

Balancing risk and return: How not-for-profits are structuring their portfolios in 2025

By Perpetual Private

29 October 2025



Balancing risk and return

Over the last four years we have investigated how not-for-profit organizations are structuring their portfolios to help them meet their investment goals, objectives and assets. We have been able to see if anything has changed.

Asset allocation and investment objectives

1. **More than 50% in equities**
2. **More than 50% in equities**
3. **More than 50% in equities**
4. **More than 50% in equities**
5. **More than 50% in equities**
6. **More than 50% in equities**
7. **More than 50% in equities**
8. **More than 50% in equities**
9. **More than 50% in equities**
10. **More than 50% in equities**

Investment objectives

1. **Invest in equities**
2. **Invest in equities**
3. **Invest in equities**
4. **Invest in equities**
5. **Invest in equities**
6. **Invest in equities**
7. **Invest in equities**
8. **Invest in equities**
9. **Invest in equities**
10. **Invest in equities**

Investors' investment objectives

Investment Objective	Percentage of Investors
Invest in equities	71
Invest in bonds	17
Invest in cash	12
Invest in alternatives	2
Invest in real estate	1
Invest in private equity	1
Invest in hedge funds	1
Invest in art	1

Whether your organisation is already invested or considering options beyond cash and term deposits, understanding how other not-for-profits approach portfolio construction can provide food for thought for your own investment strategy discussions.

Over the past four years we have investigated how different not-for-profit organisations in our client base think about risk and return and how that has played through into portfolio construction.

[Download paper](#)

This paper covers:

- Analysis of 221 not-for-profit portfolios with \$3 billion under management
- How objectives shape asset allocation decisions
- Shifts in growth and defensive asset weightings
- Trends in home bias and international diversification
- The increasing role of alternatives
- Four key questions for boards and committees to consider as part of investment strategy discussions

Find out more about our [services for non-profit organisations](#).

Asset allocation trends in not-for-profit portfolios

with key questions for boards and investment committees

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Speak to an expert

Whether you're seeking to refine your investment strategy, address new challenges, or simply have questions, we're here to provide the expertise and guidance you need.

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