

# GLOBAL GIVING INDICATORS

BENCHMARK REPORT

*2021 vs 2020*

Presented by **iRaiser**





**IN 2021,**

**OVER €310 MILLION WERE RAISED  
THROUGH IRAISER SOLUTIONS  
THROUGHOUT THE WORLD**

*This amount is slightly lower than 2020, where an exceptional 350 millions euros were raised due to the Covid-19 pandemic.*





# FRANCE

*Comparison 2019, 2020 & 2021*



## FOREWORD

The panel of charities studied has been extended: we are now comparing 192 charities who had a full 36 months of activities with iRaiser applications since 01/01/2019.

***These charities have been classified in 8 categories:***



Social



International  
Solidarity



Health



Protection of  
environment &  
animals



Religious



Schools &  
Universities



Children's  
welfare

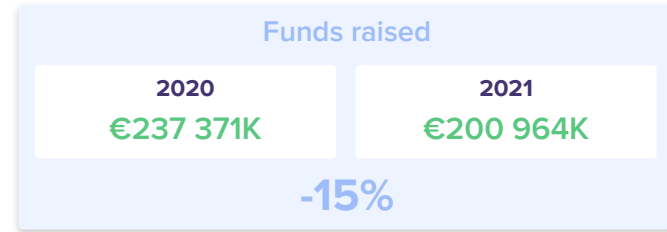
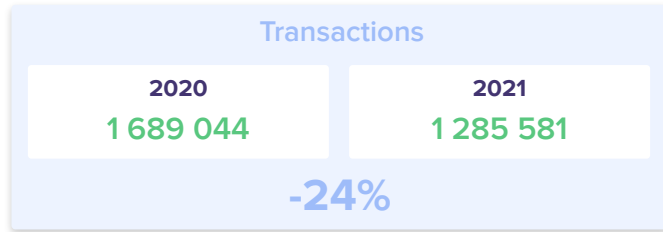


Human Rights



## FRANCE

Between 2020 and 2021, Digital Fundraising in France  
has decreased by **15%** in value

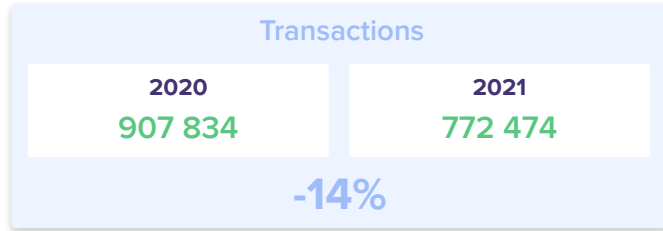


\* One-time gifts only excluding P2P and regular giving



## FRANCE

If we exclude the Social Sector, there is still a decrease  
but it is less significant

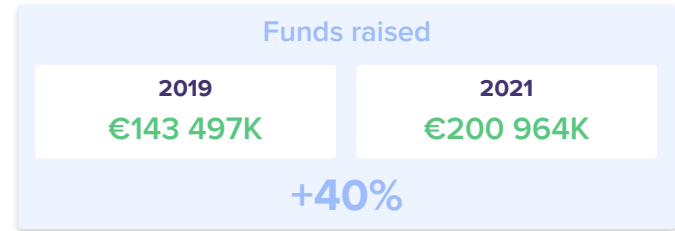
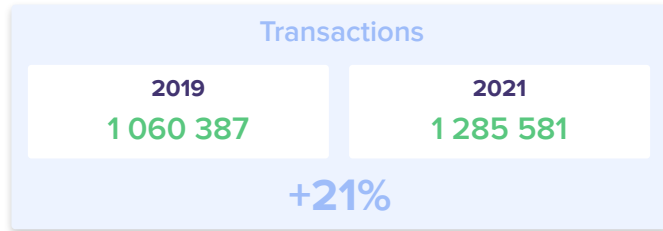


\* One-time gifts only excluding P2P and regular giving



## FRANCE

If we compare 2019 to 2021, Digital Fundraising in France  
increased by **40%** in value



\* One-time gifts only excluding P2P and regular giving



## FRANCE

The Average Gift has increased by **13,5%**  
between 2019 and 2021



\* One-time gifts only excluding P2P and regular giving



## FRANCE

Besides the cultural sector, all the sectors have seen the amount of donations increase between 2019 and 2021 sector

	Volume #2020/21	funds raised #2020/21	Volume #2019/21	funds raised #2019/2021
Children's Welfare	-0.1%	11.3%	35.6%	49%
Cultural	-13%	-4.6%	-90.7%	-83.3%
Protection of Environment & Animals	-3.3%	4.2%	53.5%	63.7%
Health & Research	-9.4%	-10.7%	71.2%	70.9%
Human Rights	-10.8%	-5.1%	-1.7%	25.8%
International Solidarity	-5.3%	-0.9%	78.3%	76.3%
Other	-75.3%	-58.2%	37.1%	50.2%
Religion / Faith	-54.9%	-18.1%	-51.1%	23%
Universities/ Schools	-26.5%	-68.1%	38.2%	43.1%
Social Welfare	-23.3%	-15.2%	66.7%	69.6%
<b>Total</b>	<b>-23.9%</b>	<b>-15.3%</b>	<b>21.2%</b>	<b>40%</b>



Impact of  
Notre Dame in  
2019

\* One-time gifts only excluding P2P and regular giving

## FRANCE

**During Giving Tuesday 2021, the amount of funds raised was lower than in 2020**



Compared to an increase of 55% for the period 2019/2020

\* Single gifts only w/o P2P and regular giving



## FRANCE

Digital Regular Giving has been increasing regularly since 2019



with a constant average gift at **18€** per transaction

\* One-time gifts only excluding P2P and regular giving

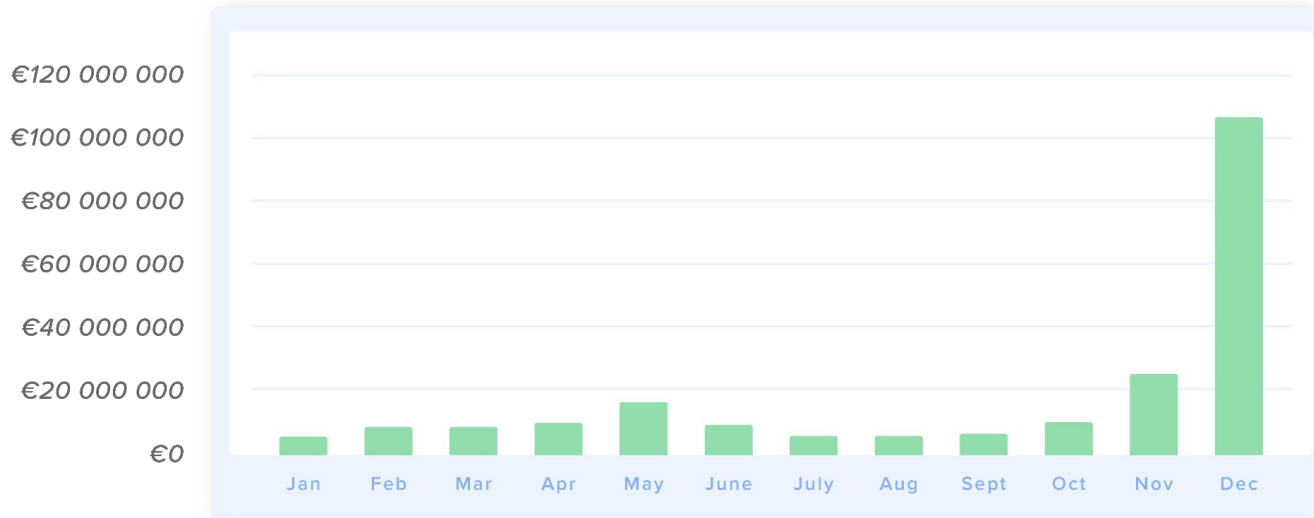
**Other indicators you need  
to know to evaluate the performance  
of your digital fundraising**



## FRANCE

**63%** of the funds raised happens during the last quarter

Donations Split per month



Total amount raised in france in 2021 (single gift, outside of the panel) : **216 millions €**

\* Single gifts only w/o P2P and regular giving

## FRANCE

**20%** of the year's funds are even raised during the last 5 days of the year

Split per day in December



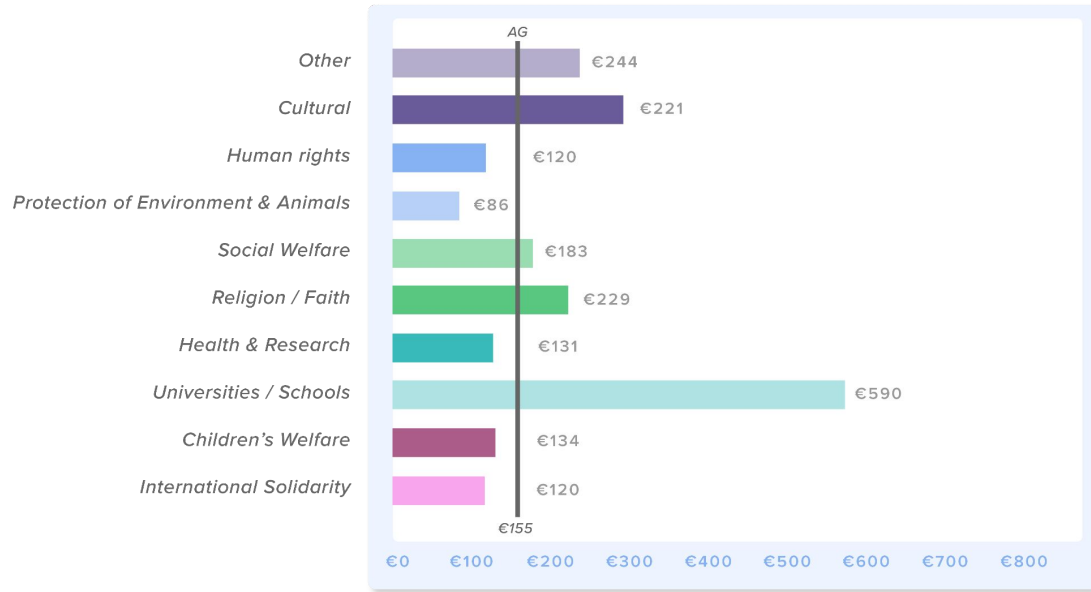
\* Single gifts only w/o P2P and regular giving



