



AUSTRALIA GIVING 2019

An overview of
charitable giving
in Australia

#AustraliaGiving
March 2019

good2give

CAF

Charities Aid Foundation

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FOREWORD

About this report

This research gives a unique insight into Australian giving trends which helps us better understand the way Australians give – motivations, habits and preferences. We're delighted to be part of this research series that looks at giving in countries worldwide.

We're pleased to see an active younger generation emerging with 18-24 year olds more likely to volunteer than their older counterparts and 74% of 25-34 year olds making a donation in the last 12 months. Similarly, we're also seeing 18-24 year olds more than twice as likely as average to give through a workplace giving program. We see this as a really exciting opportunity for growth as we continue to deliver against our mission of creating a more giving society.

Giving is the key to positive change. The need for connection and purpose continues to be a key theme throughout this research and other research activities we've been part of. Caring about the cause is the most common reason given by donors as to why they give, reinforcing the need to connect to causes that matter. This trend is also reflective of our donors across our client base.

In a world of accelerated change, people are looking to businesses to be the driver of change and trust. With this in mind, we are more convinced than ever about the important role of the corporate in future giving. J B Were's 2018 'The Support Report' predicted that in 2036 there would be a significant increase in the growth in value of corporate sponsorships, partnerships and donations. Having access to a workplace giving program can be a key motivator that encourages donors to give and strengthen the culture of giving in our country, of which we all should be proud.

Lastly, we would like to thank the continued generosity of the Australian community and the hard work of the charitable organisations who make Australia, and the world, a better place.



Lisa Grinham
CEO
Good2Give

About Good2Give

Good2Give is a not-for-profit that makes it easy for businesses and their employees to support the communities and causes they care about. Committed to building a more giving society, Good2Give provides innovative technology solutions to help businesses, donors and charities connect. As well as advising businesses on how to engage with charities, Good2Give's market-leading technology platforms allow for the efficient and secure processing of around a million donations annually. Since 2001, Good2Give has facilitated over \$200 million to more than 7,000 Australian and international communities.

Good2Give is an affiliate to the CAF Global Alliance of organisations that work to grow giving and strengthen civil society. Being part of a global family of organisations spanning the United Kingdom, the United States, Canada, Russia, India, South Africa, Brazil and Bulgaria is integral to our heritage and allows us to build our expertise to ensure maximum impact in Australia and New Zealand.

PREFACE

This Australia Giving 2019 report is one of an international series, produced across the CAF Global Alliance, a world-leading network of organisations working at the forefront of philanthropy and civil society. The series also includes reports covering Brazil, Bulgaria, Canada, India, Russia, South Africa, the United States, and the UK.

As this unique collection of country reports grows we will be able to look at trends in giving for the first time: why and how people of different ages and social groups give in different countries; the way they give and who they give to, as well as gaining a better understanding of people's participation in social and civic activities beyond financial donations and volunteering.

We hope this suite of reports will give us a greater understanding than ever before of the different ways in which people give and the lessons we can all learn from giving in different parts of the world.



Michael Mapstone
Director of International
CAF Global Alliance

About CAF

CAF (Charities Aid Foundation) is a leading international charity registered in the United Kingdom. We exist to make giving go further, so together we can transform more lives and communities around the world. We are a champion for better giving, and for over 90 years we've been helping donors, companies, charities and social organisations make a bigger impact.

We are CAF and we make giving count.

