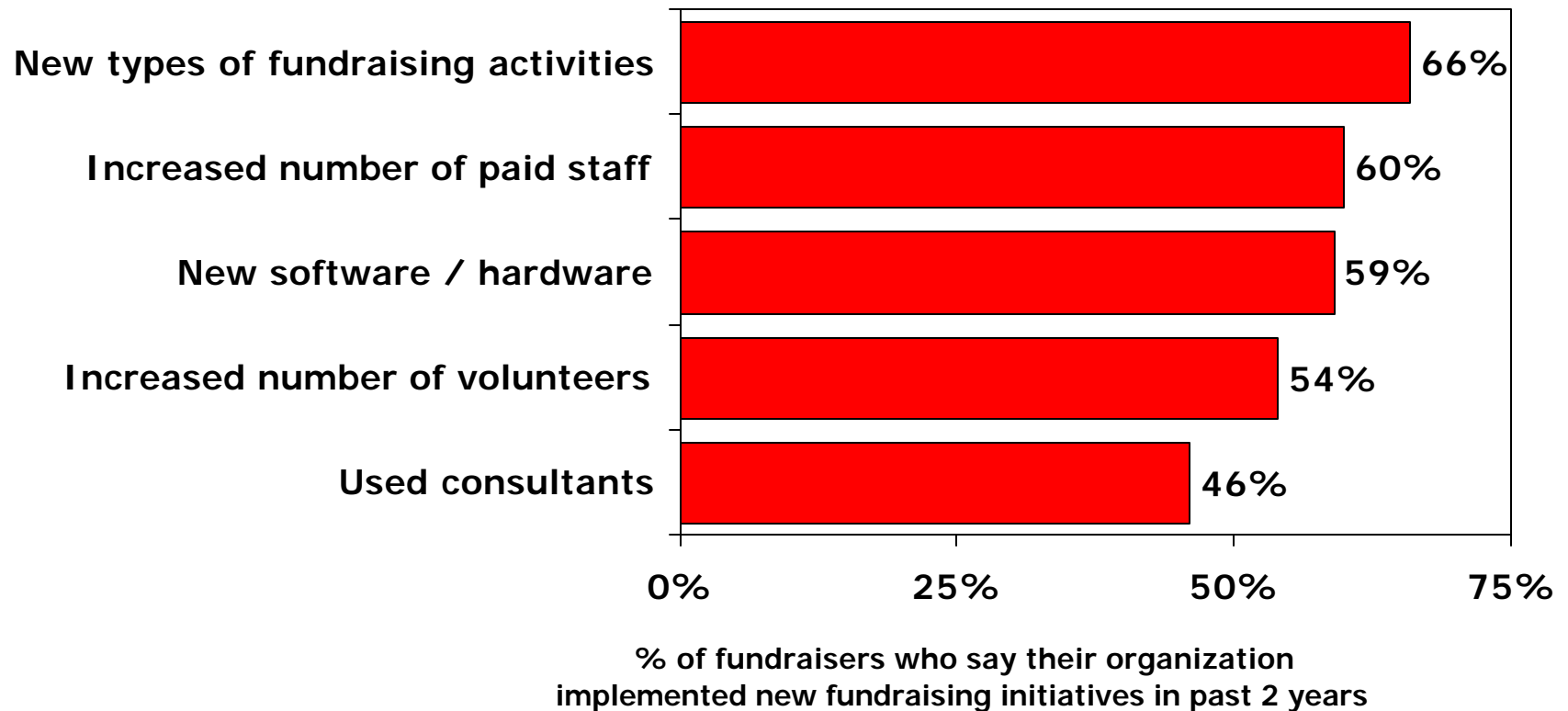
About one-quarter of fundraisers work in organizations that have been involved in fundraising for less than 10 years

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# New strategic fundraising initiatives are widely reported

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# A profile of fundraisers in Canada . . .

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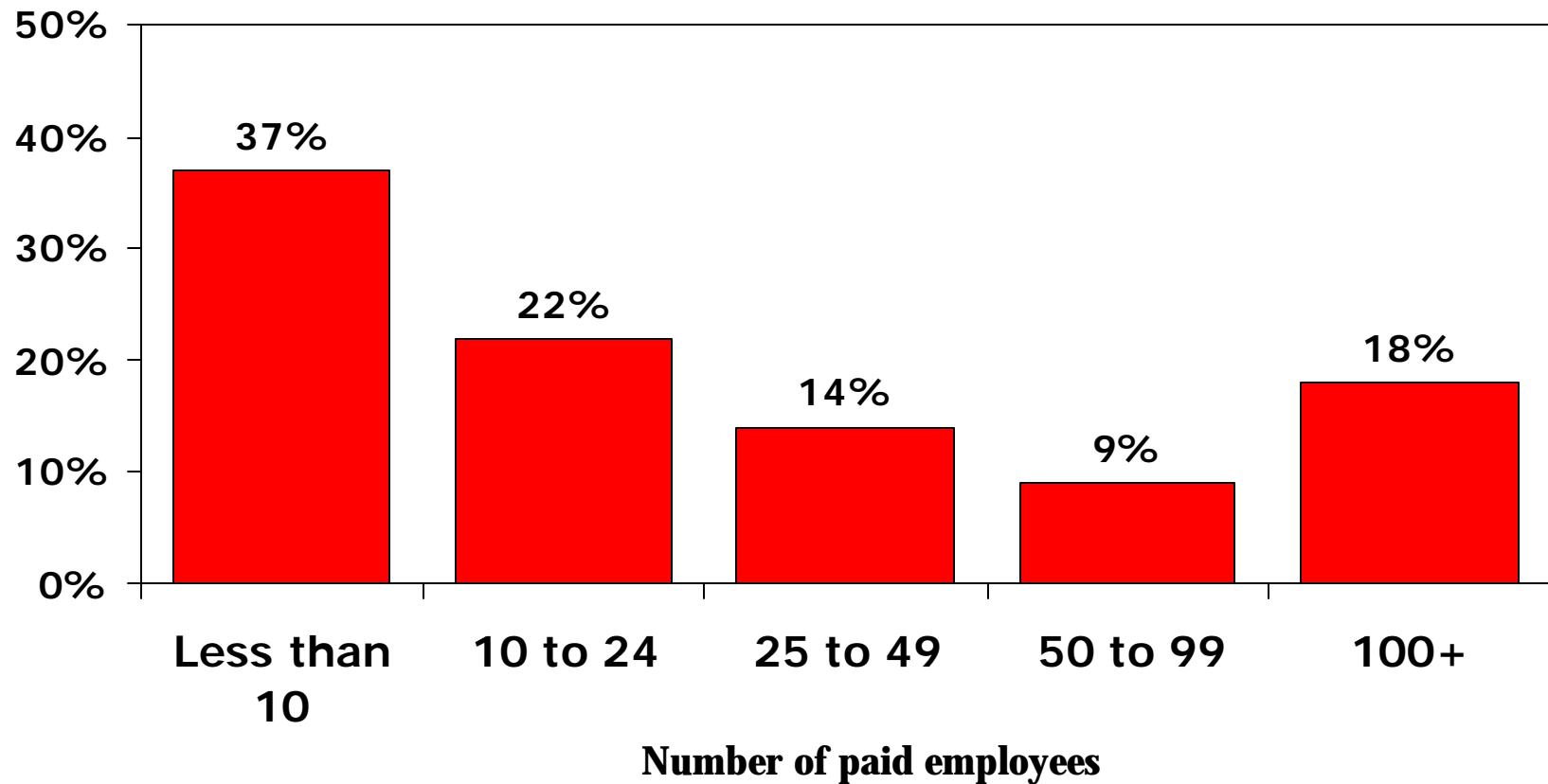
## Demographic Characteristics