## FRANCE

# Universities & Schools, followed by the Religious sector have the highest average gift

Average gift per sector 2021



Average gift

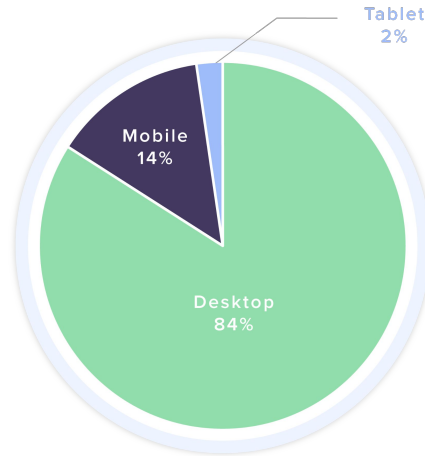
€155

\* One-time gifts only excluding P2P and regular giving

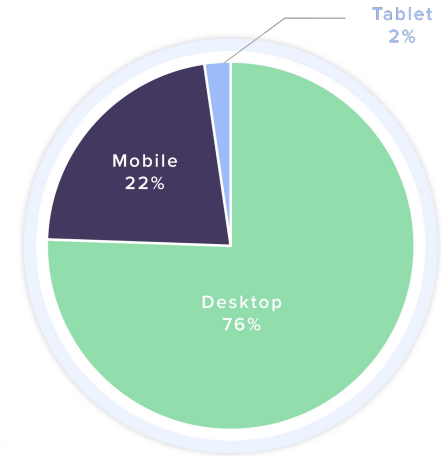
## FRANCE

# Mobile Giving has hardly increased compared to 2020

Split by value



Split by volume



### AVERAGE GIFT

Desktop: €157

Mobile: €87

Tablet: €136

\* One-time gifts only excluding P2P and regular giving



## FRANCE

# Credit Card remains the most used payment method

### IN VALUE

PAYPAL: 10,3%

CREDIT CARD: 88,9%

APPLE/GOOGLE PAY :  
0,6%

AVERAGE GIFT PAYPAL

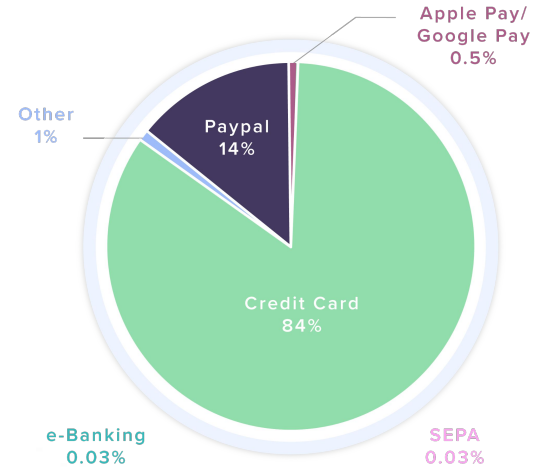
€111

AVERAGE GIFT CC

€164

AVERAGE GIFT  
Apple/Google Pay

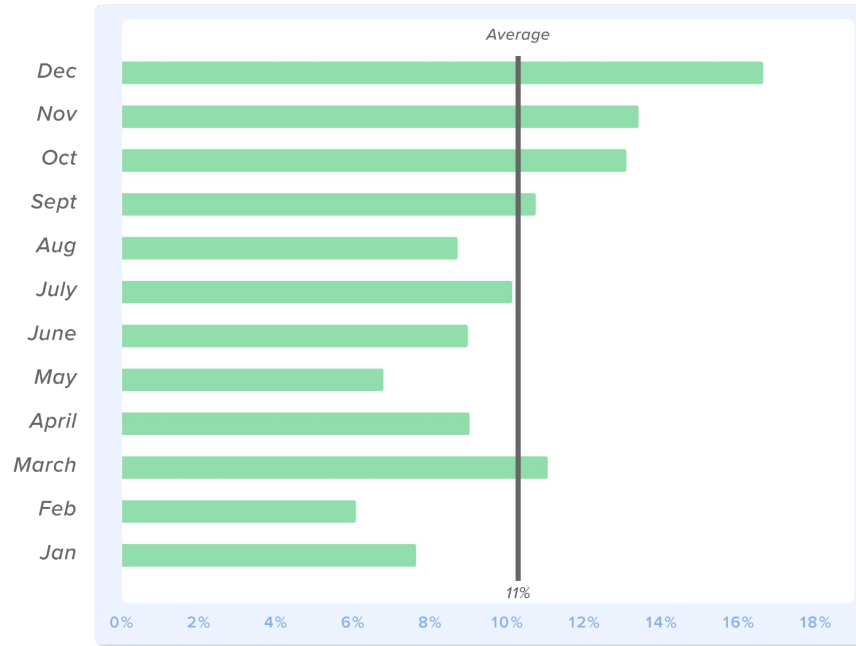
€168



\* Single gifts only w/o P2P and regular giving

## FRANCE

The conversion rate is higher during the last quarter



Average CR

11%

## FRANCE

# Regular Giving is still mainly made through credit card but SEPA and PayPal are increasing

### IN VALUE

PAYPAL : 4,3%

CREDIT CARD : 78%

SEPA : 18%

AVERAGE  
TRANSACTION PAYPAL

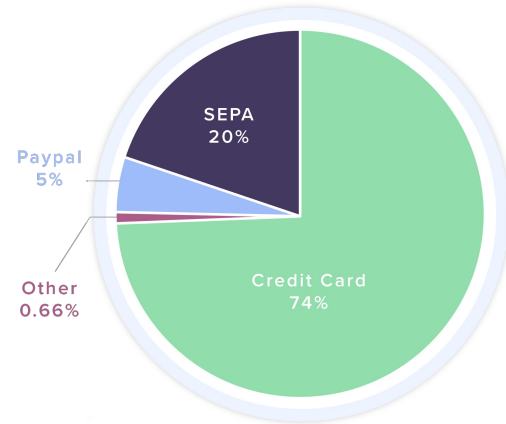
€16.7

AVERAGE  
TRANSACTION CC

€19.4

AVERAGE  
TRANSACTION SEPA

€16.3



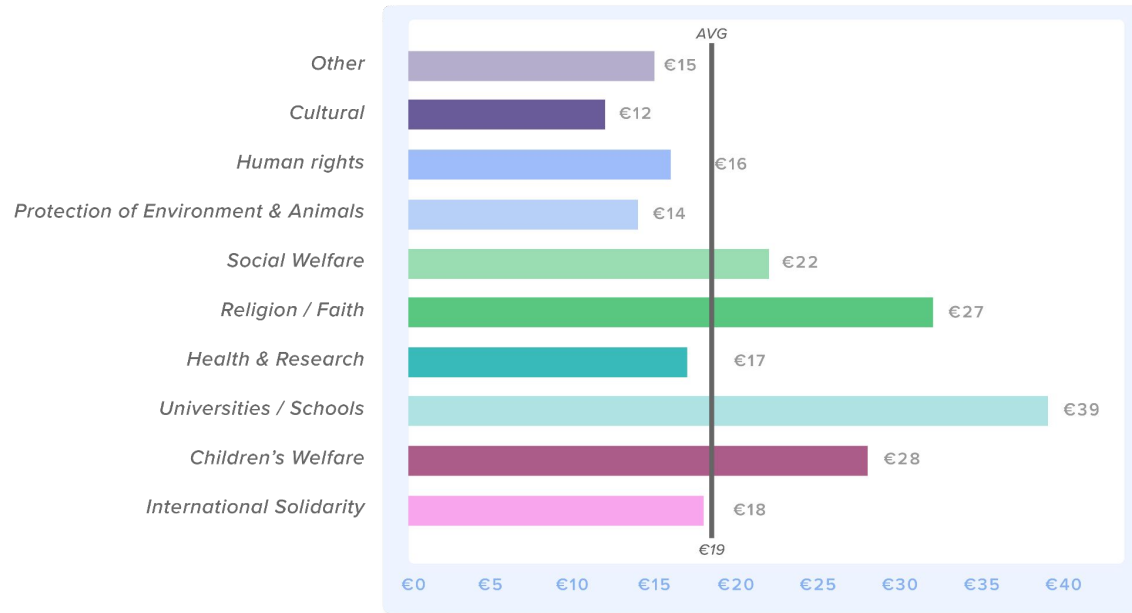
\* Regular giving made through our payment app



## FRANCE

As for single gifts, the Schools & Universities sector obtains the best regular amount

Average regular gift per sector 2021



Average regular gift

€19

\* Regular giving made through our payment app

## FRANCE

## Ukraine Benchmark Figures

	March 2021 funds raised	March 2022 funds raised	#
Children's Welfare	€237 504	€757 904	219%
Cultural	€46 281	€62 221	34%
Protection of Environment & Animals	€338 754	€634 787	87%
Health & Research	€980 253	€1 096 078	12%
Human Rights	€80 665	€659 624	718%
International Solidarity	€1 686 620	€56 175 070	3231%
Other	€307 027	€10 081 377	3184%
Religion / Faith	€798 294	€1 706 600	114%
Universities/ Schools	€33 460	€92 219	176%
Social Welfare	€3 400 049	€8 787 237	158%
<b>Total</b>	<b>€7 908 907</b>	<b>€80 053 117</b>	<b>912%</b>
<b>Total without International Solidarity</b>	<b>€6 222 287</b>	<b>€23 878 047</b>	<b>284%</b>





# BELGIUM

*Key indicators 2021*

## BELGIUM

In Belgium, over **14 million euros** were raised  
on the iRaiser Payment App in 2021



\* One-time gifts only excluding P2P and regular giving



## BELGIUM

Based on a panel of clients active since Jan 2019,  
Digital Fundraising in Belgium has increased by **2.4%** in value in 2021

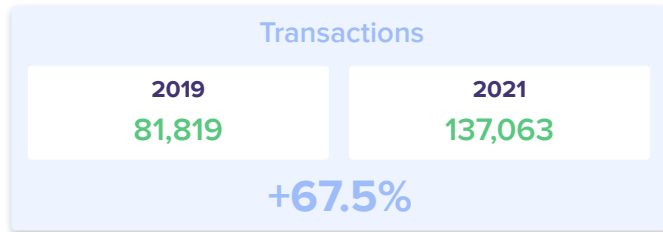
Transactions	
2020	2021
133,277	137,063
=	