KEY FINDINGS

Our analysis provides these key findings for individual giving in Australia:

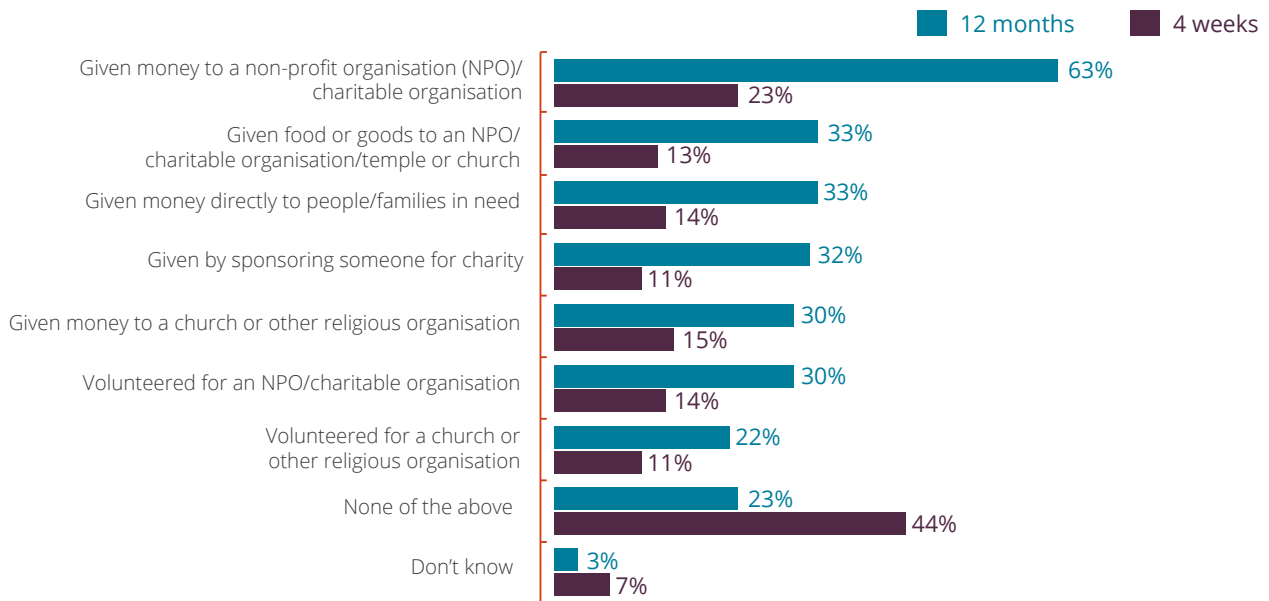
- Two thirds have given money in the past 12 months (68%), either by giving money directly to a charity, by giving to a church/religious organisation, or by sponsoring someone.
- Supporting children is the most popular cause for Australians to have donated to (30%).
- The typical (median) amount donated or sponsored in the past 4 weeks is \$80.
- Giving using cash is the most popular method of donation for Australians (43%).
- Those aged 25-34 are the most likely to have made a donation in the last 12 months (74%).
- A third (35%) have volunteered in the past 12 months, and, as with donating money, supporting children is the most popular cause (21%).
- Younger Australians (18-24 year olds) are more likely to volunteer than their older counterparts.
- The majority of Australians feel that charities have had a positive impact, with women in particular thinking that they have had a positive impact on their local communities and on Australia as a whole.

DETAILED FINDINGS

1.0 Overall picture of how people get involved

All those interviewed were shown a list of seven activities and asked whether they had done any of these in the last 12 months, and in the last four weeks.

Figure 1: Which, if any, of the following have you done in the last 12 months/four weeks?



Base: All adults aged 18+ (n=1,023)

Three quarters (74%) of people report doing at least one of the charitable activities listed in the past 12 months, and half (49%) say they have done at least one in the last four weeks.

Levels of participation are similar for men and women, and across age groups. However, those with an annual family income of less than \$50,000 are significantly less likely than average to have done any of the activities listed.

2.0 How people get involved – detail

2.1 Giving money

Around two thirds (68%) report giving money in the last 12 months, through a combination of donating to a charity/NPO (63%), by giving to religious organisations (30%) or by sponsoring someone for a charity (32%). Almost two in five (37%) have given money in at least one of these ways in the last four weeks.

