

## PERPETUAL'S CLIENTS GRANT \$22.6 MILLION TO NFPS THROUGH IPAP



PERPETUAL PRIVATE INSIGHTS  
20/07/2021

Thanks to our generous philanthropic clients, Perpetual distributes around **\$100 million each year** to charities and other not-for-profits. Many of the trusts and endowments we manage are created with specific directions around the charities that will benefit.

However, around a quarter of this amount is available for not-for-profits who demonstrate how they improve outcomes for the communities in which they operate.

To distribute these funds, Perpetual invites well-governed not-for-profits to apply for a grant through our annual IMPACT Philanthropy Application Program (IPAP).

### How we choose grant recipients

Our selection process places high value on the organisation – that is, an organisation should demonstrate strategy, leadership, capability and outcomes, to ensure the money is going to the right places.

As we have been running IPAP since 2002, we are able to identify trends and growing areas of need for charitable work, and this also plays an important role in our decision making.

This year's grant recipients have been chosen and in the coming months, we will share a detailed report on the grants made this year. This will allow similar organisations to benchmark themselves and see where funding is going.

In the meantime, we're pleased to share a snapshot of IPAP 2021.

### IPAP 2021

Over the 2021 financial year, our clients have committed \$22.6 million to distribute through our IPAP 2021.

- 1,519 applications
- ~1,000 organisations applied
- Average grant – around \$75,000
- > 140 Foundations and endowments committed funds

This year's commitment is around 7% lower than last year's \$24.4 million, partly driven by a down-trend in forward commitments. The pandemic related economic downturn and record low interest rates led a reduction of approximately \$9 million in income from charitable trusts.

Despite many challenges, our philanthropic clients went above and beyond to give more this year and ensure that our not-for-profits are able to continue their vital work. Overall, to offset the difference our philanthropists were able to contribute an **extra \$7.2 million** this year.



**\$8.05M**

Social Welfare



**\$690K**

Conservation and Environment



**\$5.07M**

Health



**\$890K**

Arts and Culture



**\$3.39M**

Education



**\$351K**

Animal Welfare



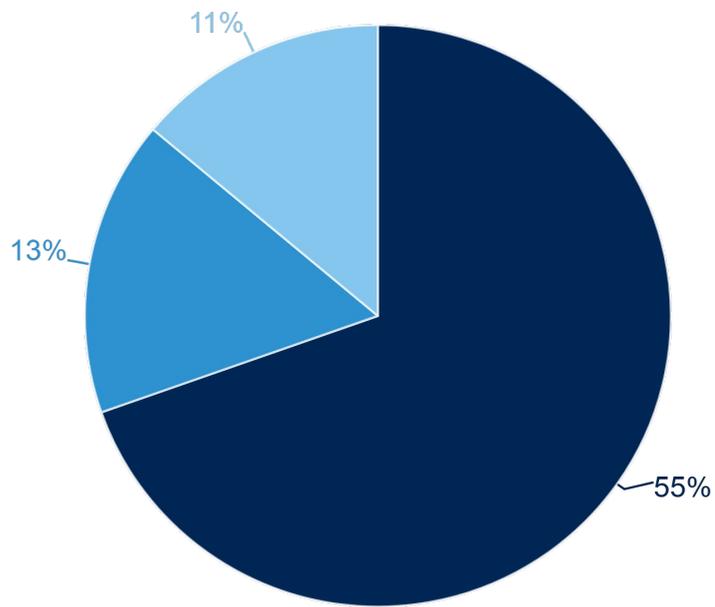
**\$4.18M**

Health Research and Medical  
Research

Social and Community wellbeing is a preferred sector for a large number of discretionary trusts, reflecting the fact that this sector also submitted the most grant applications.

#### UN Sustainable Development Goals

As part of the application, we asked organisations to nominate which of the [17 UN Sustainable Development Goals \(SDGs\)](#) their application supported. These are the top three:



● Good health & Wellbeing ● Quality Education ● Reduced Inequalities

### Investment in women

For the first time ever, our full IPAP 2021 report coming later this year will provide an analysis of where and how much we invested in female-led or female-focused organisations

### 2020 Australian Philanthropy Insights Report

Interested in seeing where IPAP grants went in 2020? Perpetual's deep understanding of the issues affecting NFPs in Australia – from staffing to fundraising and more – is covered in detail in our 2020 Australian Philanthropy Insights Report.

The report also contains in-depth insights from our philanthropy team.

[DOWNLOAD REPORT](#)

Follow us on [LinkedIn](#) for more details and insights.