



## Media release

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### **Charities urged not to lose sight of social outcomes in pursuit of funding**

Speaking at a Perpetual Foundation forum Perpetual's Managing Director and Chairman of the Foundation, Mr David Deverall, said the success of charities is not measured by service provision and good financial ratios, but by achieving tangible social outcomes.

"Successful charities are consistently driven by good governance and high performing boards. Boards of charities require clarity of vision and strategy. They need to know how to assess the social problems that need solving, what success will look like, and how to steer and properly resource the organisation to reach its objectives." Mr Deverall said.

The Perpetual Foundation seeks to recognise and highlight best practice in the social economy through thought leadership and research. Research commissioned last year, on leadership and management in the Australian social economy, identified the need for improved governance of charities.

Mr Deverall said "Boards of charities are well placed to bring business skills and professional experience to the fore. They need to resist being caught up solely in the fundraising aspects if that encroaches on their ability to lead and set strategy. Charities are ultimately judged by the impact they bring to achieving social outcomes for benefit of the community."

Today's Perpetual Foundation Forum profiled the approach taken by Outcomes Australia to achieve an increase in the rate of organ donation in Australia. Outcomes Australia has applied business principles and methodologies to assess the problem, identify practical solutions and influence a range of stakeholders to bring about change.

"Outcomes Australia is a source of inspiration for boards of charities. They haven't come together to raise funds but rather to apply rigorous analysis to the root cause of the problem, find solutions and advocate for systemic change. The good news is that if charities can put a strong case for change in a compelling way they have a greater chance of influencing government and attracting funding", said Mr Deverall.

Increasingly donors involved in philanthropy want to see a real impact from their financial and voluntary contributions. Perpetual provides professional services to support donors to make effective investments in charities by identifying organisation who have a clear vision and strategy, and know how to deliver long term outcomes to address our social problems.

Perpetual is Australia's largest charitable trustee, managing more than \$1.3 billion over 450 private trusts and foundations. Each year Perpetual make grants to charities of approximately \$40 million and in the process engages with 1,000s of non-profit organisations.

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## **Outcomes Australia**

Outcomes Australia is an experienced team of voluntary influential community leaders and committed citizens who are developing solutions for community challenges.

Their aim is to identify needs in the community, understand what problems there are and help resolve them.

What makes Outcomes Australia different from most charitable and voluntary organisations is their use of strict business principles and methodologies focused on achieving practical outcomes.

For more information about Outcomes Australia, please [click here](#)