Raised	
2020	2021
€12,075K	€12,360K
+2.4%	

\* Single gifts only/ all charities active in 2019, 2020, & 2021

## BELGIUM

But if we compare 2019 to 2021, Digital Fundraising in Belgium has increased by an impressive **104%** in value

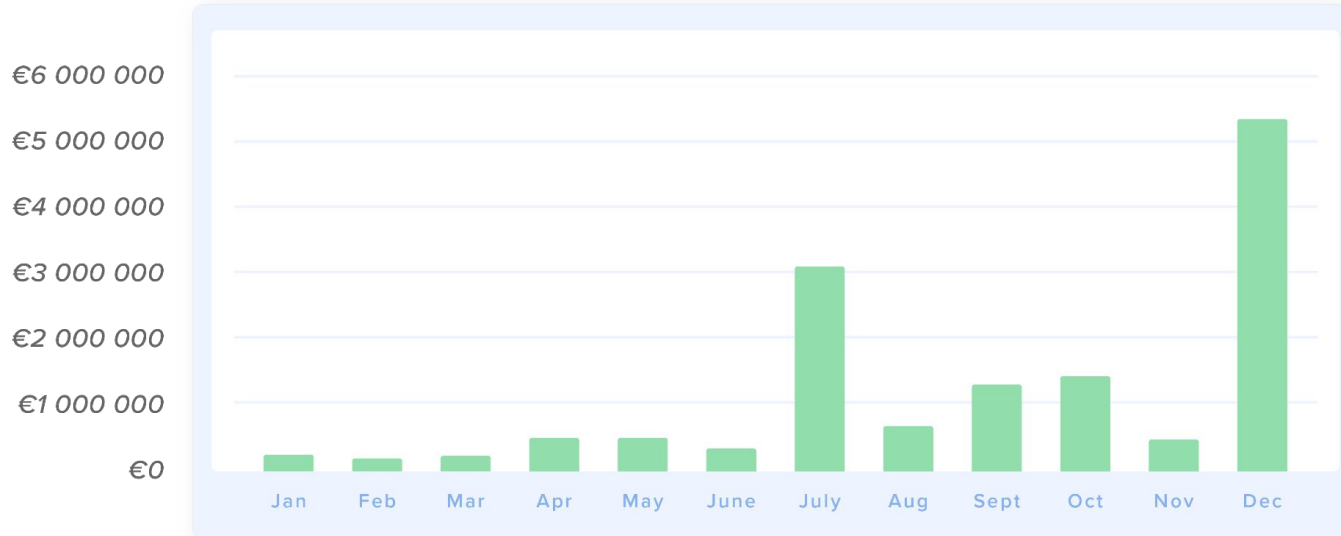


\* Single gifts only/ all charities active in 2019, 2020, & 2021

## BELGIUM

**50%** of the donations are done during the last term of the year

Donations Split per month

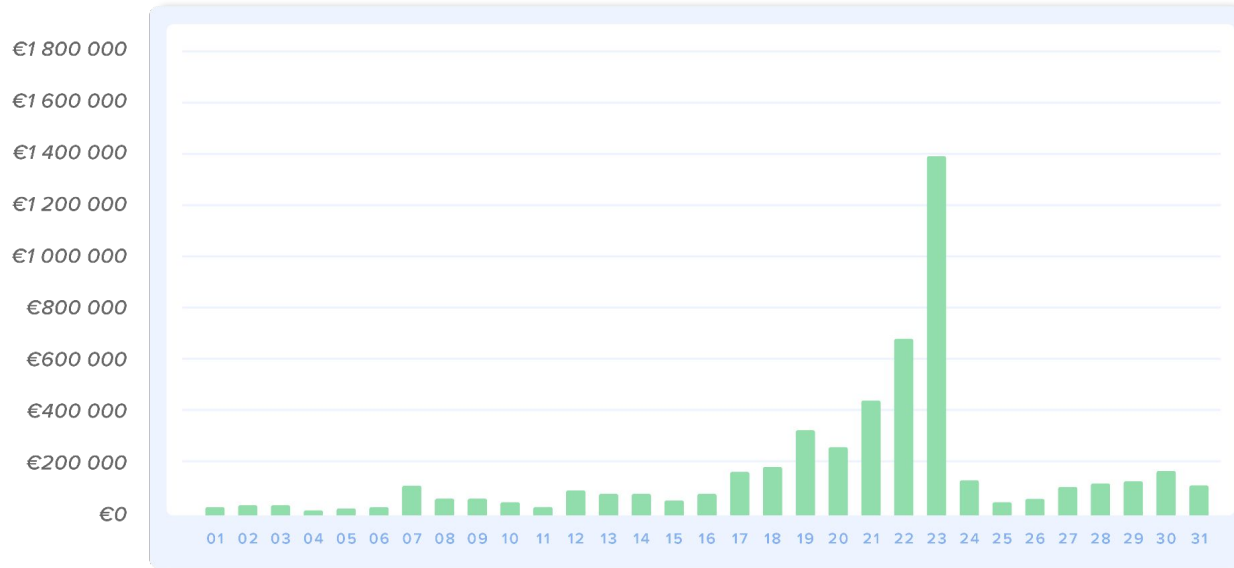


\* Single gifts only/ all charities active in 2021

## BELGIUM

**20%** of the year's fundraising is done during the 5 days before Christmas

Split per day in December

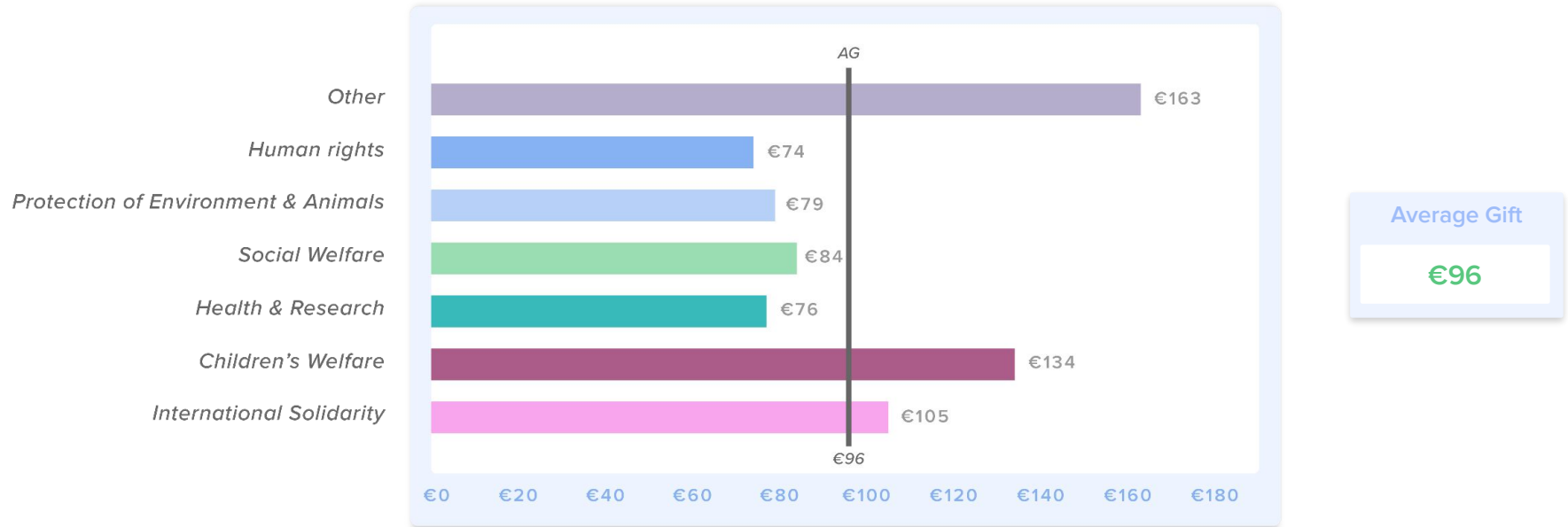


\* Single gifts only/ all charities active in 2021



## BELGIUM

The Average Gift online is **€96: +15%** compared to 2020



\* Single gifts only/ all charities active in 2021

## BELGIUM

**Mobile Giving remains strong in Belgium and stable compared to 2020.  
The Average Gift on mobile still represents half of that obtained on desktop**