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- Two-thirds of fundraisers are women (69%)
- Most fundraisers are 40 years of age or older (63%)
- Fundraisers typically have high levels of educational attainment – 70% have a university degree

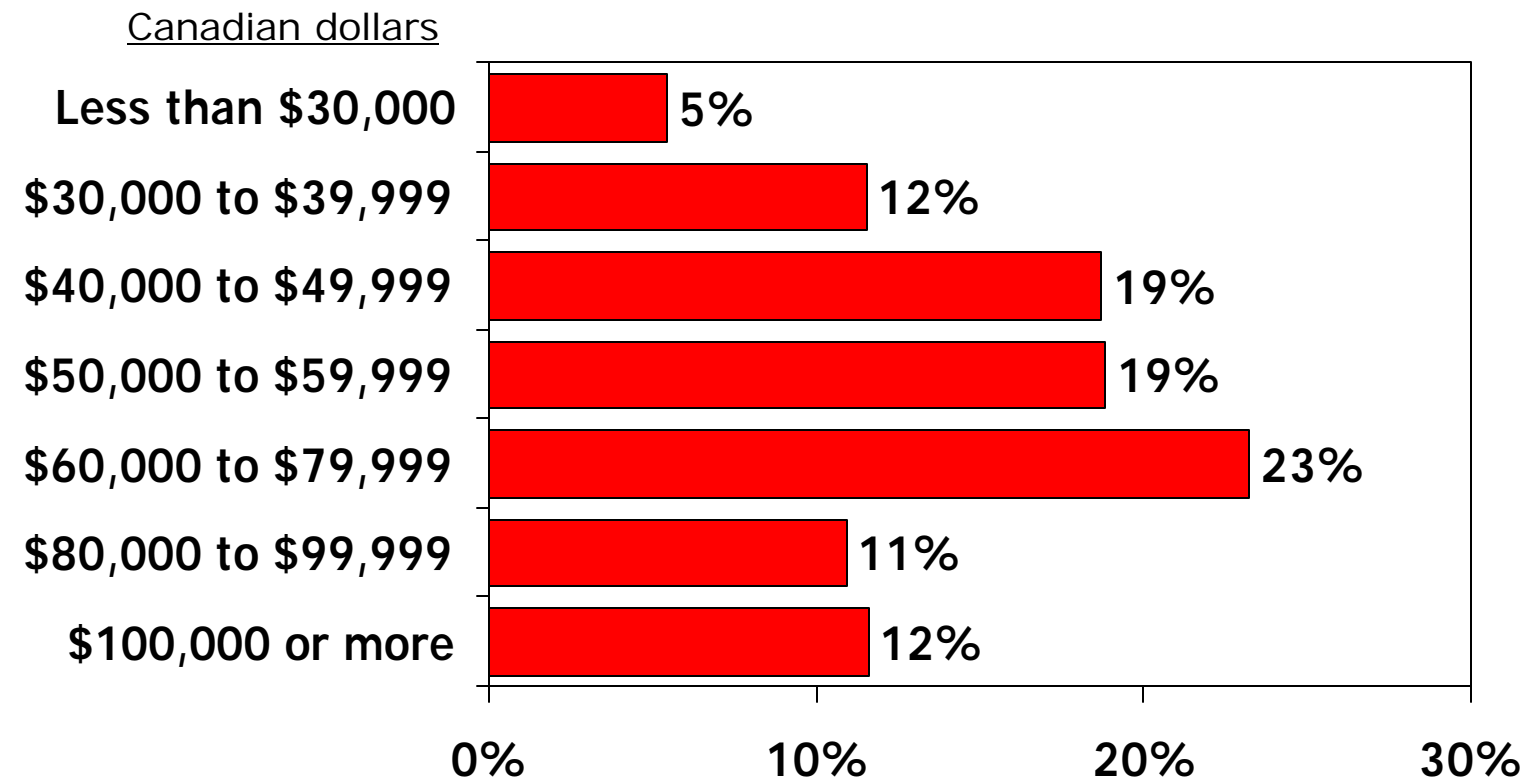
## Most fundraisers work in small establishments (i.e. workplaces)

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# There is wide variation in the annual salaries of fundraisers . . .

