

Fundraising Salary Survey Results 2018



Robertson Bell
recruiting excellence

0203 824 7100 | www.robertsonbell.co.uk

Table of Contents

03	Foreword
04	Key Insights
05	Gender Pay Gap
06	Salary Changes
07	Benefits
10	Geographical Data

Foreword



A very warm welcome to our annual fundraising salary survey review, and a huge thank you to all the fundraising professionals in the not for profit and public sector that took the time to complete the questionnaire which has enabled us to provide this comprehensive industry salary insight. The response to the survey far exceeded our expectations and serves to reinforce the value of the results as a benchmarking resource for you and your organisation. Here at Robertson Bell our fundraising recruitment team has gone from strength to strength in a very exciting and busy first quarter. The team have delivered a record number of placements with over 82% of these coming from our existing

customer base. This is undoubtedly testament to the hard work, unwavering dedication and knowledge of the team lead by Lesley Botterill and Michael Swinburn, and the strength of the relationships that they form with the organisations they partner with. As we all know, every organisation is different as are your needs and expectations, so do feel free to get in touch. We are here to help and advise, and make your recruitment process run as smoothly and professionally as is practicably possible.



CEO & Founder

Key Insights

From January 2017 to January 2018

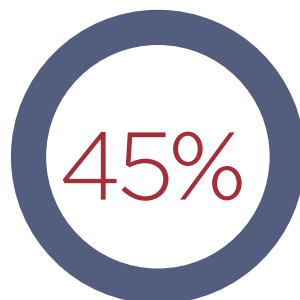


Fundraising salaries up by an average of 2.6%.



The difference between men and women's salaries.

More money is still the biggest motivator for moving



The number of respondents planning a move in the next 6 months.

Gender Pay Gap

Heavily in the news, and in line with national statistics, the gender pay gap within the charity fundraising sector does appear to exist.



Our figures show: from January 2017 to January 2018:

Average salary for Men = **£54,811**

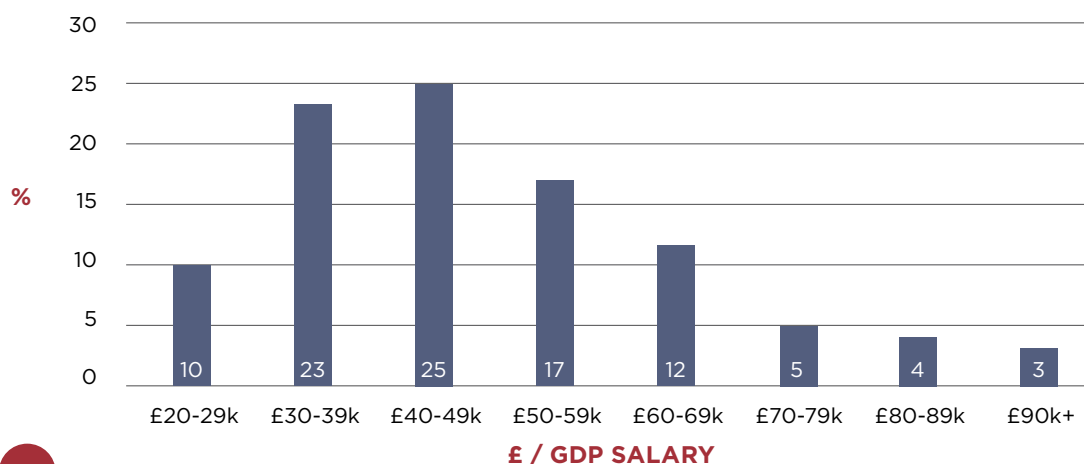
Average salary for Women = **£45,664**

The sector is heavily populated with women and from the number of respondents that took part in the survey,

women outnumbered men by 7:3. When looking at the basic salary of respondents, interestingly the number of women in senior positions is almost on a par with their male counterparts. Whilst it's encouraging to see women holding the senior positions, the disparity in pay is evident, particularly at Director level where males earn on average 11% more.