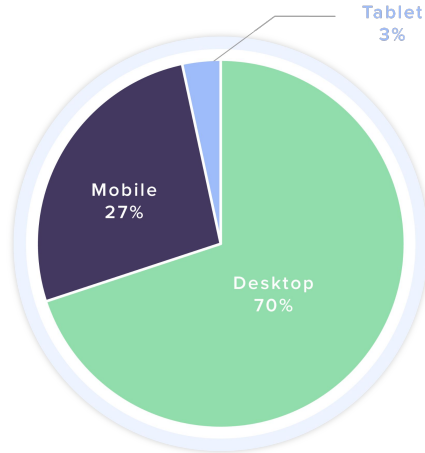
### AVERAGE GIFT

Desktop: €127

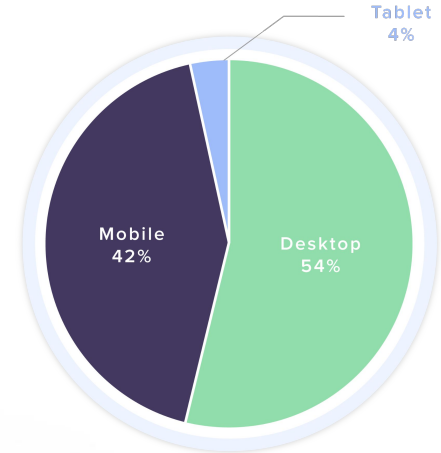
Mobile: €62

Tablet: €95

### Split by value



### Split by volume

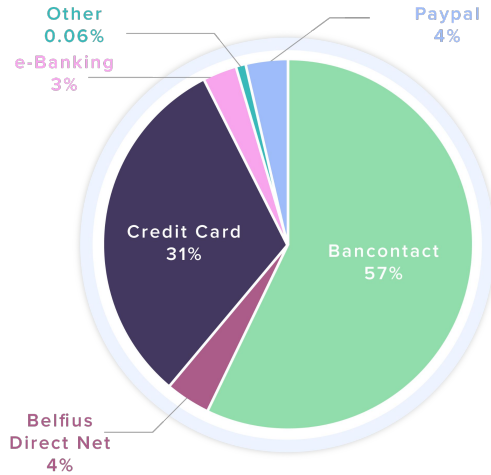


\* Single gifts only/ all charities active in 2021

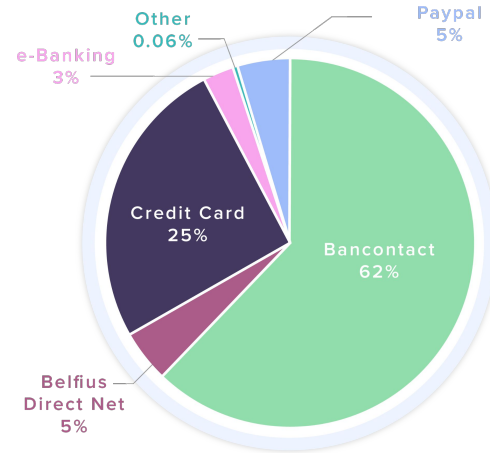
## BELGIUM

# Bancontact is the most used Payment Method

Split by value



Split by volume



**AVERAGE GIFT  
PAYPAL**

**€73**

**AVERAGE GIFT  
Bancontact**

**€88**

**AVERAGE GIFT CB**

**€119**

**AVERAGE GIFT  
BELFIUS**

**€80**

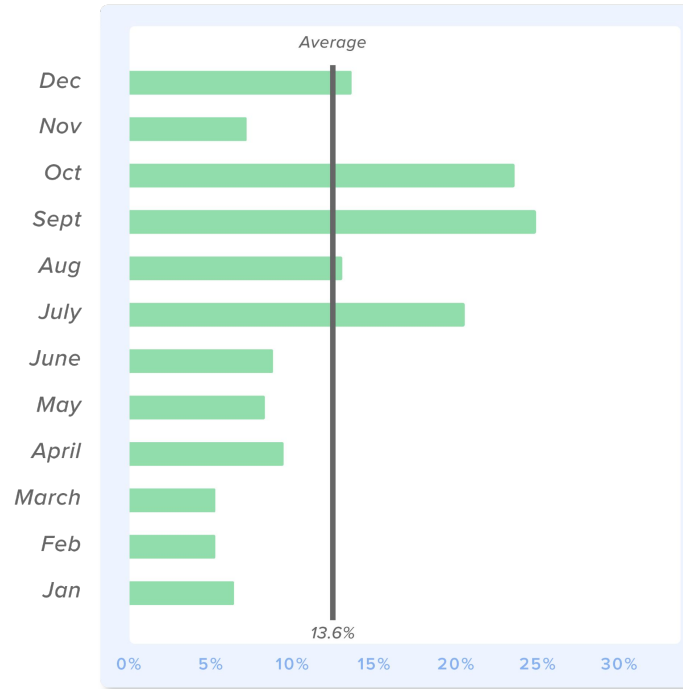
**AVERAGE GIFT  
e-Banking**

**€109**



## BELGIUM

### The Conversion Rate is higher during the second semester



Average CR

13.6%

\* Single gift (number of page « I give » viewed/gifts)

## BELGIUM

### The Average Regular gift remains stable

Average Gift	
2020	2021
€21	€21
=	

But regular giving represents only 2,6% of online giving

## BELGIUM

### Ukraine Benchmark Figures

	March 2021 funds raised	March 2022 funds raised	#
Children's Welfare	€1 056	€2 711	157%
Protection of Environment & Animals	€8 282	€8 119	=
Health & Research	€29 617	€34 412	16%
Human Rights	€9 715	€189 835	1854%
International Solidarity	€84 085	€9 176 588	10813%
Other	€55 247	€318 228	476%
Universities/ Schools	€980	€22 771	2224%
Social Welfare	€39 074	€49 252	26%
<b>Total</b>	<b>€228 056</b>	<b>€9 801 916</b>	<b>4198%</b>
<b>Total without International Solidarity</b>	<b>€143 971</b>	<b>€625 328</b>	<b>334%</b>





**ITALY**

***Key indicators 2021***



## ITALY

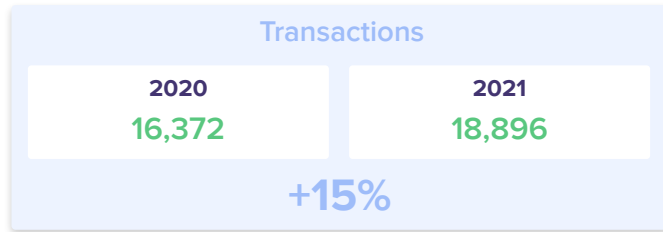
Based on a panel of 44 charities, almost **3.2 million** euros have been raised on the iRaiser Payment App in 2021



\* Single gifts only w/o P2P and regular giving

## ITALY

Digital Fundraising in Italy has increased in 2021 by **22%** in value, based on a panel of clients active since Jan 2020

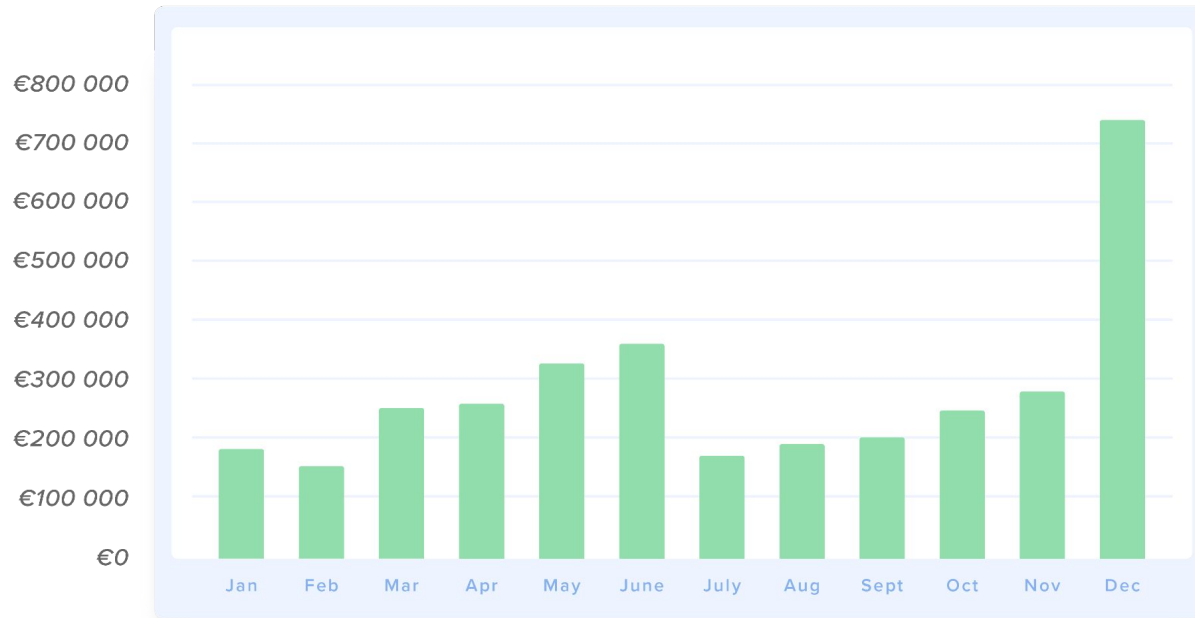


\* Single gifts only/ all charities active in 2019,20, 21

## ITALY

**38%** of the donations are done during the last term of the year

Donations Split per month



\* w/o regular giving-Panel of 32 charities

## ITALY

In December, the end of the year or Christmas does not seem to create any particular peak

Split per day in December



\* w/o regular giving-Panel of 32 charities

ITALY

The average online donation is **€52**, a lower amount compared to 2020



\* w/o regular giving- Panel of 44 charities



ITALY

Mobile giving is big in Italy and the difference between the average gift is smaller

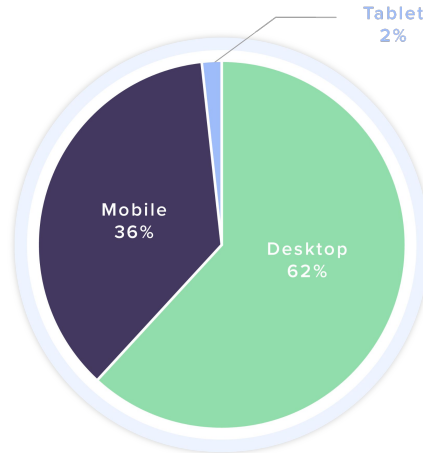
AVERAGE GIFT

DESKTOP : €61

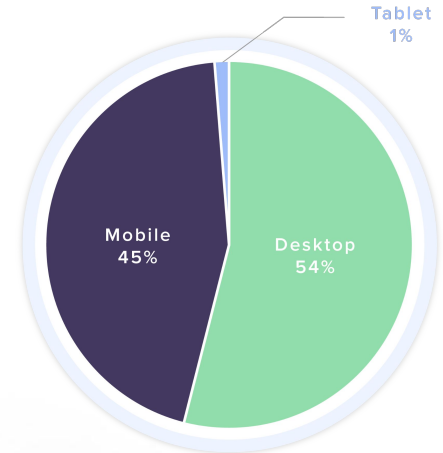
MOBILE: €43

TABLET: €71

Split by value



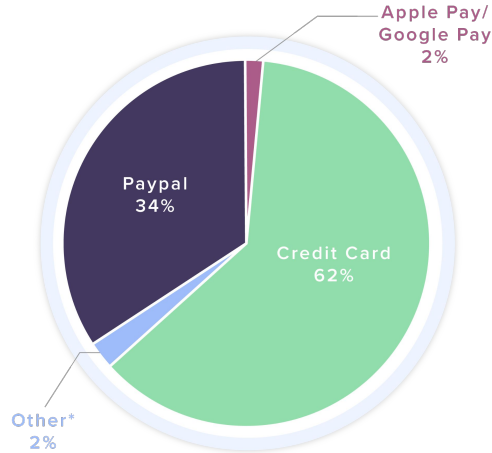
Split by volume



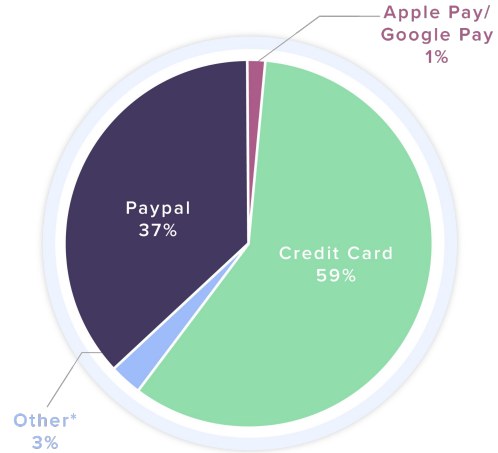
\* w/o regular giving- panel of 44 charities