The likelihood to give is fairly similar across the age groups, peaking slightly at three quarters (74%) of 25-34 year olds. Levels of giving do, however, increase in line with family household incomes. The rate of donating or sponsoring stood at 59% of people with an annual family income of less than \$50,000, rising to 72% of those with an income between \$50,000 and \$90,000 and peaking at 79% of those with \$100,000 or more.



2.2 Volunteering

A third (35%) have volunteered in the last 12 months, with 30% volunteering for an NPO/charity and 22% for a religious organisation. One in five (20%) report volunteering in the last four weeks; 14% for an NPO/charity and 11% for a religious organisation.

Younger Australians are more likely to have volunteered in the last 12 months with nearly half (47%) of 18-24 year olds having done so, compared to 28% of those aged 55 and over.

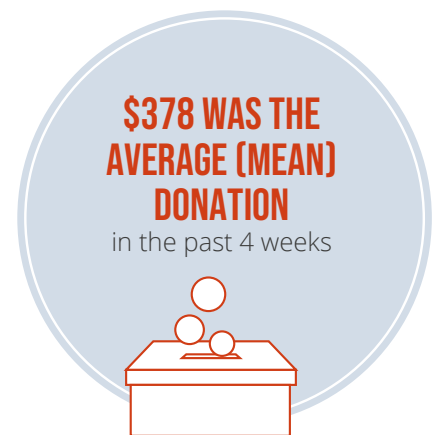
Volunteers are most likely to give their time to support children (21%), religious organisations (21%), supporting homeless people (19%), helping the poor (18%), and supporting disabled people (17%). Supporting schools, improving access to education for vulnerable young people, anti-corruption initiatives, supporting scientific research, and youth causes are the least likely to have been supported through volunteering (all 4%).



3.0 Typical amount given

Those who donated money or sponsored someone were asked how much money they had given either in the past 12 months, or in the past 4 weeks.

Amongst those who had made a recent donation in the last four weeks, the typical (median) and average (mean) donation amounts were \$80 and \$378 respectively, but these amounts hide substantial differences between men and women. Men give at least twice as much as women – typically men give \$100 (median amount), compared to \$50 given for women. The mean donation is also much higher for men, at \$517 compared to \$207 for women.



4.0 Which causes people give to

Supporting children (orphans, seriously ill children, children with disabilities) is the most popular cause to donate to in Australia, with three in ten (30%) donors having given to this. Helping the poor (25%) and medical research (21%) come in second and third, followed by supporting homeless people and supporting disabled people (both 20%).

Women donors are more likely to have given to animal welfare (20% vs. 13% of men), while men are more likely to have given to overseas aid (17% vs. 10%), environment protection (17% vs. 10%), and anti-corruption initiatives (5% vs. 1%).

Younger donors aged 18-34 are more likely than average to support a range of causes including supporting children (40% vs. 30% on average), disaster relief (18% vs. 10% on average), mental healthcare (14% vs. 8% on average), and human rights protection, including LGBTQ+ rights (11% vs. 5% on average).

Figure 2: Which of the following causes have you donated to/sponsored in the last 12 months/four weeks?



Base: All donors (n=712)

