

CHARITIES SECTOR – BRIEF

BACKGROUND

Charities raise money from grants, trusts, bequests and public donations, and redistribute it towards beneficial social activities. The areas in which charities operate are immensely diverse and varied. These include: aid, development, relief, healthcare, medical research, social research, policy lobbying, culture and arts funding, and working to assist the homeless, refugees and political prisoners, and many more.

Charitable organisations are defined by four key criteria:

- They are independent of government and business
- They are non-profit-distributing
- They provide a wider public benefit that goes beyond any membership
- They are non-sacramental religious bodies or places of worship

Charities range in size from global household names, such as the Red Cross and Oxfam, to smaller operations focusing on local concerns, such as a local welfare office or community group. Some charities cover the whole spectrum of the process of raising money and pursuing funded projects, while others are concerned only with fundraising and others only with carrying out projects.

DATA POINTS

- 166,129 UK Charities (2004)
- Total annual income £35B (2004)
- Top 500 get 50% of total income
- 140,000 (87%) get < £100k income
- Largest has approx 8000 employees
- 4000 New Charities a year added
- 3100 Charities have >£1M income

MARKET DRIVERS & CARE-ABOUTS

- CAPEX / OPEX = Value for £
- Funding/Budget
- Network Security
- Access
- Business Agility

Messaging

The *21st Century Networked Charity* is Cisco's vision for how technology can drive business transformation for Charities. Built on the Intelligent Information Network (IIN).

- **Effective Communications is the key to business transformation**