Level	Male 	Female 
DIRECTORS	51%	49%
HEAD OF	29%	71%
MANAGER / LEAD	28%	72%
SENIOR EXECUTIVE / SENIOR OFFICER	12%	88%
EXECUTIVE / OFFICER	25%	75%

Basic Salary excluding commission or allowances

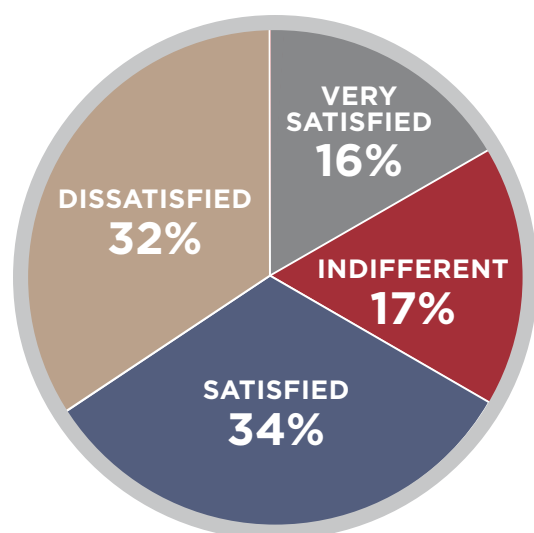


Salary Changes

Salaries have increased by an average of 2.6% since 2017, with the biggest increase being at the junior levels. 50% of respondents are satisfied or very satisfied with their current basic remuneration.

Level	Average salary 2017	Average salary 2018	% Increase
DIRECTOR OF FUNDRAISING	£63,855	£64,577	1%
HEAD OF FUNDRAISING	£45,392	£46,796	3%
MANAGER / LEAD	£35,135	£35,852	2%
SENIOR EXECUTIVE / OFFICER	£29,061	£29,960	3%
ASSISTANT / CO-ORDINATOR	£23,969	£24,968	4%

Salary satisfaction



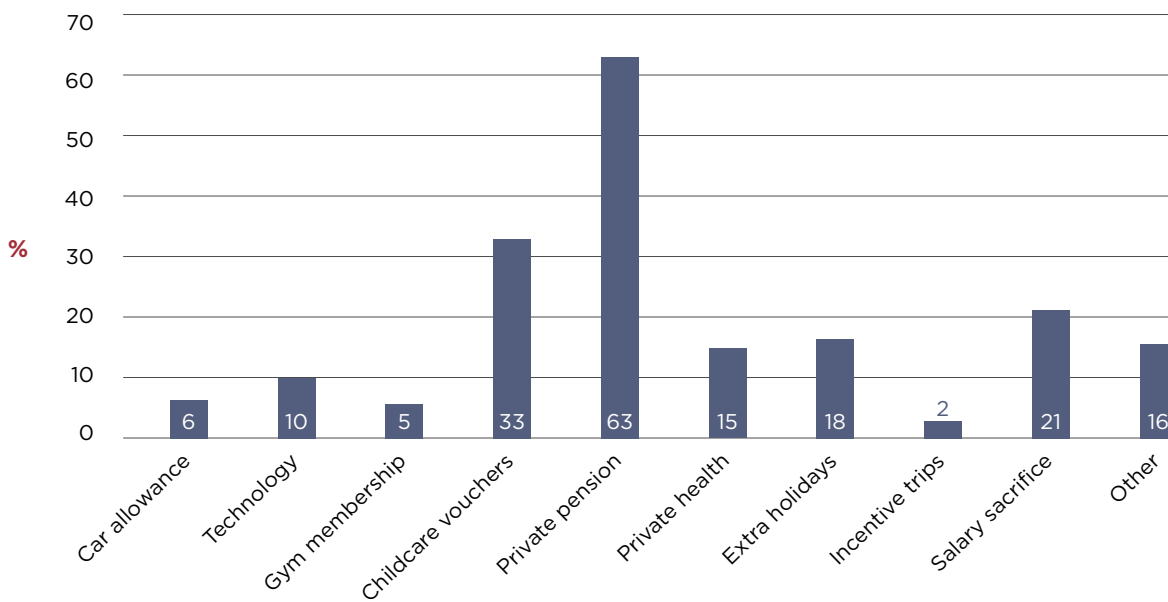
The data also revealed that temporary or contract workers earn on average 10% more than those that work more hours on a permanent basis.