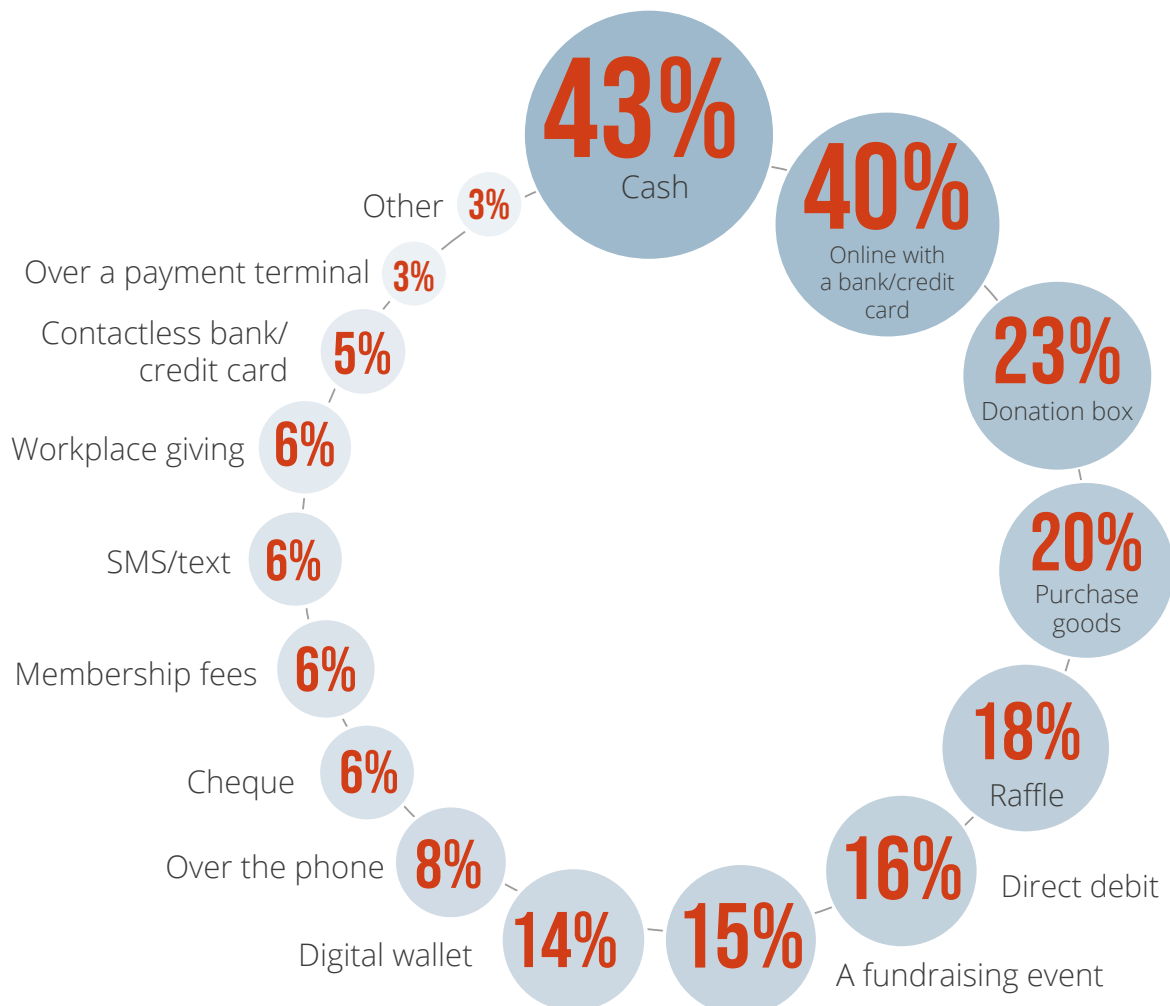
5.0 How people give

Giving using cash is the most common method of donation (43% of donors), closely followed by giving online with a bank/credit card (40%), with donation boxes in shops/other public places (23%) coming in third. Giving via a payment terminal is the least popular way to donate (3% of donors).

Men who donated are more likely to have done so using technology, including online with a bank/credit card (46% vs. 35% of women), and with a digital wallet (17% vs. 10%). They are also more likely to have donated through membership fees (8% vs. 4%). Women who donated are more likely to have given through purchasing goods (27% vs. 14% of men) and at a fundraising event (18% vs. 12%).

The youngest donors, aged 18-24, are more likely than average to have given at a fundraising event (29% vs. 15% average), by purchasing goods (32% vs. 20% average), by using a contactless card (12% vs. 5% average) and through workplace giving programmes (14% vs. 6% average). Older donors aged 55 and over are more likely to have bought a raffle ticket (33% vs. 18% average).