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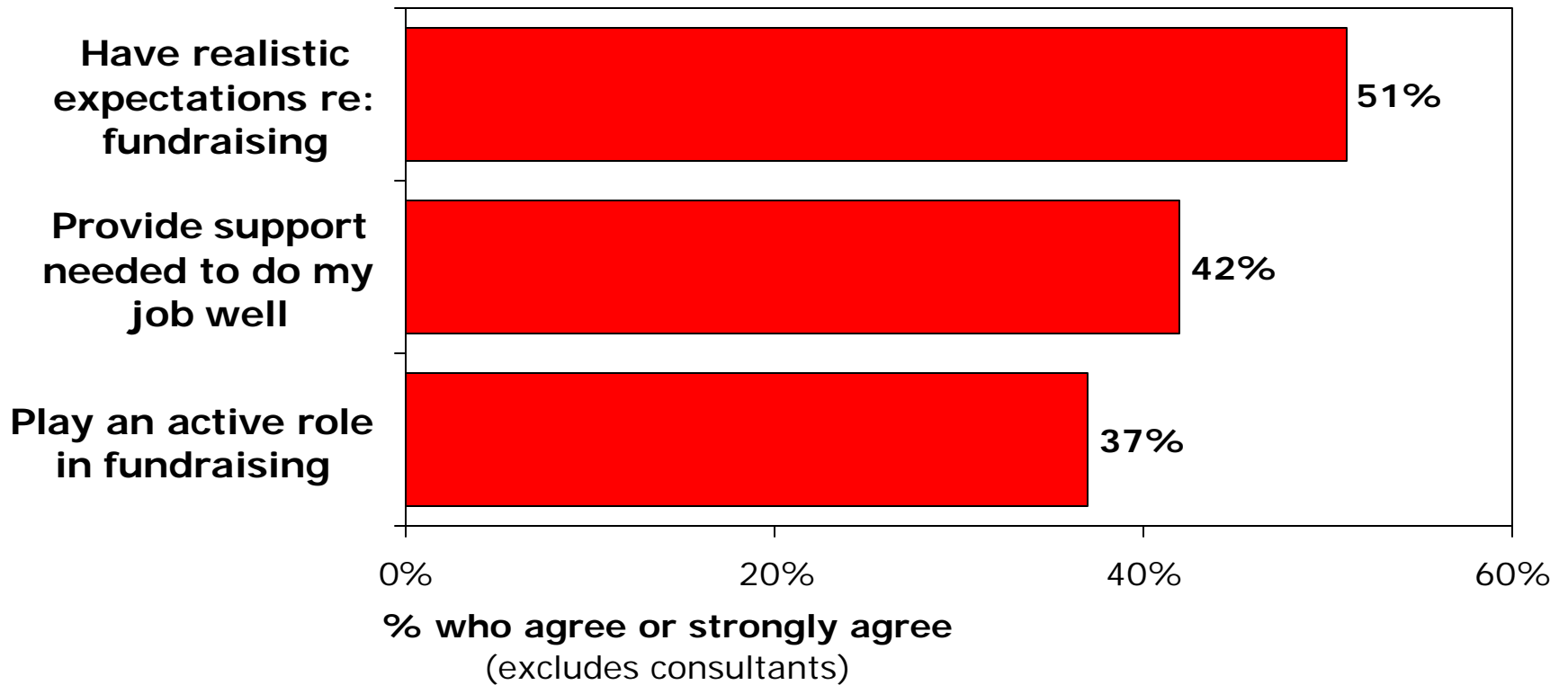
# Workplace practices . . .

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# Fundraiser's views of their board of directors

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## Members of the board :



# Presence of fundraising policies and procedures in the organization

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- **Written policies or procedures re: fundraising activities** 76.7%
- **Clearly stated goals for fundraising activities** 75.5%
- **A clear policy regarding the use of donor lists** 73.9%
- **A clear policy regarding the acceptance of gifts** 67.8%
- **A process for responding to donor complaints** 66.6%
- **Conflict of interest guidelines** 60.2%
- **Adopted a fundraising code of ethics or donor bill of rights** 53.2%

Note: Excludes Consultants

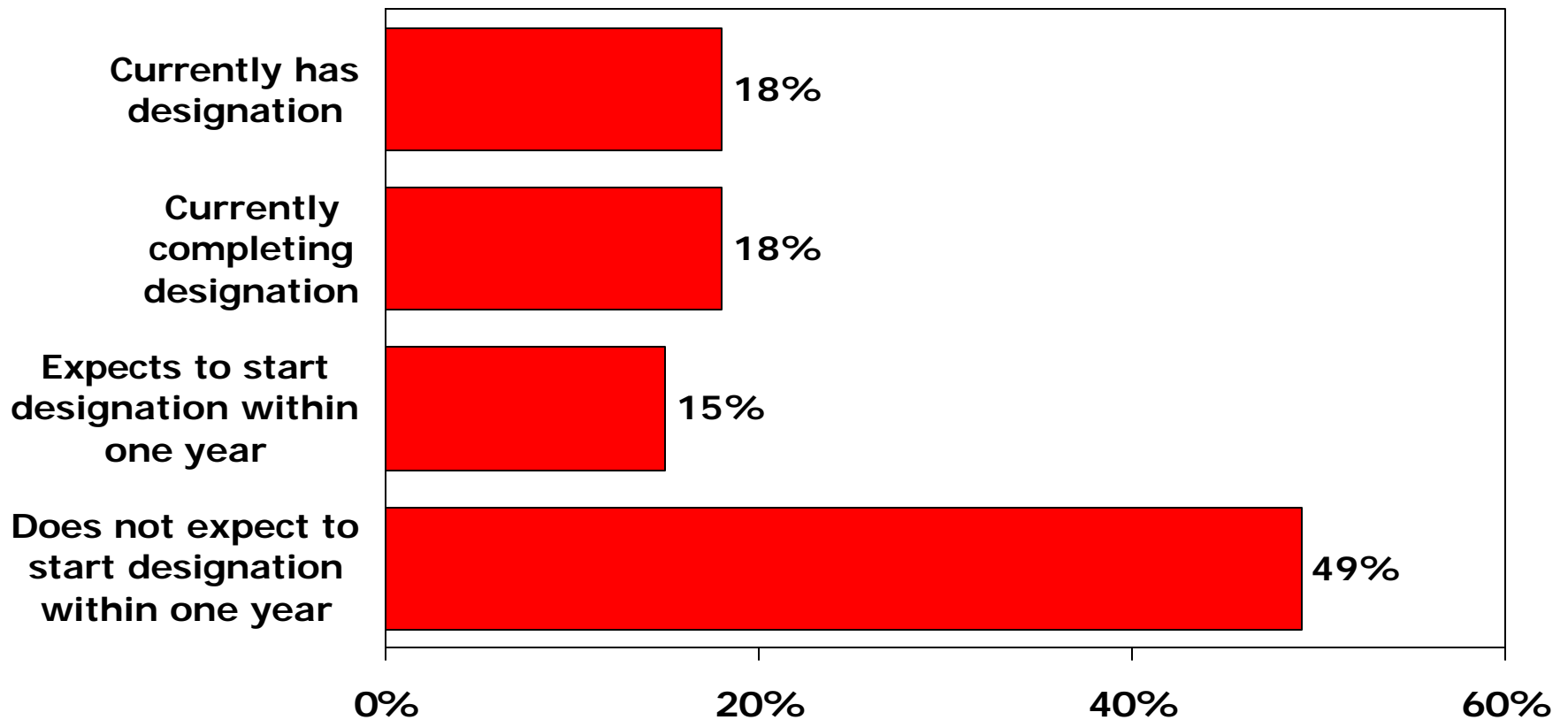
# Professional Development . . .

