

# Giving Australia 2016

Highlights

The Giving Australia 2016 project is the largest ever research effort into philanthropic behaviour to understand how, why and how much Australians give to charity. The project is led by the [Australian Centre for Philanthropy and Nonprofit Studies \(ACPNS\)](#) at QUT with the [Centre for Social Impact](#) at Swinburne University of Technology and the [Centre for Corporate Public Affairs](#).

Commissioned by Commonwealth of Australia ([Department of Social Services](#)) 2016

# Giving Australia 2016: How much did people give?

- ▶ An estimated 14.9 million Australian adults (80.8%) gave in total **\$12.5 billion** to charities and non-profit organisations (NPOs) over 12 months in 2015-16.\*
- ▶ The **average donation was \$764.08** and **median donation \$200**.

# Types of donations

Donation	\$Billion
<b>Money</b>	<b>11.2</b>
<b>Raffles and events</b>	<b>1.3</b>
<b>Total</b>	<b>12.5</b>

Source: Giving Australia 2016 Fact Sheet - Individual giving

# What is the trend?

- ▶ Fewer people are giving more.
- ▶ While the percentage of people donating has slightly decreased, the average donation has increased in real terms by \$210.16.

# Estimated giving by adult Australians, 2005 & 2016

Giving Australia	2005	2005 revised *	2016
Total donations from individuals	\$7.7b	\$10.1b	\$12.5b
Donors			
Number	13.4m	13.4m	14.9m
Per cent	87%	87%	81%
Average donation	\$424	\$553.92	\$764.08
Median donation	\$100	\$130.64	\$200

\*2005 converted to 2016 dollars to account for inflation

Source: Giving Australia 2016 Fact Sheet - Individual giving

# Most common ways individuals are asked to give (and their response)

Approach method	2005 % asked	2016 % asked	2005 % donated	2016 % donated
Telephone	77.3%	65.2%	41.7%	24.2%
Street fundraising	59.8%	54.2%	65.7%	19.3%
Mail or letterbox drop	65.9%	48.8%	34.6%	20.6%
Television	69.3%	43.4%	16.0%	10.4%
Door knock appeal	61.1%	39.9%	83.0%	57.4%

Source: Giving Australia 2016 Fact Sheet - Individual giving

# Most common ways individuals are asked to give

- ▶ Traditional approaches are still the most often used.
- ▶ Telephone was the most common way people were asked to give (65.2%), particularly older age groups.
- ▶ These common methods are decreasing in use and are less likely to attract a donation compared to a decade ago.