Figure 3: In the last 12 months/four weeks have you given to a cause by any of these methods?



Base: All donors (n=700)

6.0 Why people give

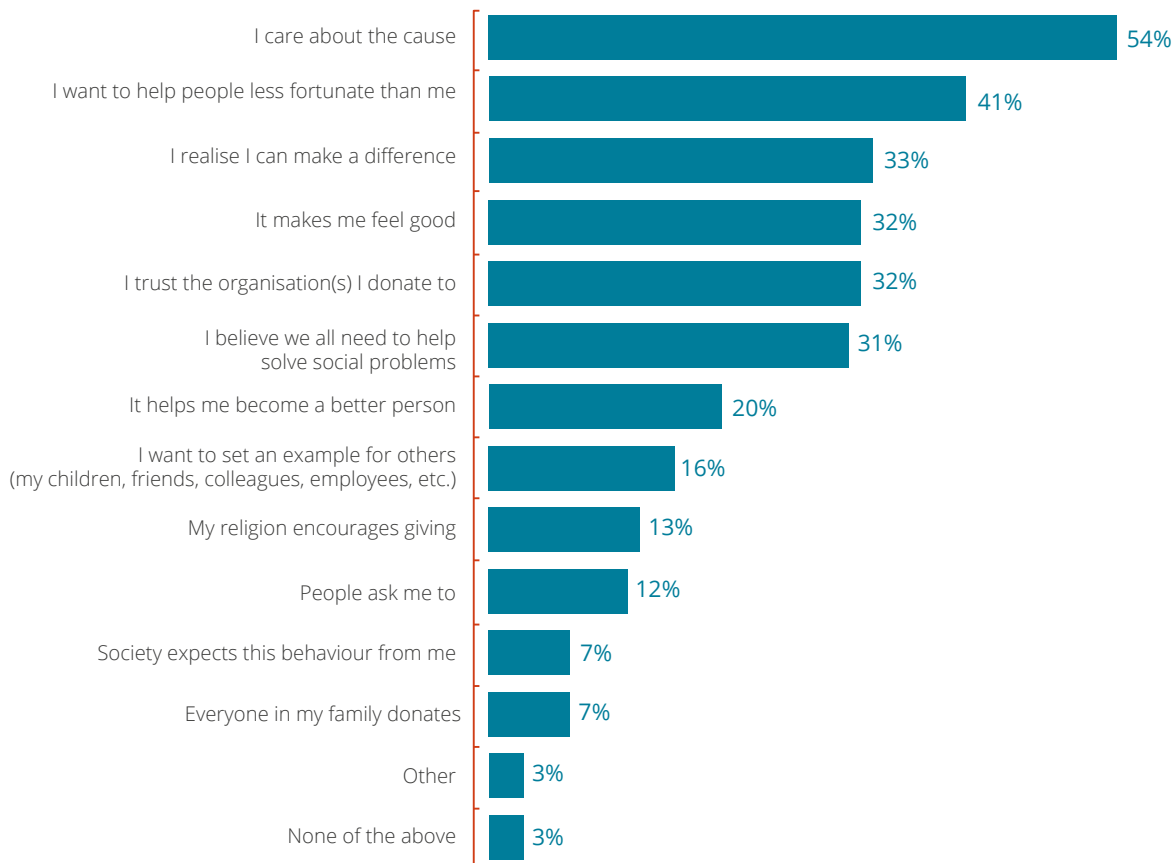
Caring about the cause is the most common reason given by donors as to why they gave money, with more than half (54%) saying this. Helping people less fortunate than them (41%) is the second most cited reason, and realising they can make a difference (33%) the third.

Few donors cite their family or wider culture as reasons for giving. One in 14 (7%) say that they donated because society expects this behaviour, and the same number say they did so because everyone in their family donates.