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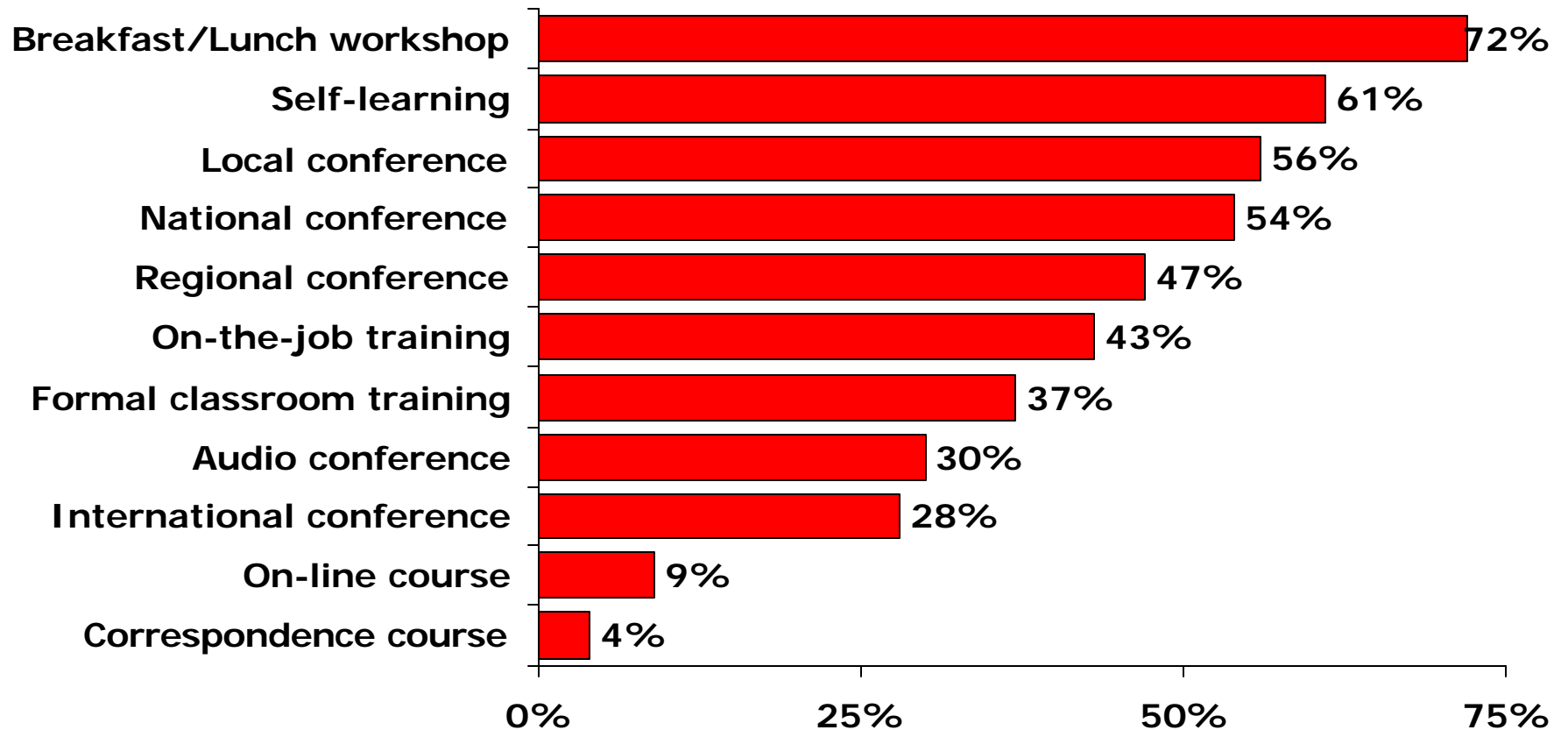


About 20% of fundraisers have a professional designation, while another 20% are currently completing one

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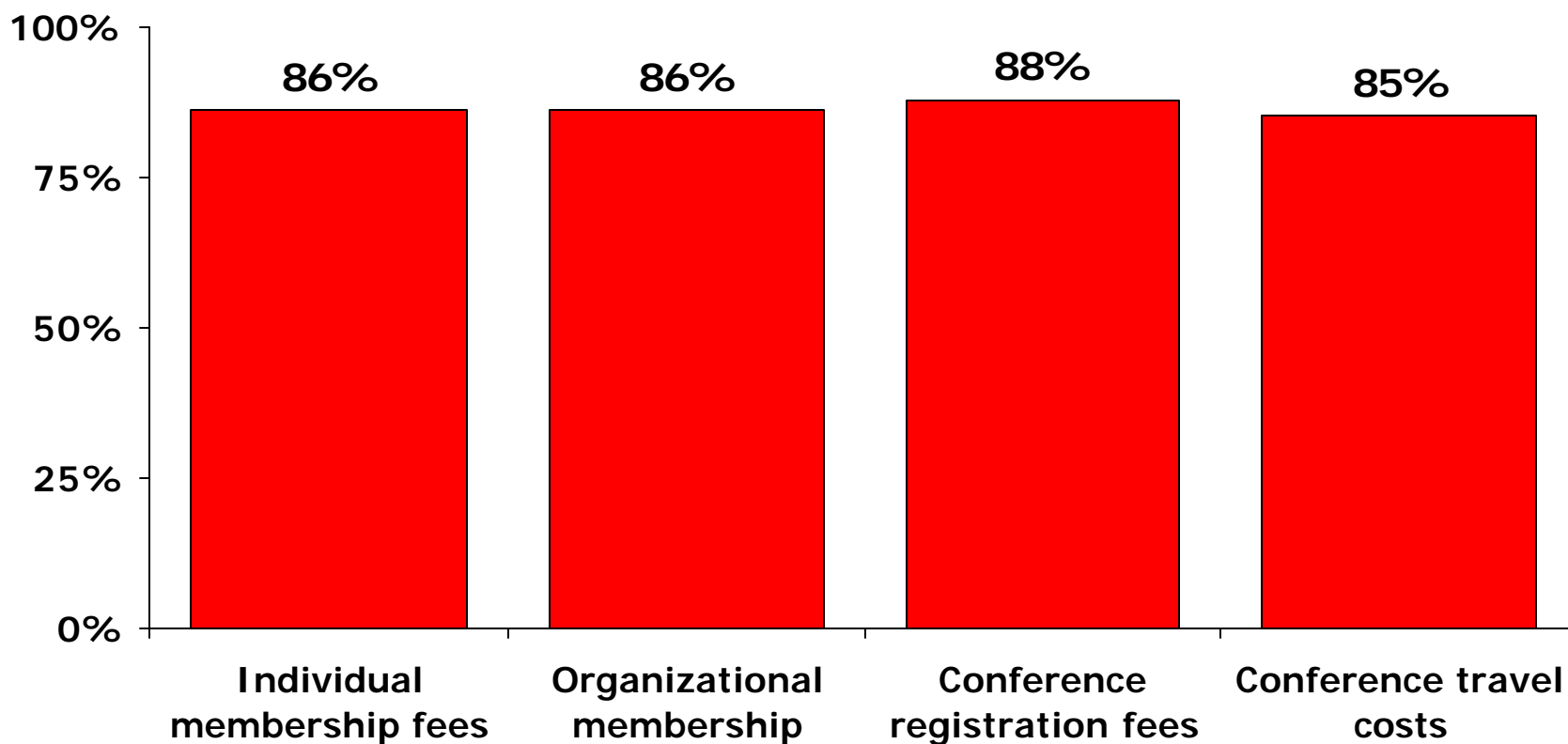