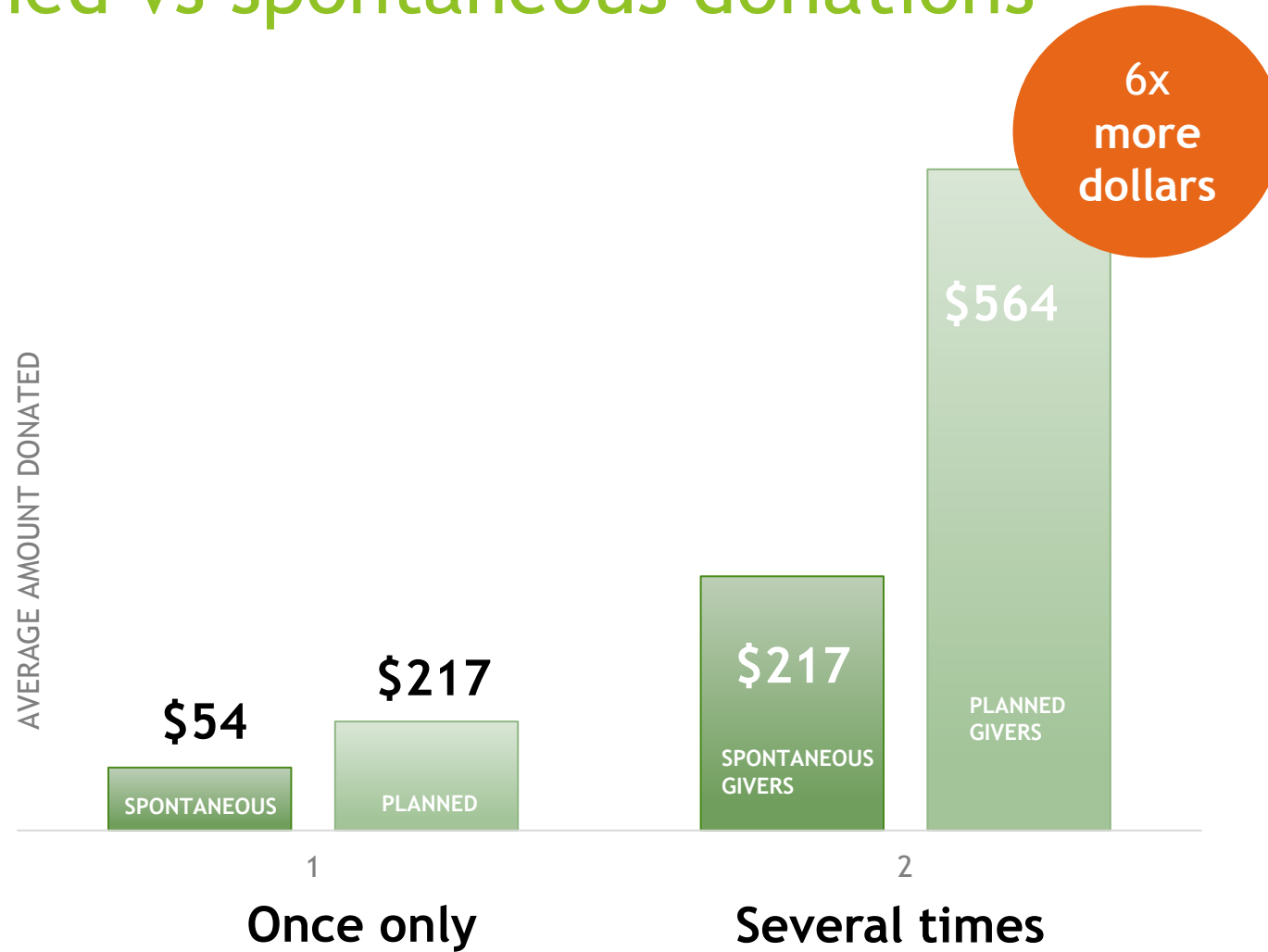
# Most common ways individuals are asked to give

- ▶ More than three quarters of those approached by telephone say they dislike it.
- ▶ *However, nearly one quarter still made a donation when approached this way.*
- ▶ Similarly, 64.3% of people dislike being approached from street fundraisers but 19.3% still gave a donation.

# Emerging trends

- ▶ In response to the decreasing effectiveness of traditional approaches, many charities are invested in technologies making it easier to give through online and digital giving.
- ▶ Although the benefits of technology and social media are well established, there is a strong view that face-to-face relationships will remain just as important in the future as they were in the past.

# Planned vs spontaneous donations



# Planned vs spontaneous donations

- ▶ Some 60.5% of respondents indicated that they generally give on the spur of the moment.
- ▶ Those who plan their donations give six times more dollars.

Typical response from a planned giver is

***“...They don’t have to come out and ask me to pay constantly; they know they’ve got it. They can build a resource base that doesn’t require them going around every year with hat in hand.”***

Focus Group, Everyday Givers, VIC

# Planned vs spontaneous donations

- ▶ Some **22.1% of non-committed donors** indicated they would consider becoming a regular donor.

# Why don't people give?

- ▶ Many people reported they did not give because of concerns about how the money would be used.
- ▶ Common responses were *“I think too much in every dollar is used in administration”* and *“I don't believe the money would reach those in need.”*

# Why don't people give?

Other common reasons people did not give were:

- ▶ can't afford to give
- ▶ prefer to volunteer instead of giving money
- ▶ the government should be providing the support that is needed through our taxes, and
- ▶ concerns about the privacy of my information.

# How much did Australians volunteer?

Giving Australia	2005	2016
Percentage volunteering	41%	43.7%
Total number of hours in past 12 months	836 million hours	932 million hours
Average number of hours	132 hours	134 hours
Median number of hours	44 hours	55 hours

Source: Giving Australia 2016 Fact Sheet - Individual giving



# Who volunteers?

- ▶ women are more likely to volunteer than men
- ▶ people aged between 35 and 44 are more likely to volunteer than other age groups, with 45-54 year olds the second most likely to volunteer, and
- ▶ volunteers 65 years and over volunteered the most hours on average.

# Do volunteers give more?

	% donated	Average donation (\$)
Volunteer and donor	87.4%	\$1,017.11
Non-volunteer and donor	75.6%	\$536.69
Total*	80.8%	\$764.08

Volunteers  
give twice  
as much!