## PayPal is used quite a lot as a payment method

Split by value



Split by volume



**AVERAGE GIFT  
PAYPAL**

€47

**AVERAGE GIFT  
Apple/Google Pay**

€52

**AVERAGE GIFT  
CB**

€53

**AVERAGE GIFT  
PagoPA**

€88

**AVERAGE GIFT  
Satispay**

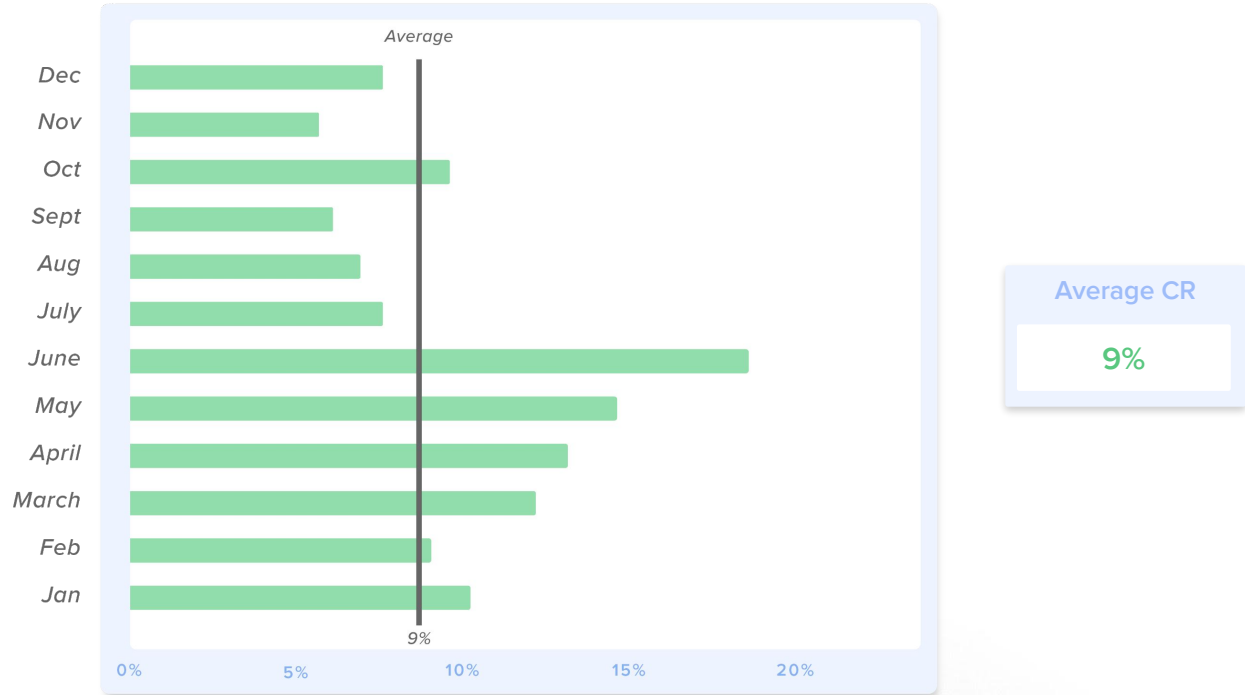
€27

\* Single gifts only/ all charities active in 2021

\* "Other" is equivalent to one-off donations on Satispay and PagoPA

## ITALY

The Conversion Rate is lower than other markets, but higher during spring time



\* Single gift (number of page « I give » viewed/gifts)

## ITALY

### Ukraine Benchmark Figures

	March 2021 funds raised	March 2022 funds raised	#
Health & Research	€56 999	€70 067	23%
International Solidarity	€20 092	€148 422	639%
Other	€55 247	€318 228	476%
Universities/ Schools	€1 985	€3 674	85%
<b>Total</b>	<b>€134 323</b>	<b>€540 391</b>	<b>302%</b>
<b>Total without International Solidarity</b>	<b>€114 231</b>	<b>€391 969</b>	<b>243%</b>





**UNITED KINGDOM**  
*Key indicators 2021*



UNITED KINGDOM

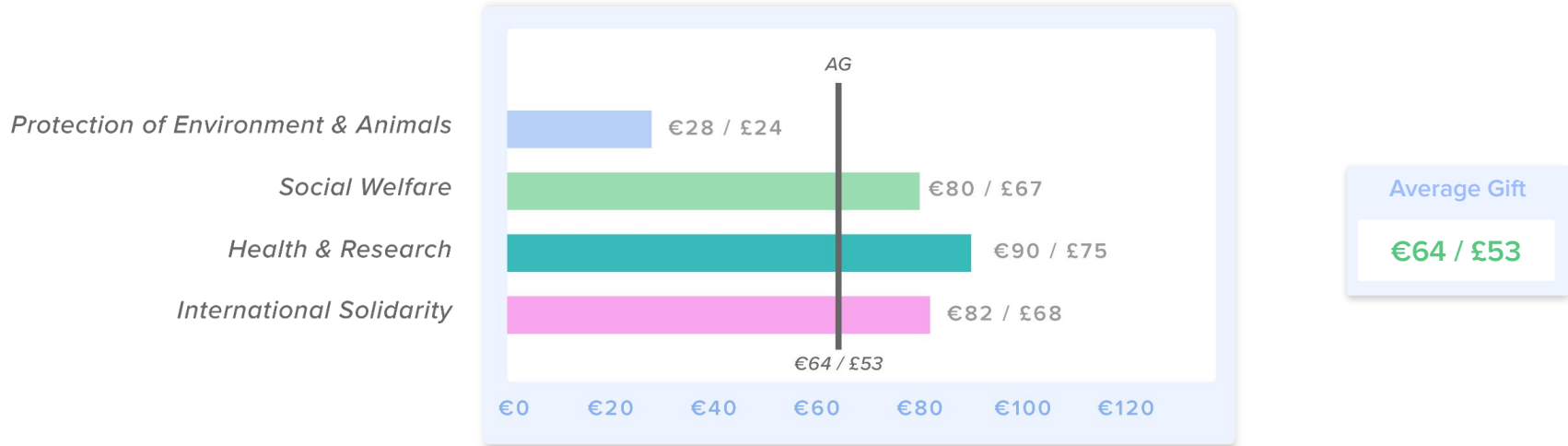
Almost **10 millions pounds** were raised on  
the iRaiser Payment App in 2021



\* Single gifts only w/o P2P and regular giving

## UNITED KINGDOM

The average online donation for single gifts is **£53 (64€)**



\* w/o regular giving

UNITED KINGDOM

Mobile Giving is big in UK in terms of volume  
but not in value due to a low average gift

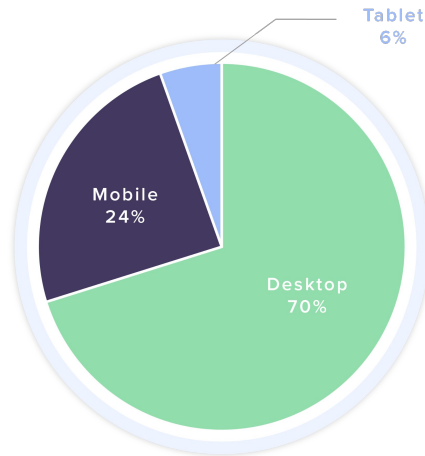
AVERAGE GIFT

DESKTOP: £82 (€99)

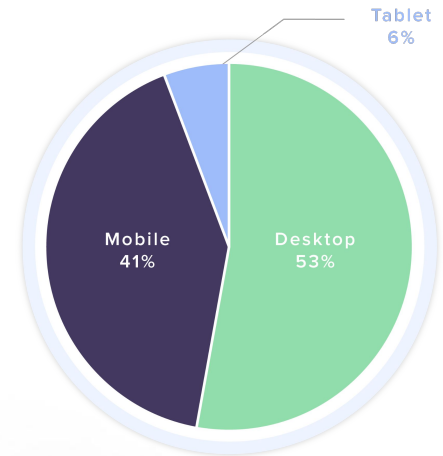
MOBILE : £36 (€44)

TABLET : £57 (€68)