# Other types of professional development activities pursued by fundraisers



## Most fundraisers say their employer pays 'all of the cost' for certain professional development activities

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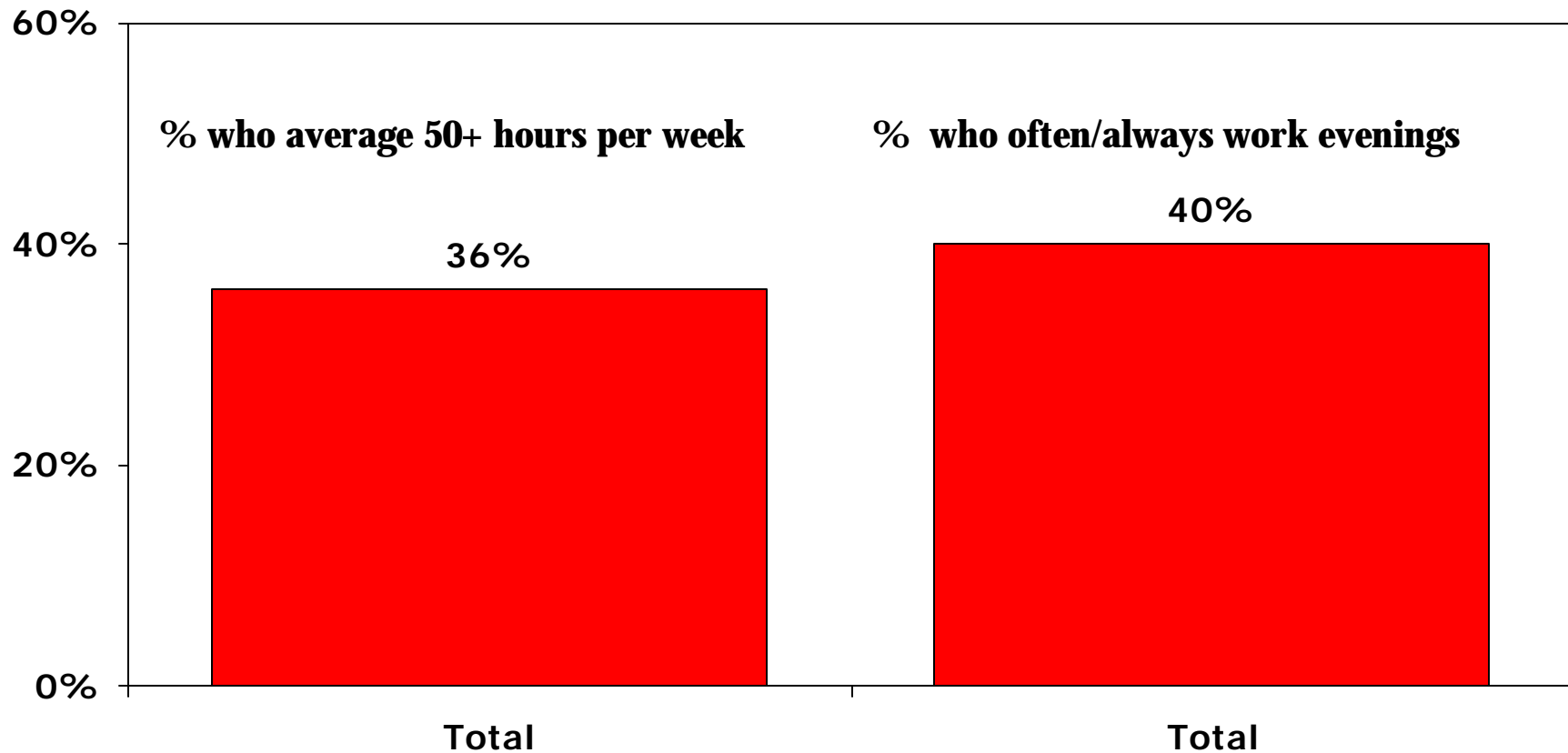
# Workplace Outcomes . . .

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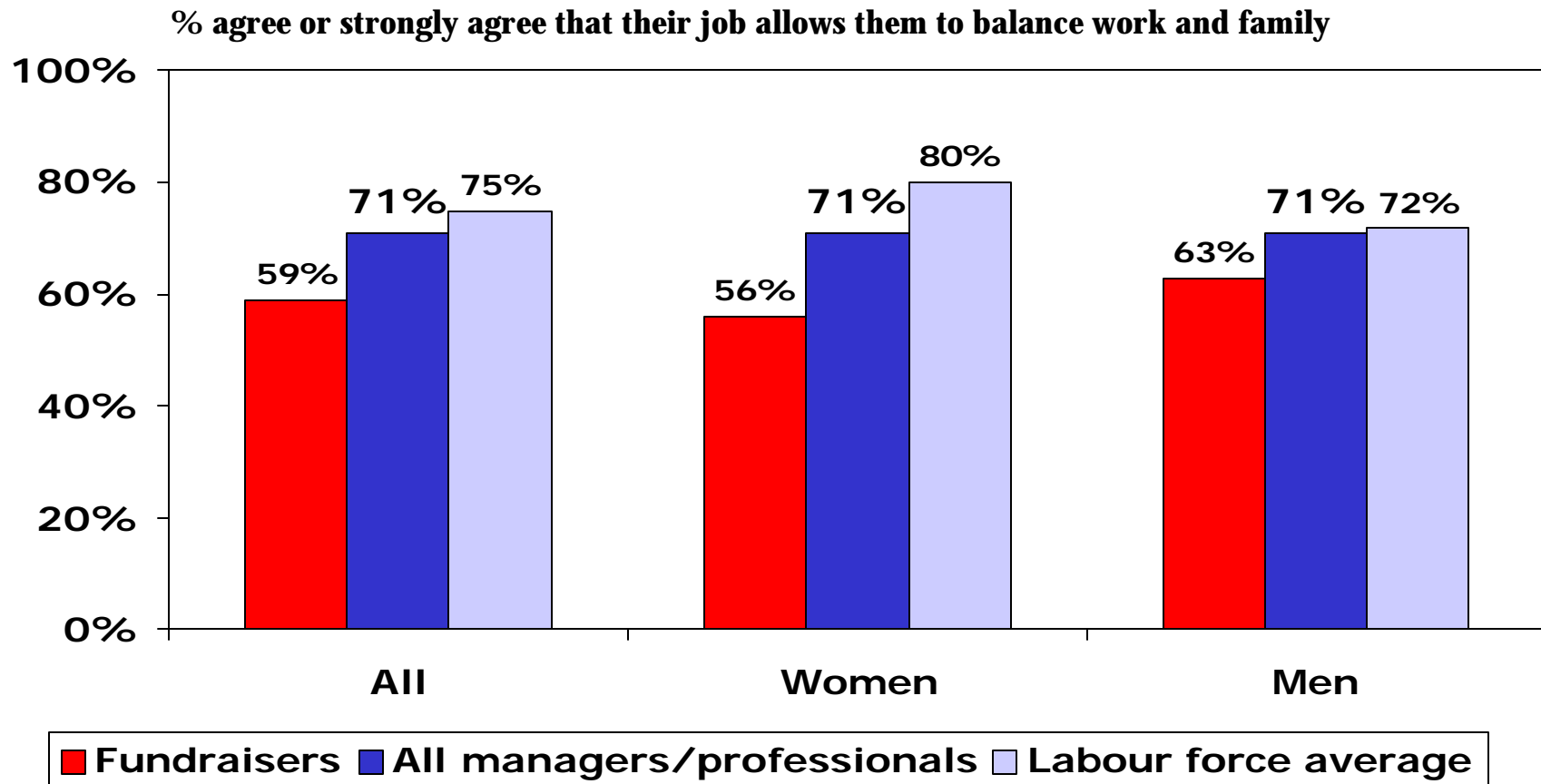
- Work-life balance
- Job satisfaction
- Job turnover intentions