For older donors, caring about the cause (64% of those aged 55 years and over vs. 54% average) and trusting the organisations they donate to (43% vs. 32%) are more common reasons to give. Meanwhile, those aged 25-34 are more likely to feel societal pressure, with 15% giving because society expects them to and 13% because their family does so.



Figure 4: Which of the following, if any, are reasons that you have given money in the last 12 months/4 weeks?

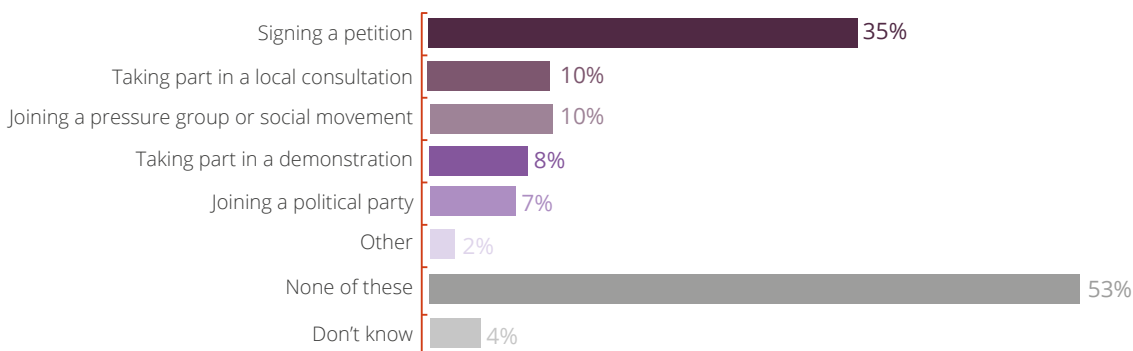


Base: All donors (n=700)

7.0 Engaging in civil society

We also asked about people's participation in other social and civic activities besides the giving already described earlier in the report. All those interviewed were shown a list of five activities and asked whether they had done any of these in the last 12 months.

Figure 5: In the last 12 months, have you been active in a political or social cause in any of the following ways?



Base: All adults aged 18+ (n=1,023)

Just over two fifths (44%) of people surveyed have taken part in at least one of the social and civic activities listed. Men are more likely than women to say that they have taken part in a local consultation (13% vs. 7% of women), joined a pressure group/social movement (13% vs. 7%), taken part in a demonstration (12% vs. 5%), and joined a political party (11% vs. 3%).

Those aged 55 and over are less likely to have taken part in any of the civic activities, with nearly two thirds (63%) saying they have done none of these compared to 44% of 18-24 year olds. Those with a family income of less than \$30,000 are also less likely to have taken part in any activities, with 60% saying they have done none, compared to 45% of those with a family income of \$150,000 or more.