Split by value



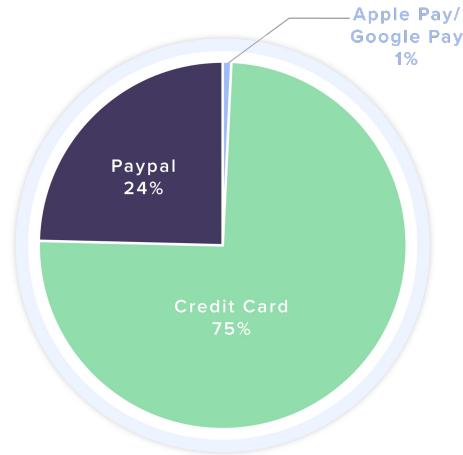
Split by volume



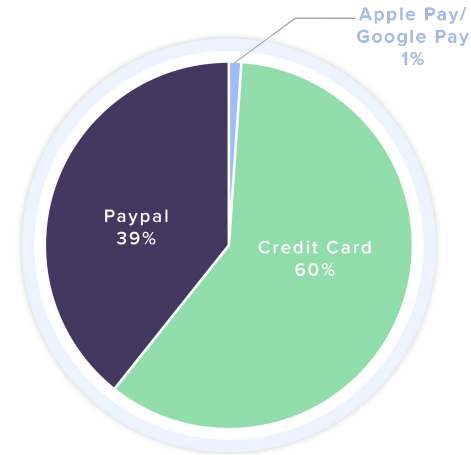
\* w/o regular giving

## Average Gifts through Credit Card are much higher than PayPal, Apple Pay or Google Pay

Split by value



Split by volume



**AVERAGE GIFT PAYPAL**

**£33 (€40)**

**AVERAGE GIFT A-GoPay**

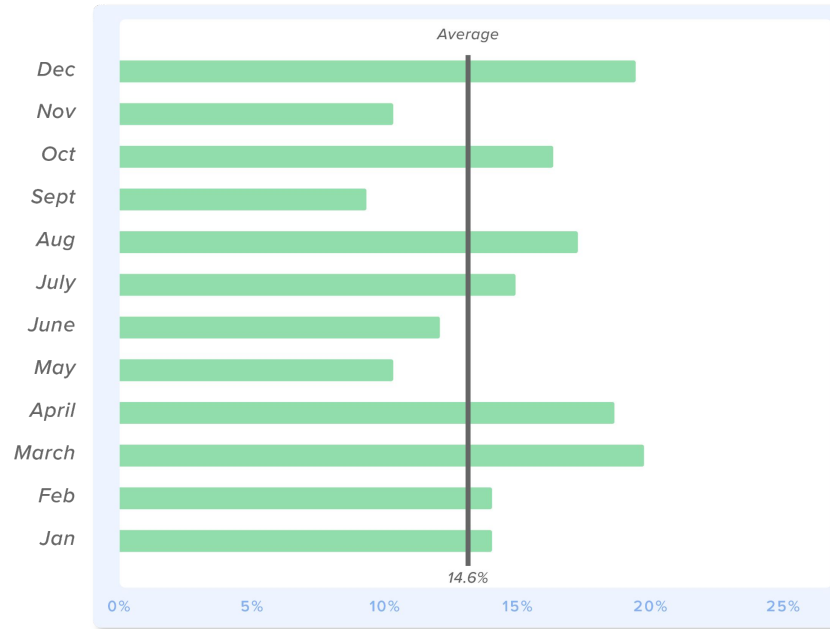
**£38 (€46)**

**AVERAGE GIFT CC**

**£66 (€79)**

## UNITED KINGDOM

The Conversion Rate is high, and the highest in March, April and December



Average CR

14.6%



## UNITED KINGDOM

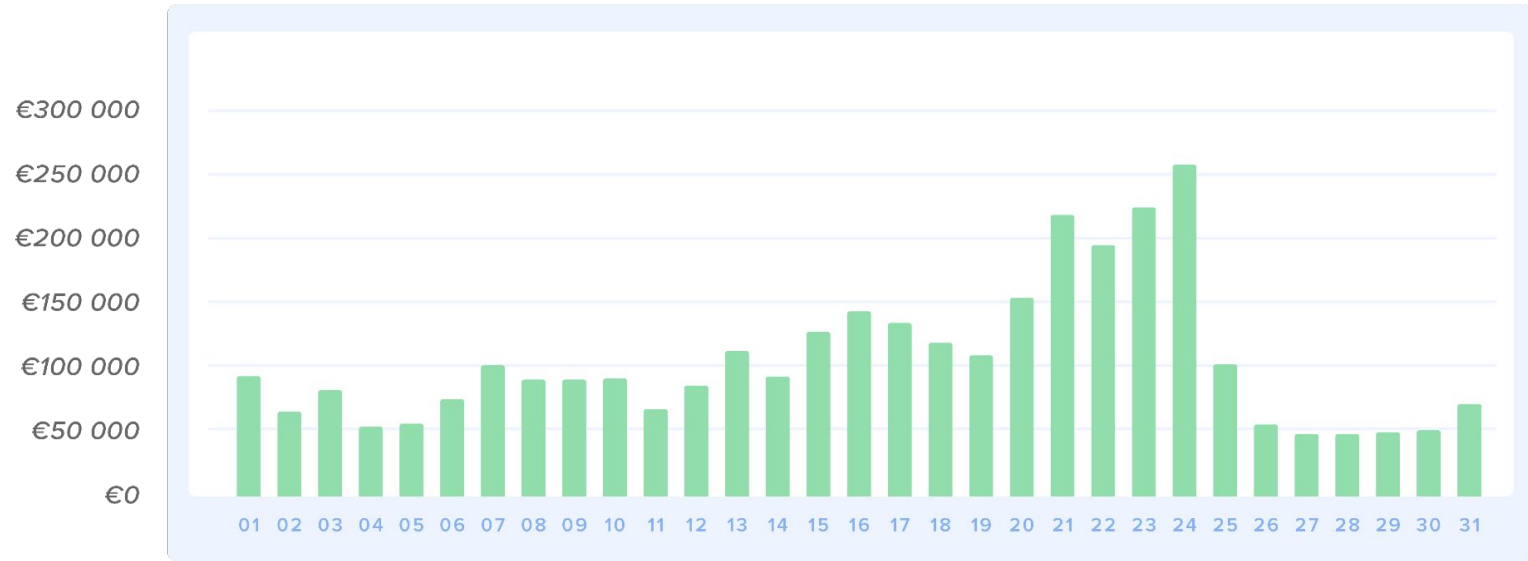
**44%** of donations are done during the last term of the year



\* w/o regular giving

## UNITED KINGDOM

### The End of the year and Christmas do not trigger any peak in donations



\* w/o regular giving

UNITED KINGDOM  
Ukraine Benchmark Figures

	March 2021 funds raised	March 2022 funds raised	#
Protection of Environment & Animals	€24 133	€96 860	301%
Health & Research	€65 305	€74 404	14%
International Solidarity	€103 241	€5 046 237	4788%
Other	€275 881	€316 118	15%
<b>Total</b>	<b>€468 560</b>	<b>€5 533 619</b>	<b>1081%</b>
<b>Total without International Solidarity</b>	<b>€365 319</b>	<b>€487 382</b>	<b>33%</b>



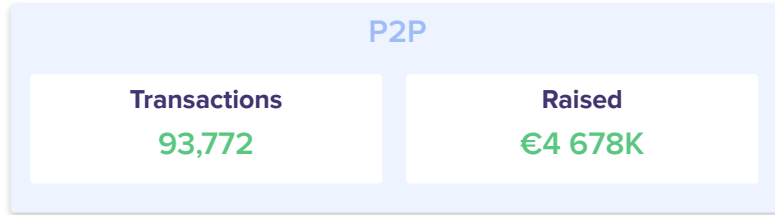


**THE NORDICS**  
*Key indicators 2021*



THE NORDICS

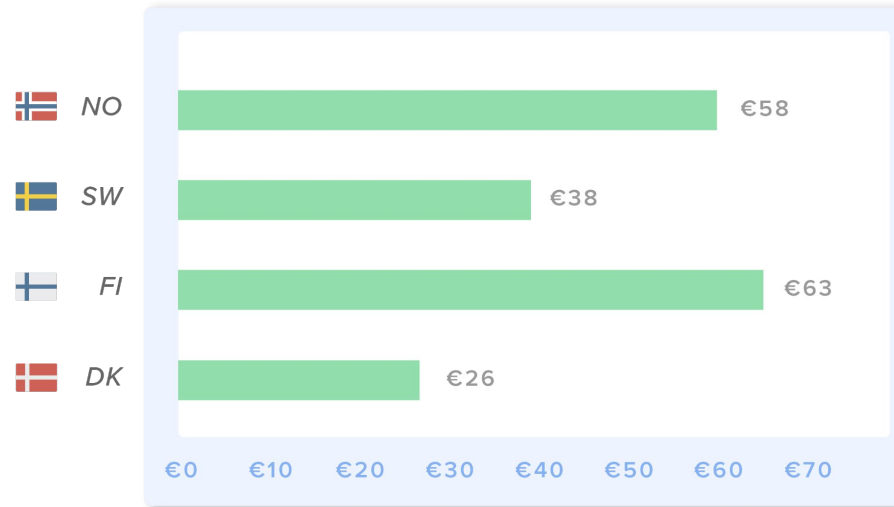
**5.3 millions euros** have been raised on iRaiser's Payment & P2P Apps in 2021



## THE NORDICS

The average gift for P2P is above **€38** except for Denmark

Including “invoice”

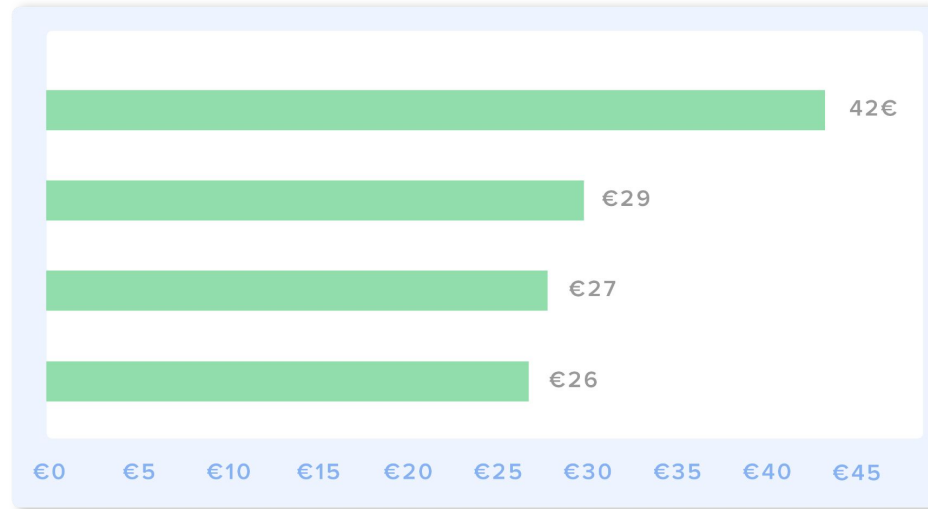


\*P2P only

## THE NORDICS

The average P2P gift is around **€30**, except for Norway

Excluding “invoice”