# Nature of fundraising sometimes requires evening work and long hours

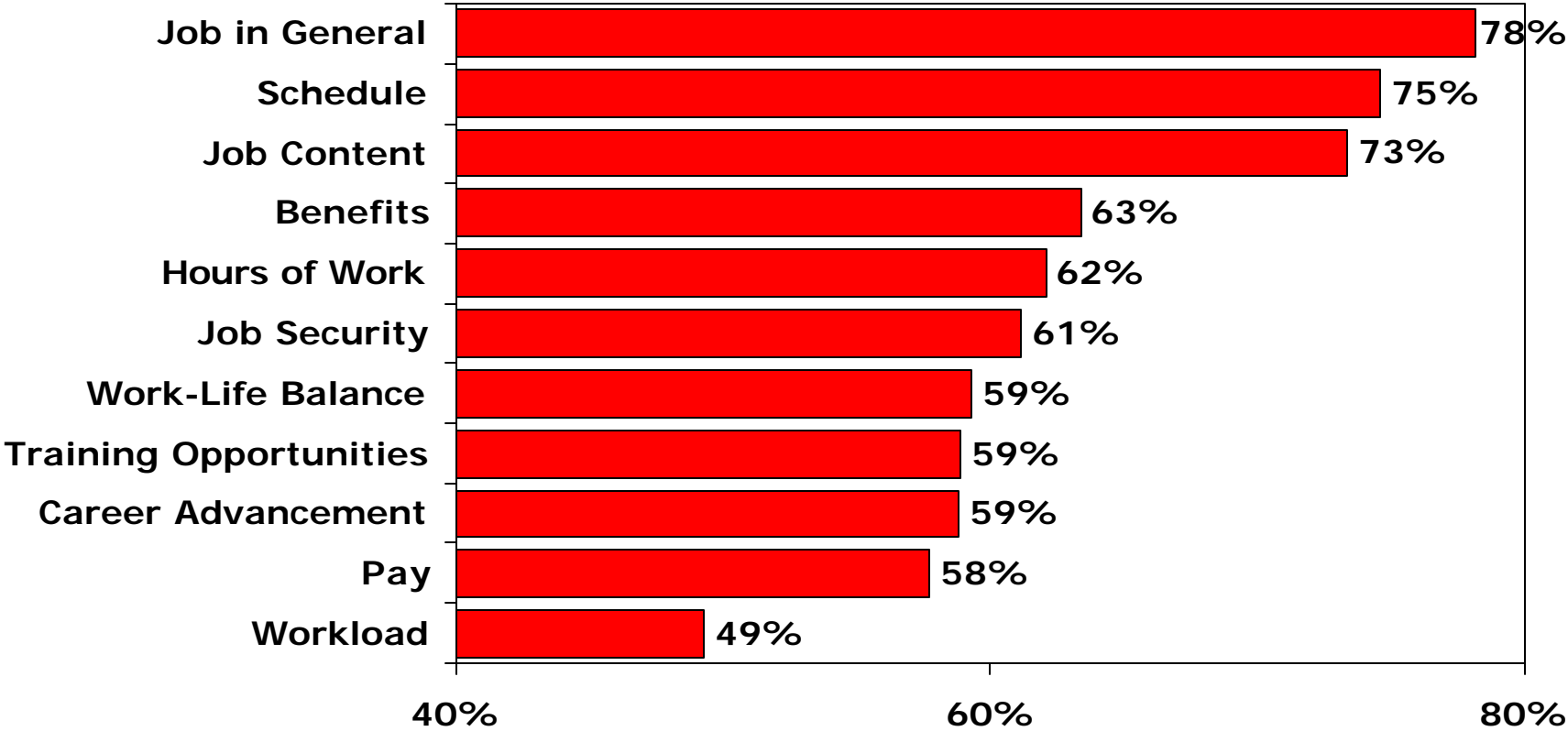
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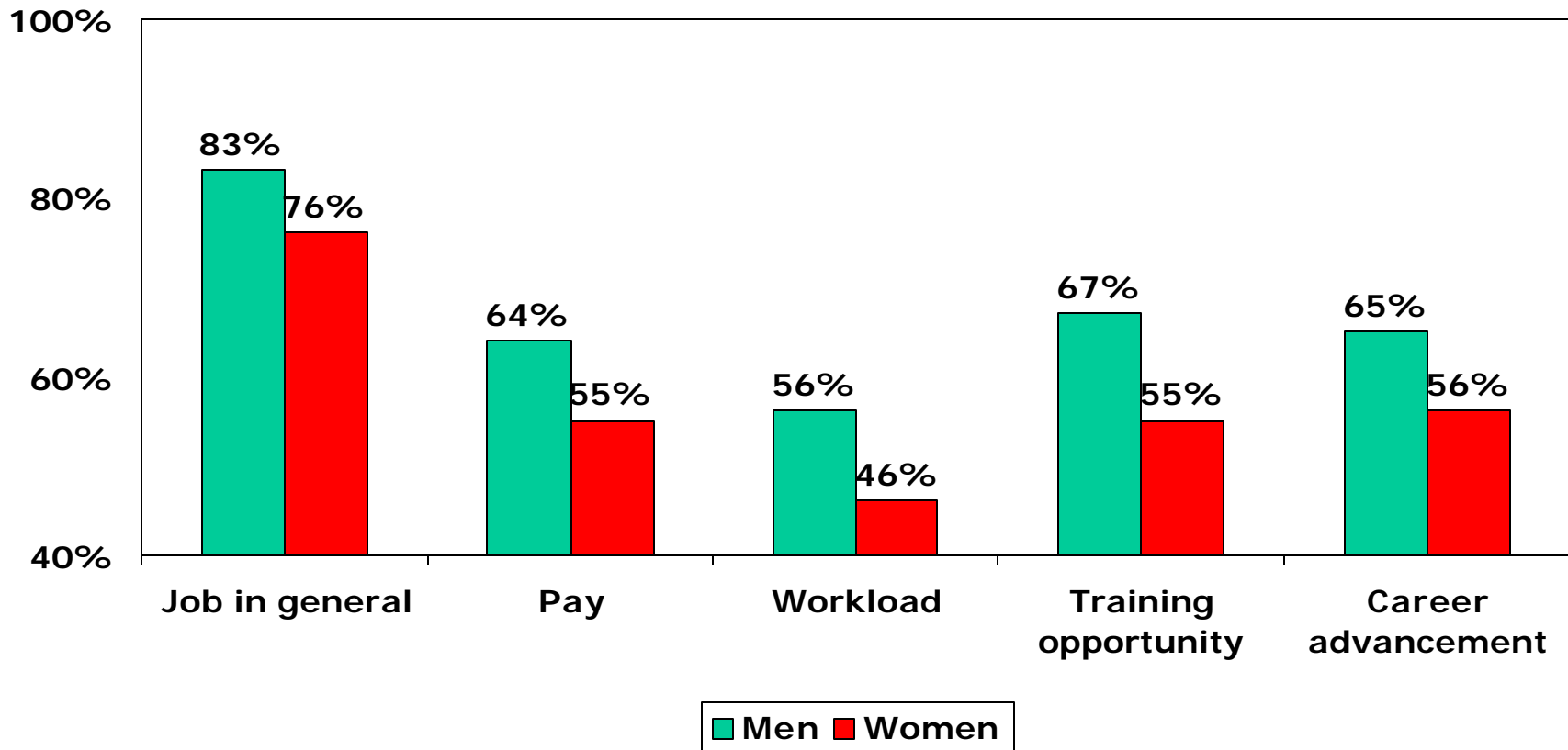
# Work-life balance