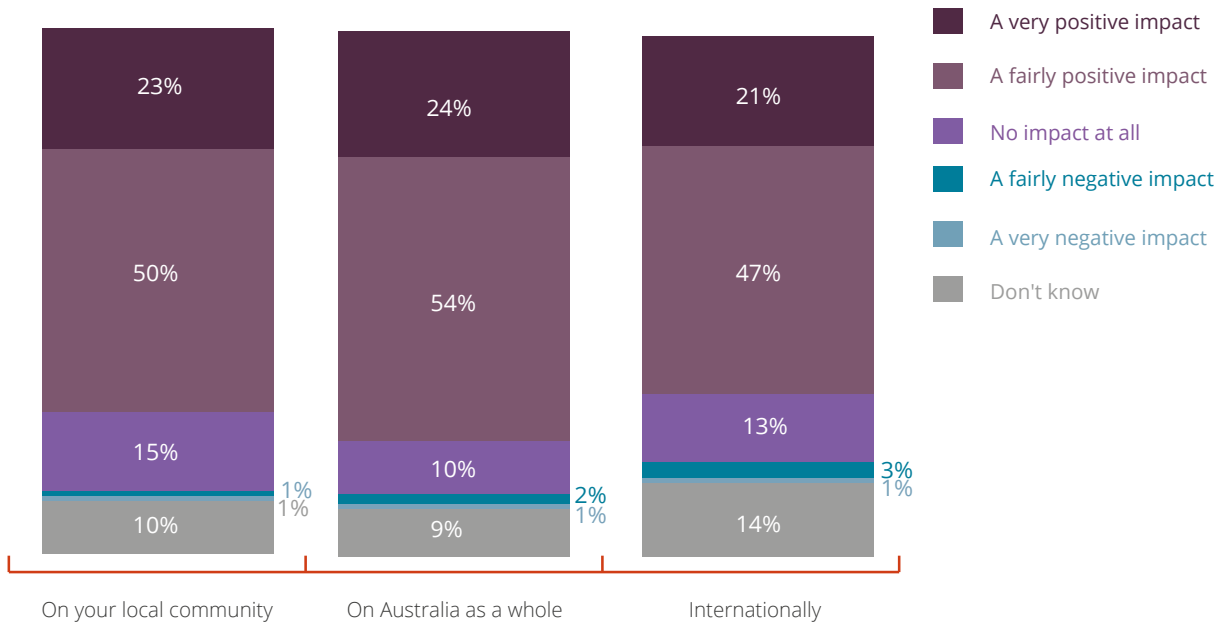


8.0 The impact of charities

Around three quarters (73%) say that charities have a positive influence on their local community, and slightly more (78%) say they have a positive impact on Australia as a whole. 68% say that charities have a positive impact internationally. Very few people overall say that charities have a negative impact on any of these areas.

Women are more likely than men to perceive a positive impact from charities on their local communities (76% vs. 69% of men) and on Australia as a whole (81% vs. 75% of men), but they feel similar to men with regards to international impact (68% vs. 69% of men).

Figure 6: What impact, if any, do you think charities have had?



Base: All adults aged 18+ (n=1,023)

9.0 Encouraging future giving

Having more money themselves is the main thing that would encourage Australians to donate more money, time or goods over the next 12 months (47%), followed by knowing for sure how their money would be spent (41%). More transparency in the sector and knowing that the sector is well regulated are the joint third reasons why people might give more in the coming year (both 23%). One in ten (11%) say that nothing would make them increase their donating in the next 12 months.

Tax incentives are popular among those on higher incomes, with 25% of those with an annual family income of \$70,000-\$149,999, and 39% of those with a family income of \$150,000 or more citing this as something that would encourage them to donate more over the next 12 months, compared to just 8% of those with less than \$50,000 income.

Men are more likely than women to say that knowing the sector is well regulated (27% vs. 20%), more tax incentives (22% vs. 14%), being asked to donate (13% vs. 7%), and having access to a workplace giving programme (12% vs. 6%) are things that could make them donate more money, time or goods over the next 12 months.

47% WOULD DONATE MORE IF THEY HAD MORE MONEY



41% WOULD DONATE MORE IF THEY KNEW HOW THEIR MONEY WOULD BE SPENT



METHOD

This report is based on data collected by YouGov on behalf of CAF.

In Australia, 1,023 interviews were completed online between 2nd and 31st August 2018. The survey was conducted using the YouGov panel.

The sample is nationally representative and is weighted to known population data on demographics including age, gender, and region.

Differences are reported at the 95% confidence level (the level of confidence that the results are a true reflection of the whole population). The maximum margin of error (the amount of random sampling error) is calculated as $\pm 3\%$.

CAF Global Alliance


The CAF Global Alliance is a leading international network of independent, locally led organisations working at the forefront of philanthropy and civil society. It is a champion for better giving and civil society and harnesses local knowledge and expertise to help donors, companies and civil society make a bigger impact. Last year more than 70,000 charities received over £500m in donations in more than 100 countries.


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