

# The Status of UK Fundraising

2020 Benchmark Report

blackbaud

In partnership with



This year's report was based on survey responses from 1,990 fundraising professionals from across a variety of organisation sizes and types. Their answers provided detailed insight as to the key topics currently impacting the non-profit sector.

## REPORT HIGHLIGHTS

### COVID-19 Impact

Over **HALF** of respondents believe a main challenge in the year ahead will be adapting to new ways of fundraising

**66%**

of organisations are coping well in response to COVID-19

Whilst social distancing is in place

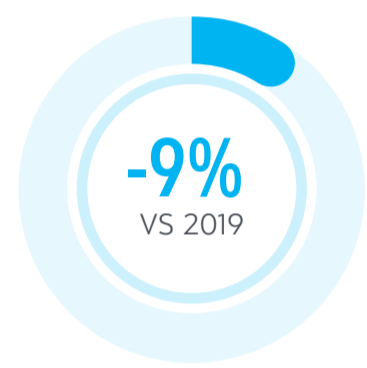
**44%**

of respondents anticipate a positive increase in online donations

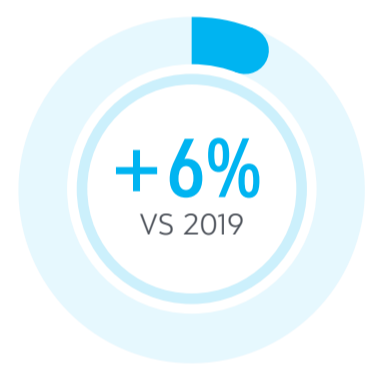
### Voluntary Income YoY



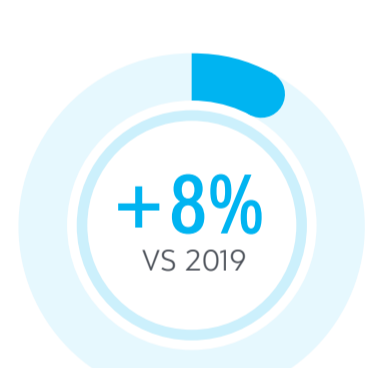
40% of non-profits said voluntary income had increased



27% of non-profits said voluntary income had declined



24% of non-profits said their voluntary income had stayed the same



### Virtual Fundraising



Medium sized, growing organisations (income between £1M – £10M) have been the **most likely** to have engaged with virtual fundraising during the pandemic



Just under **2/3** of organisations have tried a virtual physical challenge using a fitness app, such as Strava

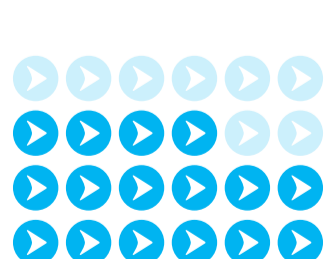


**64%** said virtual fundraising proved to be a good way to attract new supporters

### Working From Home



75% of respondents had been working from home during lockdown



67% would like to continue working from home more often on a long-term basis



Nearly **1/4** of individuals had never worked remotely before COVID-19

**READ THE FULL REPORT**  
Download your free copy of the report to access the full findings