# Insights from a decade of philanthropy

**By Perpetual Private Insights**

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Perpetual works in partnership with philanthropists and not-for-profit organisations to help them drive better outcomes and create positive change in the communities they care about and serve.

This year, for the first time, we're sharing a decade's worth of data from the Perpetual IMPACT Philanthropy Application Program. This comprehensive dataset offers unique insights into both the philanthropic and charity sectors, with valuable information and analysis to support strategic planning and decision making.

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**Here's a glimpse of what you'll find inside:**

- **Emerging and declining sectors:** Explore the shifting landscape of philanthropic funding over the past decade and understand which sectors are gaining prominence and which are seeing a decline – and the factors driving these changes.
- **Innovation versus proven outcomes:** Examine the balance between funding innovative new projects and supporting proven, effective programs, and the importance of both approaches in achieving long-term impact.
- **The power or untied funding:** Understand how funding to cover essential operating costs, invest in capacity building, and respond to emerging needs supports the sustainability and effectiveness of not-for-profit organisations – and how philanthropists are responding.
- **Addressing inequality and entrenched disadvantage:** Learn about the targeted efforts to address inequality and support disadvantaged communities including support for women and girls, LGBTQ+ communities, and Aboriginal and Torres Strait Islander peoples.
- **Case studies:** Read about the impact of strategic funding and the lessons learned from various projects, providing practical examples of philanthropy in action.

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## More information on IPAP

You can find more about applying for funding through our dedicated Perpetual's IMPACT Philanthropy Application Program page. It features resources designed to help organisations apply more successfully.

## Interested in philanthropy?

Are you thinking about setting up your own philanthropic structure? Do you need access to great projects and organisations to support? Contact our philanthropy team by filling in the form below.

**Contact us**

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