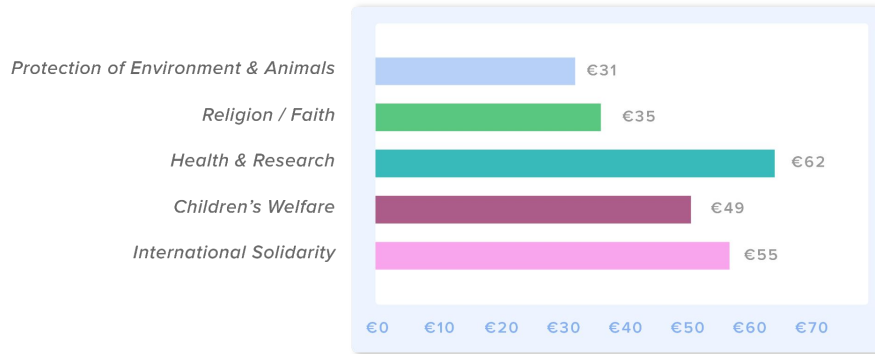


The average gift on payment in Finland is **€41**

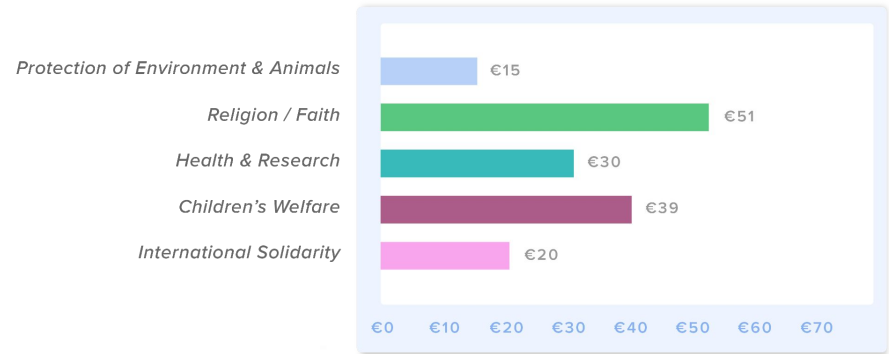


## The Environment & Animals sector receives the smallest average gift in P2P

Average Gift Norway



Average Gift Finland



## The Environment & Animals sector receives the smallest average gift in P2P

Average Gift Denmark



Average Gift Sweden

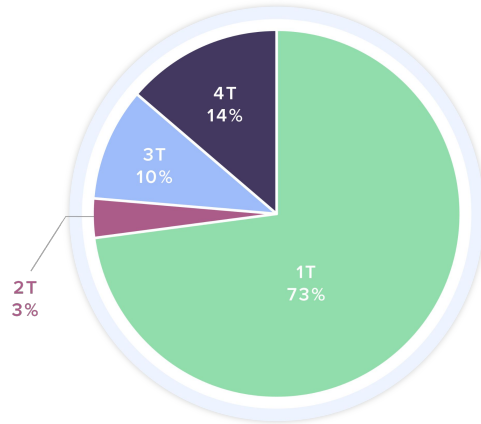




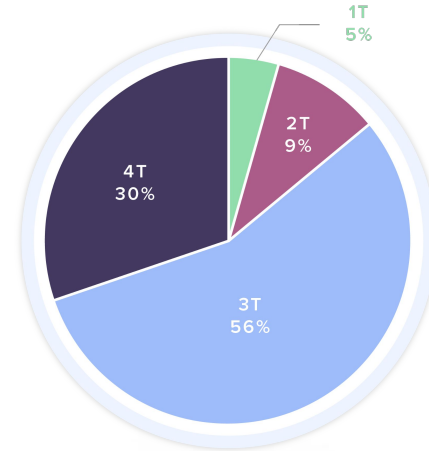
## THE NORDICS

The breakdown of donations throughout the year (value based) differs from country to country

Split by value



Denmark

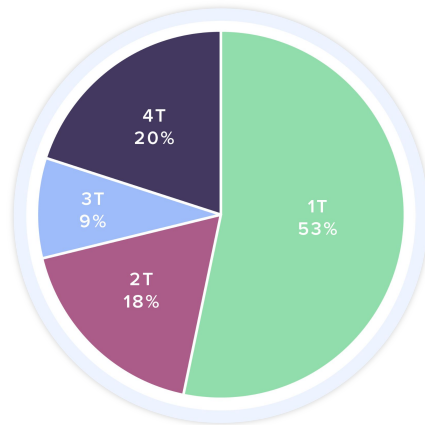


Finland

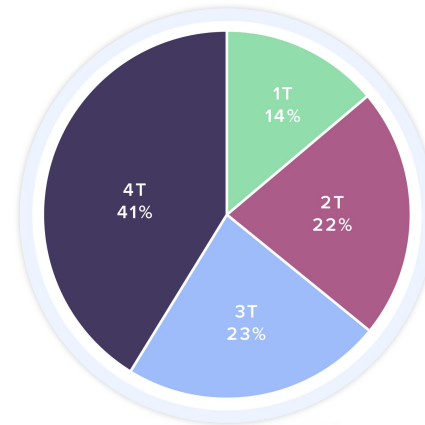
## THE NORDICS

The breakdown of donations through the year (value based) differs from country to country

Split by value



Norway

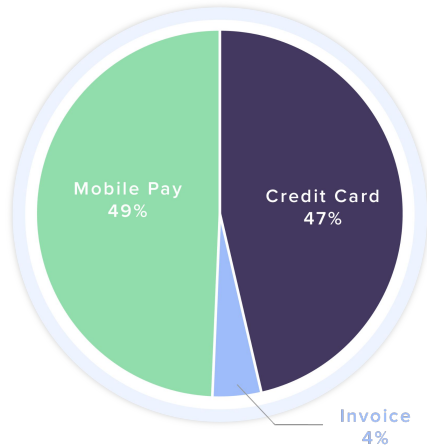


Sweden

## THE NORDICS

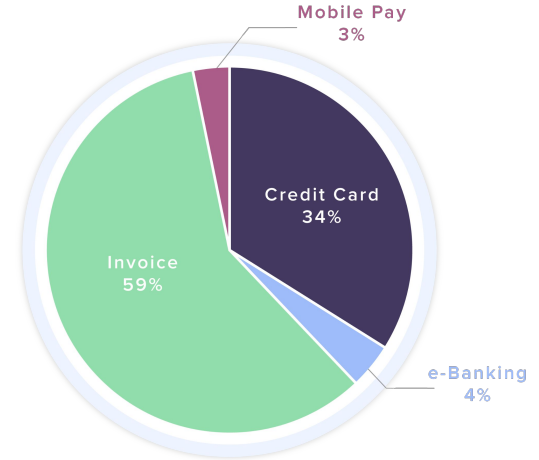
The average gift varies greatly depending on the different payment methods

Split by value



Denmark

AVERAGE GIFT CC	AVERAGE GIFT Invoice	AVERAGE GIFT Mobile Pay
€26	€284	€28



Finland

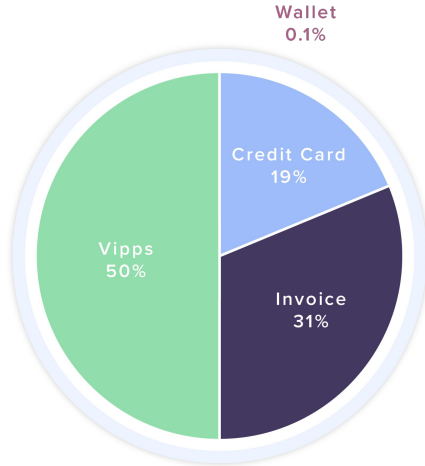
AVERAGE GIFT CC	AVERAGE GIFT E-banking	AVERAGE GIFT Invoice	AVERAGE GIFT Mobile Pay
€31	€17	€5679	€15

\*P2P only

## THE NORDICS

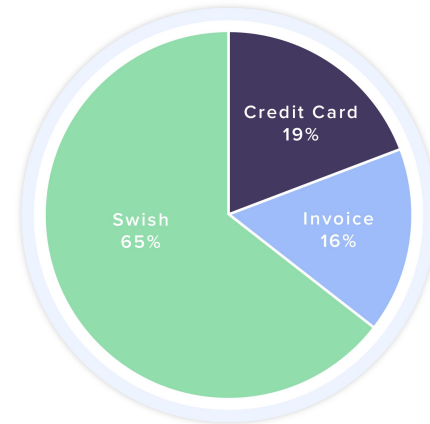
The average gift varies greatly depending on the different payment methods

Split by value



Norway

AVERAGE GIFT CC	AVERAGE GIFT Vipps	AVERAGE GIFT Invoice	AVERAGE GIFT Wallet
€70	€36	€887	€76



Sweden

AVERAGE GIFT CC	AVERAGE GIFT Invoice	AVERAGE GIFT Swish
€59	€718	€23

\*P2P only

THE NORDICS

Mobile giving is huge in Norway in volume  
but the average gift is lower than on desktop

Norway

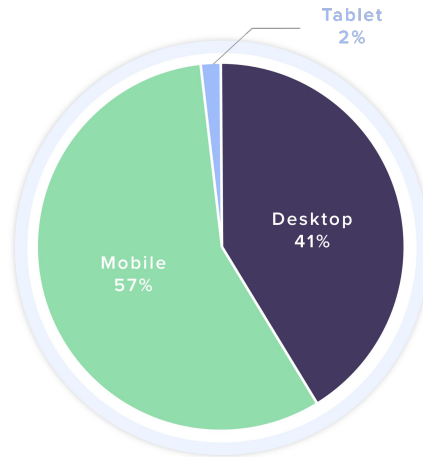
AVERAGE GIFT

DESKTOP: €89

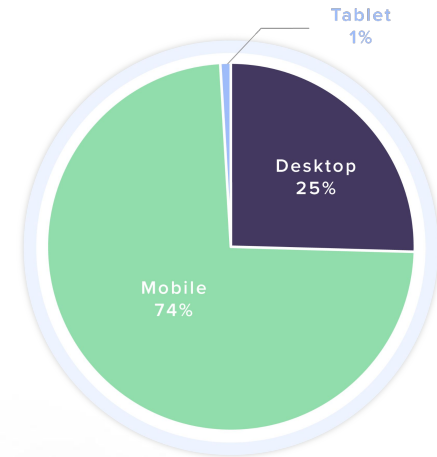
MOBILE : €42

TABLET : €101

Split by value



Split by volume



\* w/o regular giving



## THE NORDICS

**Mobile giving is also huge in Finland in terms of volume  
but the average gift is less than half of the Average Gift through desktop**

