

HOW AUSTRALIANS GET INVOLVED

Financial giving



Australians (80%) give financially to charities / not-for-profits



Most donors who give annually support in other ways too...



Growth in volunteering



1 in 5 (20.7%) Australians aged 15+ volunteer compared to 1 in 3 donors (as above). That's **3.6 million** Australians who freely give their time to others, and is a trend that is on the rise (up 1.3% since 2011).[†]

Average charitable tenure



The average giver has been a supporter of their charity for 7 years.



This is 2x the average tenure of employment (3 years per employer).

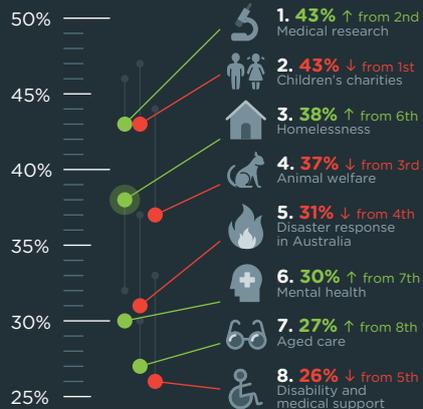


And 4x the average tenure of a renter (1.8yrs per home for a renter).

Top 8 causes

% who say these motivations are extremely/very significant

● Rank up from 2016
● Rank down from 2016
→ % change from 2016



● Homelessness has seen the biggest rise since 2016.

Top 7 motivations for supporting a charity



70% - Know and trust the charity



58% - To make a better world



56% - I see the need



51% - The organisation is Australian-based



50% - Invest in a long-lasting change



50% - Give back to the community



46% - The feeling of doing something for someone else

Methodology

Nationally representative survey of those who give annually to charity, September 2017, n=722.

* Australian Charities and Not-for-profits Commission.

† Australian Bureau of Statistics (Census).

Research and infographic by McCrindle - ©2017

HOW CHARITIES CAN ENGAGE

The 5 charity essentials

% who say this is extremely/very important



Donor expectations regarding transparency and accountability continue to increase year on year.

Second largest sector*

by employees



Charities employ over **1.2 million** staff.

This makes it the second largest Australian employment sector after retail.

#2

Blockers & enablers to giving

EMOTIONAL

Blockers:
Doubting how much gets through
Scepticism and trust issues
Oversaturation of charities
Already giving to people in need

Enablers:
Personal connection
Stories of change / impact
Frontline participation
Show impact of individual gift

BLOCKERS

Blockers:
Rising costs, variable income
Donation requests intrusive
Set amounts / ongoing contracts
Complex giving process

ENABLERS

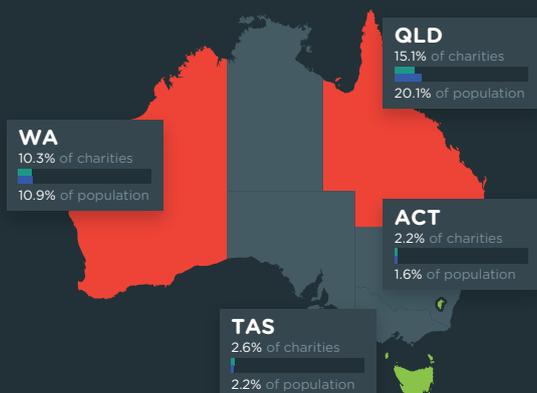
Enablers:
Transparency
More information
Values alignment
Micro-giving, small steps

PRACTICAL

Location*

● Highest registered charities per capita

● Lowest registered charities per capita



Australia's charities landscape*

Numbers



There are **2.1 charities** for every 1,000 Australians!

That's **55,000** registered charities.

Type

For almost **1 in 3** (31%), the main purpose is religious activity.

Religious charities are generally smaller and have the lowest proportion of \$1 million+ revenues (5.1%) compared to health charities (39.4%) and education charities (31.4%).

Income*

\$128,703



The median income of a charity in 2015 was **\$128,703**. 37% had incomes below \$50,000 and 0.3% (142) had incomes above \$100 million.

The total income of the charity sector in 2015 was **\$134.5 billion** (8.3% of GDP).

66% +\$ **-33%**

In the last 12 months, 2 in 3 made a surplus (66%) and 1 in 3 reported a deficit (33%).

The largest 10% of charities collected 90% of all charitable revenue.