

Welcome to factory^{phi}

knowledge for good

Factory Phi is a database of donors and supporters – it lists gifts, by people, trusts and companies, showing who gave, to whom. Factory Phi’s data covers the whole range of the nonprofit sector in the UK, and 23% of it (that’s over 36,000 records) is specific to arts organisations.

Our research is based on public-domain sources – donors listed on websites, annual reports, press reports and other publicly-accessible locations – so it is not a perfect representation of giving to the arts, but it does give a useful picture of what’s going on.

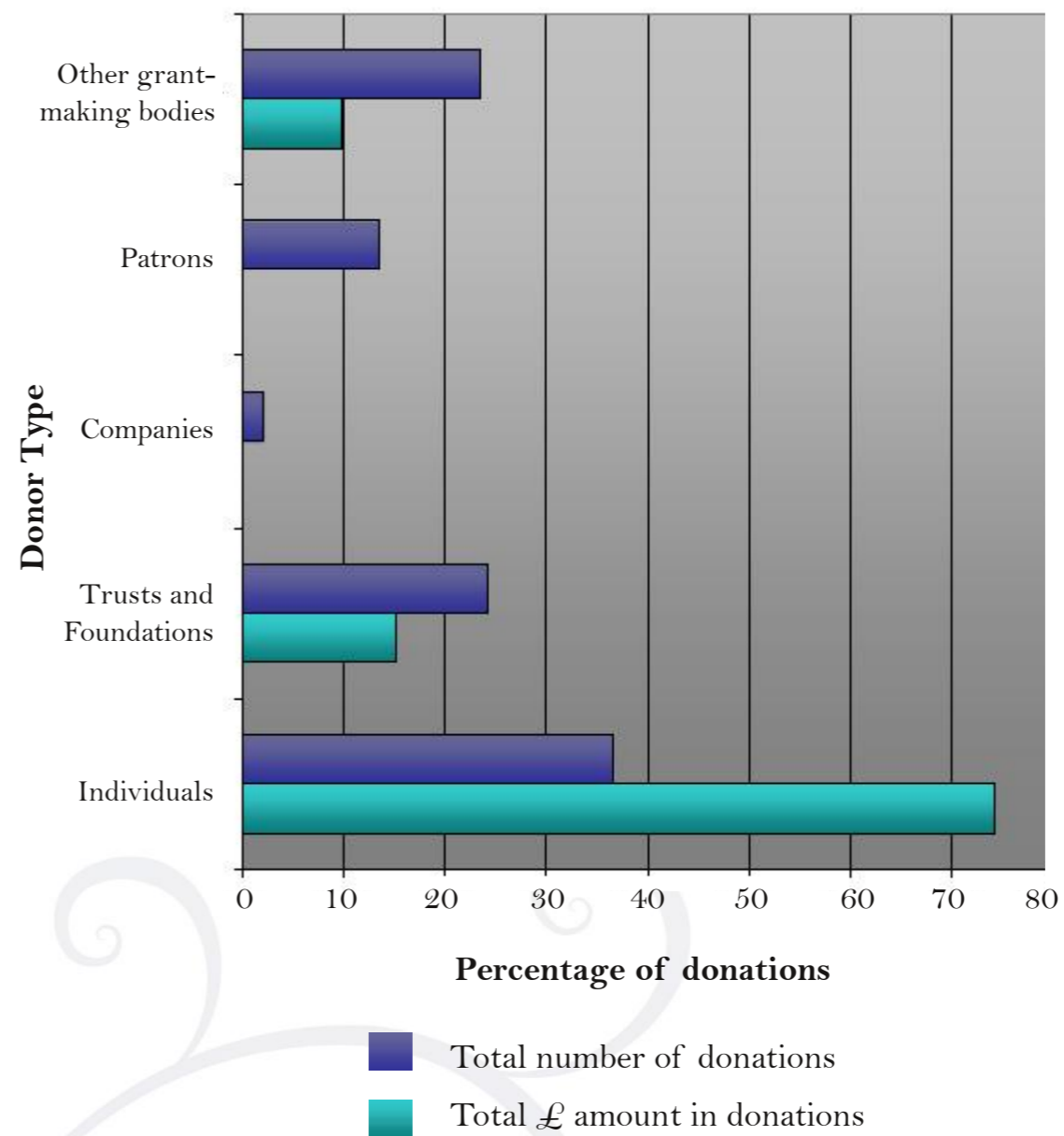
We’ve used that wealth of information in this report.

The graph (right) shows (dark blue) that 37% of the publicly-acknowledged donations to arts organisations are from individual donors, while 24% are from trusts and foundations. It shows the huge importance of individual giving to the arts in the UK – 37% of donations are from people, but they represent almost three quarters of total donations by value.

The relative value of company donations is also emphasized by this graph. Whilst the number of donations represents less than 1% of the total, these donations make up 2% of all donations by value.

Conversely, while 24% of donations were made by trusts and foundations, this only represents 15% of donations by value.. This may reflect a reluctance on the part of charitable trusts to have the value of their gift shown to the public.

Number and Value of Donations by Donor Type



These graphs show the size of donations to arts organisations reported in the public domain. The upper graph shows the percentage of donations made and the lower graph the total value of these donations, split into gift bands.

Again, we are able to identify key income streams, this time by the size of donation made. As might be expected, relatively few large donations (£100,000-£499,999) carry the greatest actual monetary value.

Both graphs highlight the importance of the £1,000-£4,999 bracket. Donations of this size amount to over £13m in income and make up 28.5% of publicly recorded gifts to arts organisations. By comparing year-by-year records in Factory Phi, we've spotted a trend; the £1,000-£4,999 gift band has gained in prominence since the recession has hit, rising by 5% over recent years. Is your organisation making the best use of this gift band?

As well as providing detailed information about individual donors and supporters, Factory Phi can be used like this - to benchmark your finances against the rest of the arts sector. You can benchmark against a sector or group of sectors, against the nonprofits in a geographic region, or against a specific nonprofit - the first time that this data has become available in the UK. Factory Phi can be searched by donor or recipient name, record type (individual/trust/corporate donation, trustee, president, celebrity supporter...), geographical region, postcode, year, amount, charitable activity and several other criteria. Virtually unlimited searches can be exported into a spreadsheet for analysis.

For more information about Factory Phi, including a live online demonstration, contact Laurie Krohn, lauriek@factory.com, on 0117 916 6740.

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