### Finland

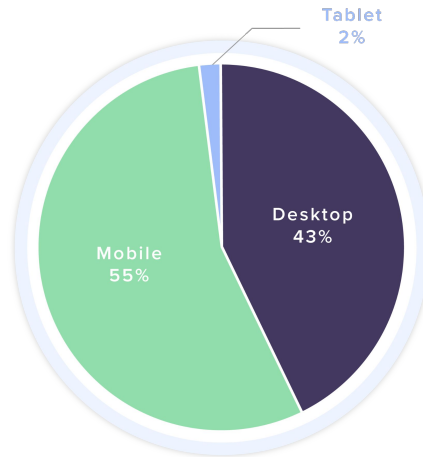
#### AVERAGE GIFT

DESKTOP: €71

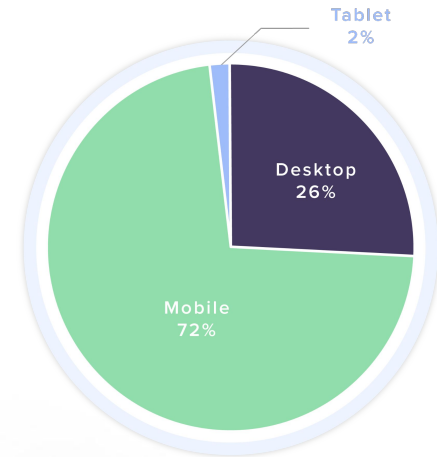
MOBILE : €33

TABLET : €43

#### Split by value



#### Split by volume



THE NORDICS

## Mobile giving is almost equal to desktop in Denmark

Denmark

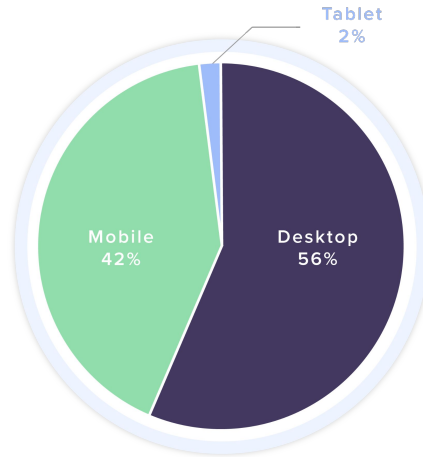
### AVERAGE GIFT

DESKTOP: €63

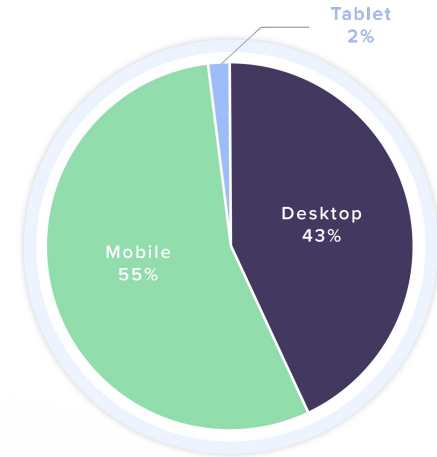
MOBILE : €36

TABLET : €52

Split by value



Split by volume



\* w/o regular giving

## THE NORDICS

**Mobile giving is huge in Sweden, even bigger than desktop both in terms of volume and value, but the Average Gift for mobile is low**

Sweden

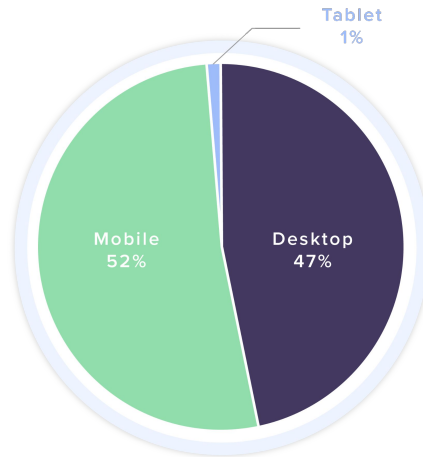
### AVERAGE GIFT

DESKTOP: €83

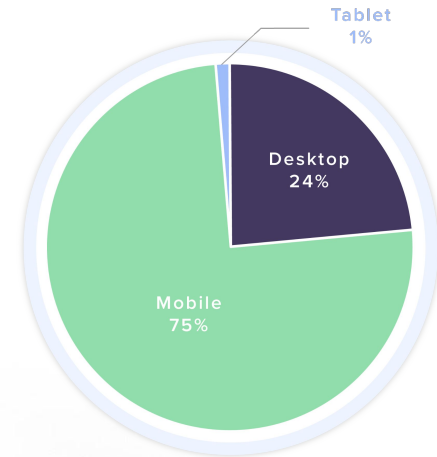
MOBILE : €29

TABLET : €39

### Split by value



### Split by volume



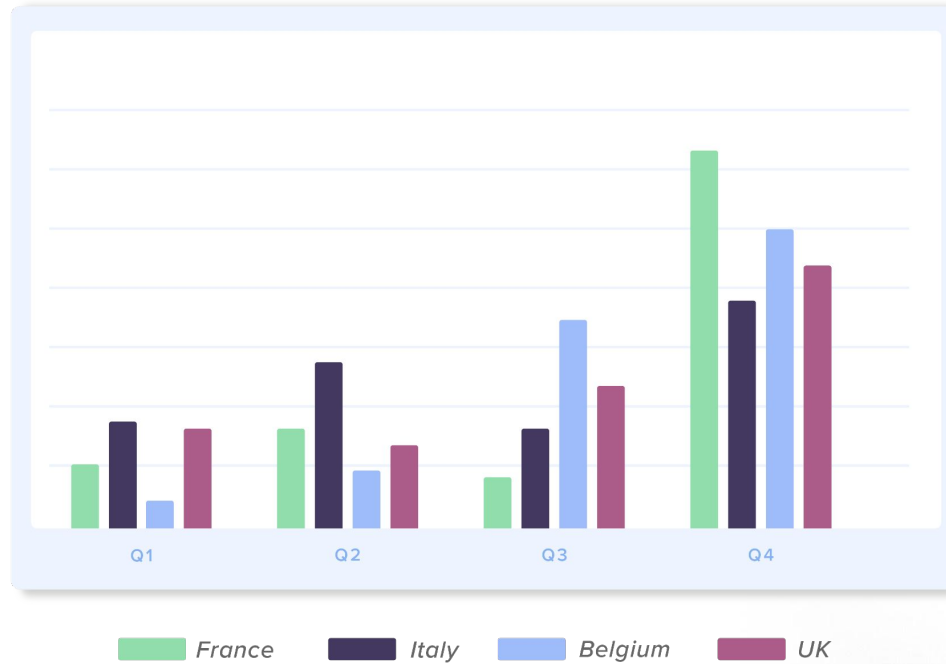
\* w/o regular giving



**A FEW INDICATORS  
TO SUM UP**

## A FEW INDICATORS

During which period are the most gifts made?





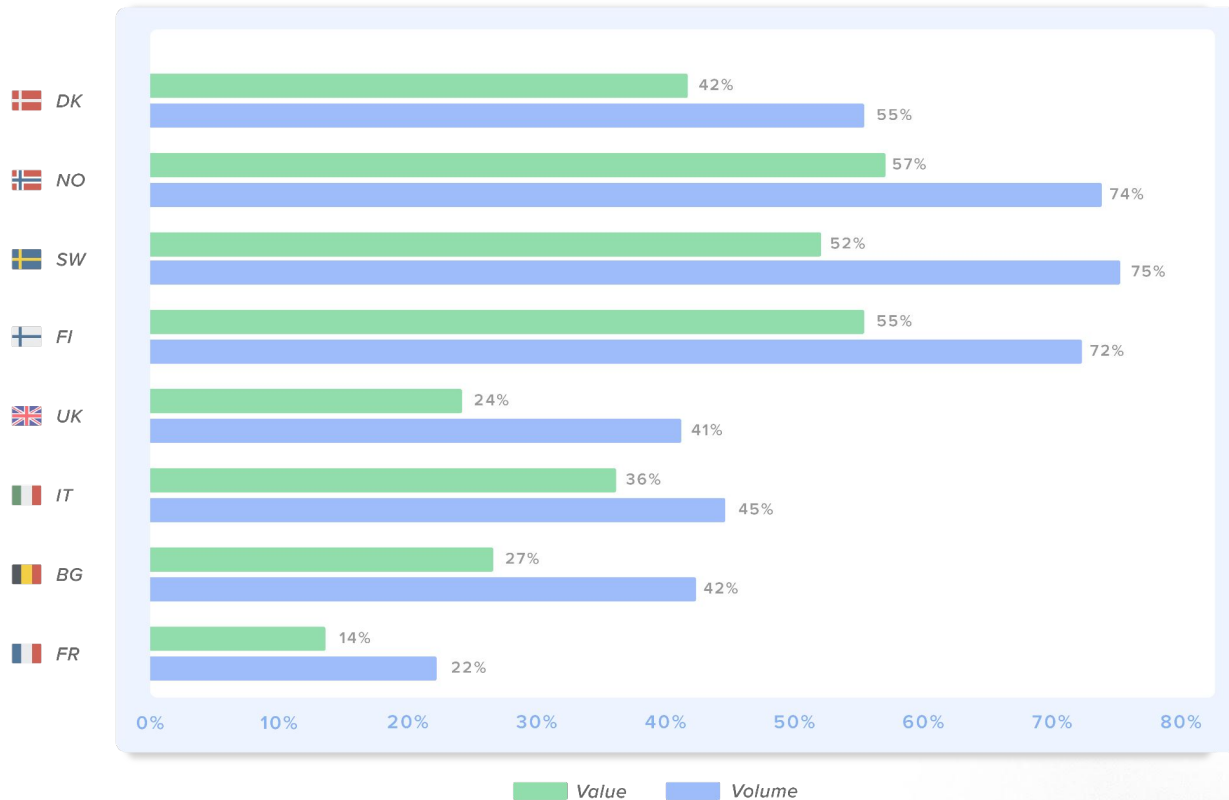
## A FEW INDICATORS

### What is the average digital gift?



## A FEW INDICATORS

### What is the proportion of mobile giving?





**If you would like an analysis of your  
organisation's indicators\* please send your  
request to: [survey@iraiser.eu](mailto:survey@iraiser.eu)**

*\*this is a paid service*



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