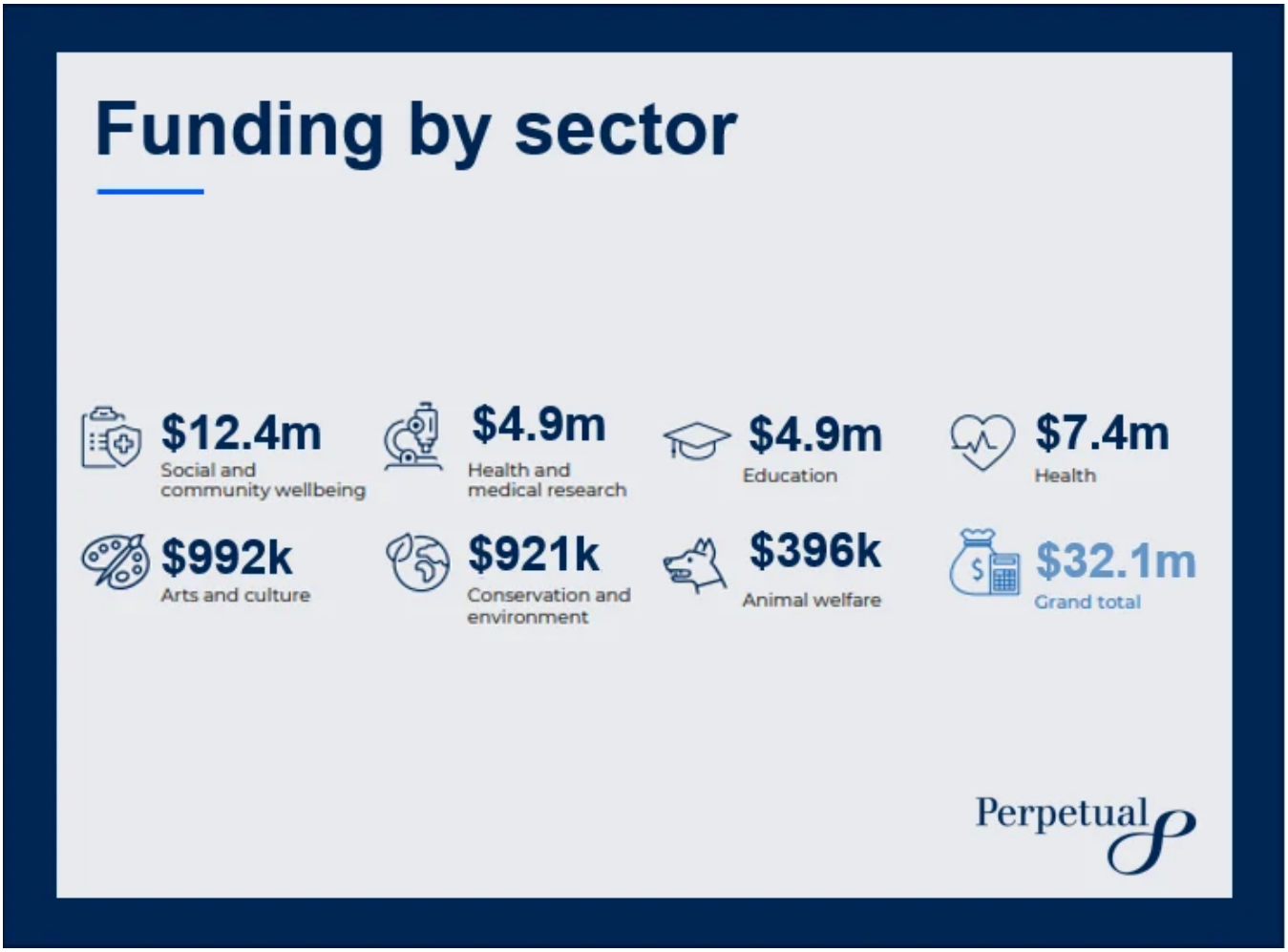
Case study: Perpetual's IMPACT Philanthropy Application Program

By Perpetual Sustainability

2 September 2024



Thanks to the generosity of our clients, Perpetual distributes around $120 million annually to charities across the country, from the philanthropic trusts and endowments we manage.

Whilst many philanthropic foundations are created with a specific charitable beneficiary in mind, some have a more flexible approach to grant making or discretion around which sectors, causes and charities to support. In this instance, and with many of the living philanthropists we work with, we undertake a rigorous application process to match our clients' wishes with great organisations who are affecting positive social, cultural, economic and environmental change. This process – called the IMPACT Philanthropy Application Program (IPAP) allows philanthropists and not-for-profit organisations (NFPs) to connect and allows NFPs to demonstrate how they improve outcomes for the communities they serve.

In FY24, $32 million was committed to charitable organisations through the IPAP process, bringing the total ten-year distributions via IPAP to $270 million. Organisations that received funding through IPAP operate across all states and internationally, and represent a wide range of beneficiaries and sectors, including:

- Health and Medical Research
- Education
- Health
- Conservation and Environment
- Social Community and Well-being
- Arts and Culture
- Animal Welfare

These sectors reflect the wide range of interests and beneficiary groups of the philanthropists who, for over 135 years have had the vision and generosity to create a philanthropic foundation to support the community for generations to come. Perpetual is proud to continue the legacy for these generous individuals and families to create real and positive impact.