Data-driven decision making for Not-For Profits

At a Glance

Perpetual is one of the largest managers of charitable wealth in Australia, managing over $3.9 billion on behalf of clients and working with them to donate around $120 million annually to the charitable sector (as at 30 June 2023).

Perpetual's diverse client base collectively acts as an aggregator for the broader philanthropic sector. Their giving practices and approaches provide Perpetual with a unique view of the social trends that affect the sector, which are detailed each year in Perpetual's Philanthropy Insights Report.

Perpetual has partnered with Seer Data & Analytics to advance data and insight capability for the Not-for-Profit sector, creating **Perpetual's Data Community on Seer** for Perpetual Clients, and co-authoring the **Census 2021 Numbers that Matter strategic compendium**. Learn more about our **partnership here**.

Access to Data

Capacity Building

Collective Outcomes

Vision

Building Social Insight that Matters by making real use of the data held by the social sector for better decision making. Our shared partnership vision is for the wider Not-for-profit and social sector to have both data access and capability to ensure decisions around funding, investment, effort, and actions can be data-driven for maximum impact and social benefit.

Data & Action

Perpetual and Seer Data's partnership empowers Not-for-profits with data-driven decision making to help improve the lives and outcomes of the people and communities they serve. Perpetual's Data Community on Seer was created especially for Perpetual NFP Clients, and brings together 8 years of data on Perpetual's Impact Philanthropy Application Program (IPAP) to help inform their grant applications. Alongside IPAP data, clients can access a suite of data tools and insights, to help them build an evidence base for funding or grantseeking, access an open data library and data capability building resources, plus create unlimited Insights and reports to enable data sharing and collaboration.

Solution/Future Outlook

Perpetual and Seer Data will continue to work in partnership to provide valuable and equitable access to data for the social sector, ensuring it is not just captured but understood, actioned and protected. This includes working in partnership across events, reports, and helping not-for-profits scale up their data capabilities.

"We need a sector that knows not just how to collect data but to use it to advance social purpose and to drive better evidence-based decision making."

Caitriona Fay
Managing Partner, Community & Social Investment and ESG, Perpetual NFP & Philanthropy

www.seerdata.ai

www.perpetual.com.au/nfp