Respondents working in the major donor speciality were the highest earners, averaging £48,392. The second highest income stream was for Trusts and Foundations, followed jointly by Legacy and Events, and finally Community fundraisers which averaged £39,950.

Benefits

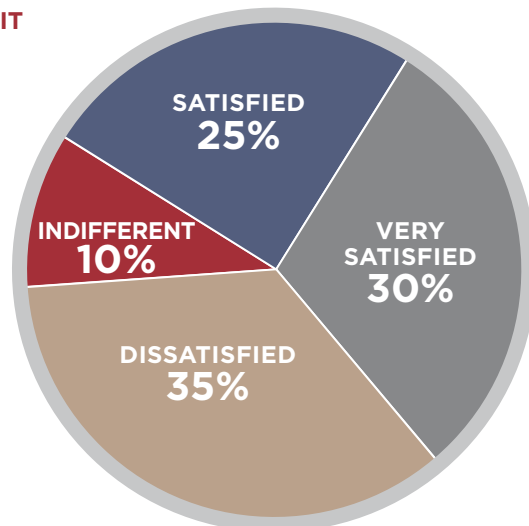
69% of respondents receive benefits, out of those, the research shows that the most common perk is a private pension and second is childcare vouchers, with incentive trips being the least common.

List of benefits

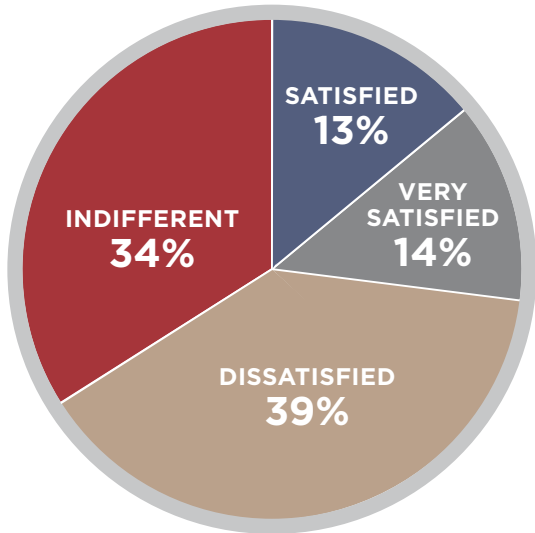


Benefits satisfaction levels

BENEFIT

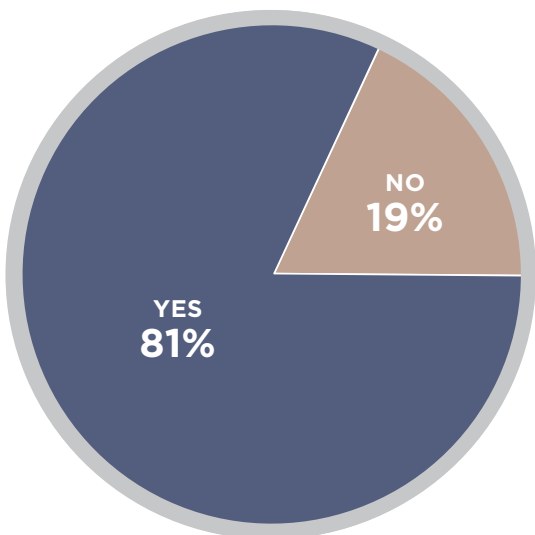


Bonus satisfaction levels

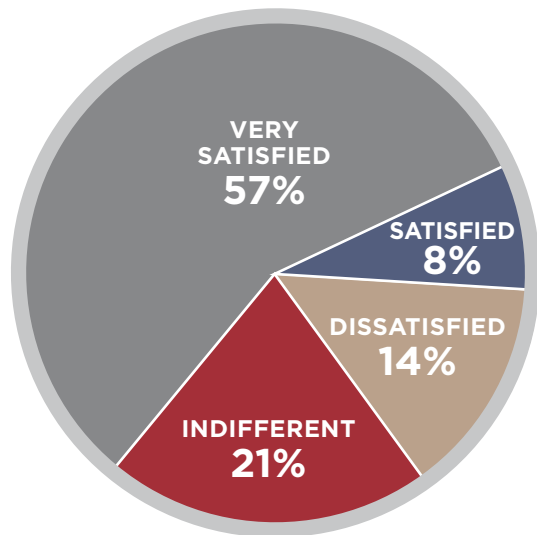


Only 7% of respondents currently receive a monetary bonus, but the results here show that 34% are quite indifferent to it.

Flexible working

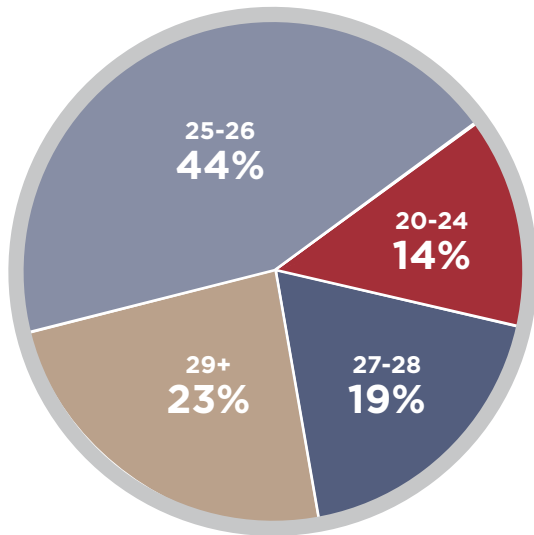


Satisfaction of working conditions



In-line with future trends, 81% of fundraisers have the opportunity for flexible working and a staggering 57% are currently very satisfied with their working conditions.

Annual leave



A majority of 44% respondents receive 25-26 annual days holiday a year, only 14% receiving less than this, but 23% are lucky enough to receive more than 29 days.

It's a buoyant candidate market

Over 70% of respondents are open to new opportunities and willing to move for the right reasons.

The main motivators being:



Geographical Data

Salary by location and title