# Percentage of fundraisers who are satisfied or very satisfied with selected aspects of their jobs



# Percentage of male and female fundraisers who are satisfied or very satisfied with selected aspects of their job





# Reasons why fundraisers would change jobs

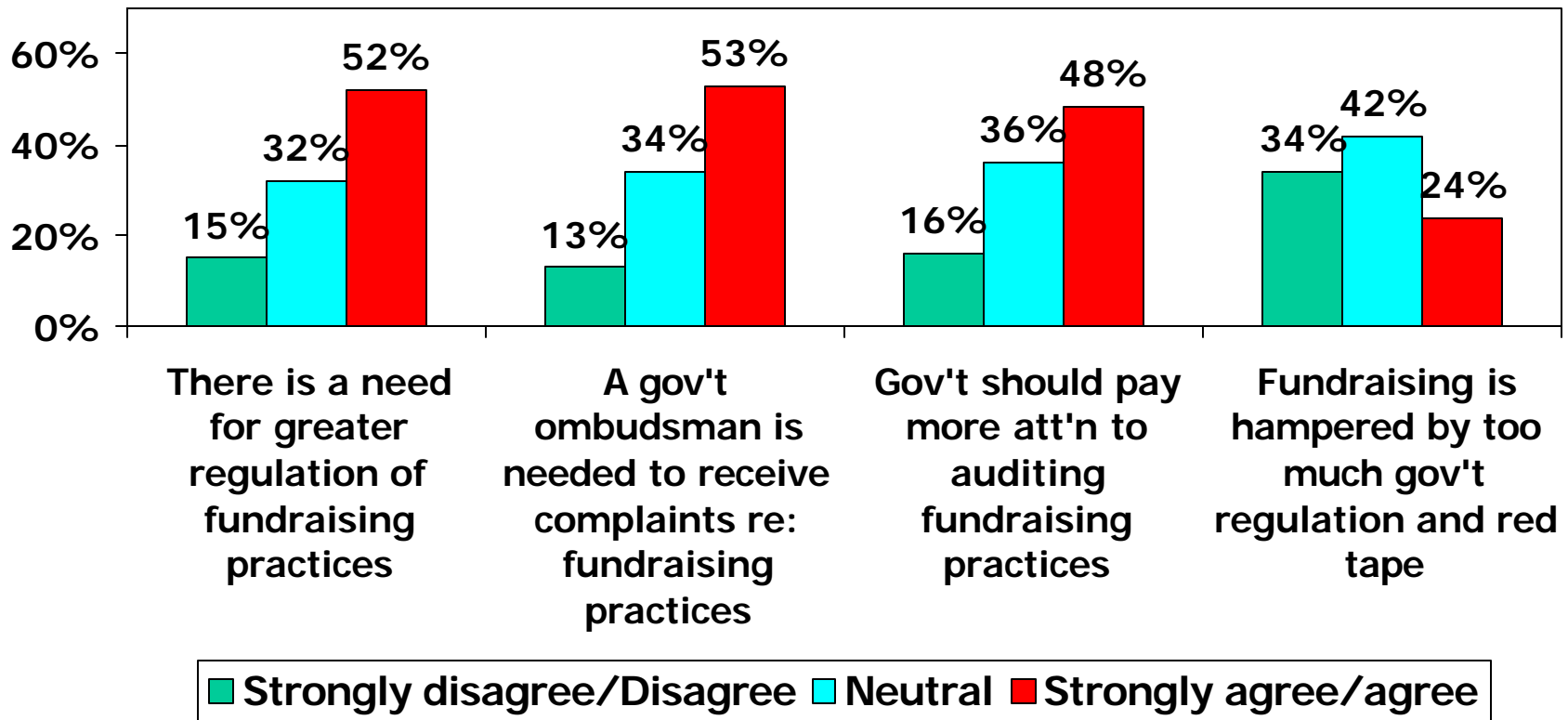
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# Views on Policy Issues . . .