	Executive Officer	Senior Executive / Officer	Manager/ Lead	Head of	Director
London	£28,483	£34,200	£40,182	£51,599	£75,388
East Midlands	£26,342	£28,000	£37,000	£50,525	£70,250
West Midlands	£20,202	£27,500	£36,707	£44,550	£63,500
North East/ Yorkshire	£24,500	£27,000	£31,500	£38,620	-
North West	£24,000	£27,500	£33,300	£44,500	£55,425
South East	£26,750	£38,520	£36,239	£52,750	£64,899
South West/ Wales	£24,500	£27,000	£36,033	£41,947	£58,000

This Survey has been compiled using data from a survey presented to over 1000 participants, analysis of our database and the knowledge of our in-house experts.

Of course, the figures presented here are generic. We are also able to offer a free bespoke salary benchmark service (without obligation). This will take into consideration the specifics of a vacancy, the size of the organisation and team, the local economy, and a competitor analysis. This is undertaken independently by our specialist consultants and will help you better benchmark an exiting or new role.

The Robertson Bell fundraising recruitment team is lead by Lesley Botterill and Michael Swinburn and has gone from strength to strength over the last few years. We recruit across all levels, income streams and specialties. Contact us on **0203 824 7100**, or via email at lesleybotterill@robertsonbell.co.uk or michaelswinburn@robertsonbell.co.uk if you would like to discuss the survey, request a bespoke benchmark, or if we can help you with any of your recruitment needs.

Robertson Bell
recruiting excellence

0203 824 7100