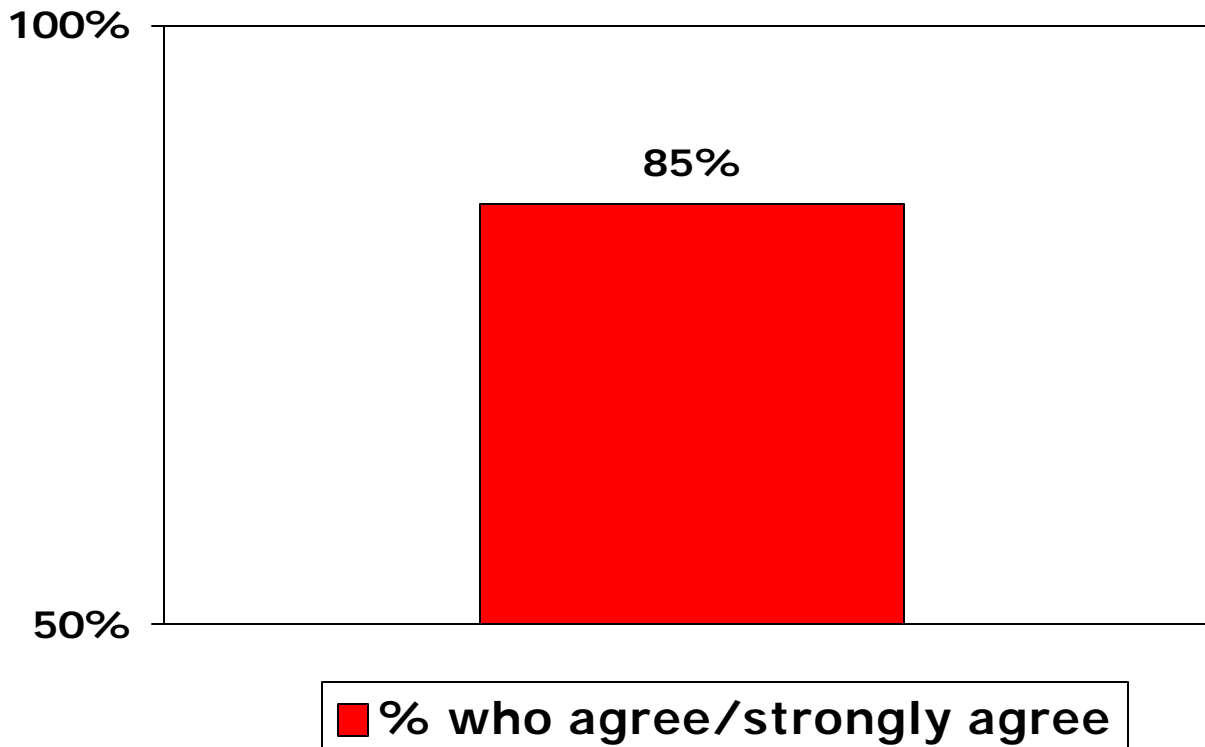
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About half of fundraisers believe greater regulation of fundraising practices needed; about half say government should play greater role

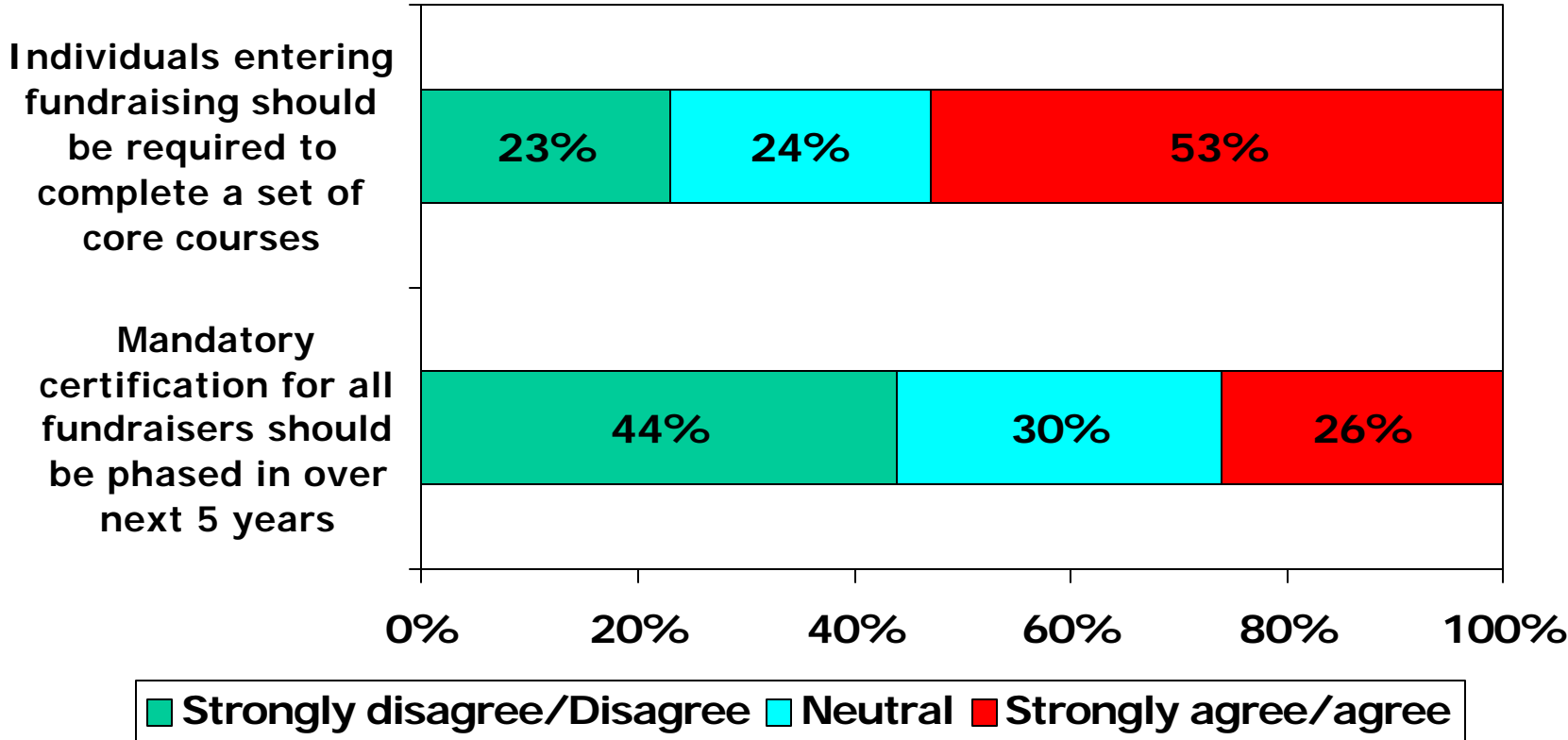


# There is a need to establish standard rules for calculating and reporting fundraising costs

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Over half of fundraisers say new entrants should be required to complete courses; mandatory certification for everyone is less popular



For additional information contact:

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**Ron Saunders, CPRN**

(rsaunders@cprn.org)

**Dianne Lister, Hospital for Sick Children Foundation**

(dianne.lister@sickkids.ca)

**Richard Chobot, Association of Fundraising Professionals**

(rchobot@afpnet.org)

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