AUSTRALIAN GIVING TRENDS

The charity landscape[+]

52,166 Charities

$143 BIL — Total revenue

1.3 MIL — Paid staff

2.9 MIL — Volunteers

2017-2018

2,832 New charities (entries)

1,041 Charities ceasing (exits)

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5 in 6 Australians give financially to charities or not-for-profits (83%)

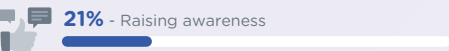**1 in 4** (27%) give at least once a month

However, **1 in 6** (17%) don't give at all

Most of these give in other ways too

66% - Donating goods

32% - Volunteering

23% - Fundraising/promoting

21% - Raising awareness

Z Gen Z's are the most likely to have volunteered for a charity in the past 12 months - **44%**
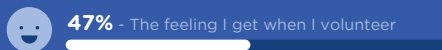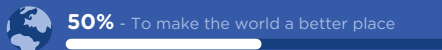

Australians are increasingly 'need responders'

Choosing to give when they hear about a need or issue - **40% ↑ from 32% in 2017**

Volunteering

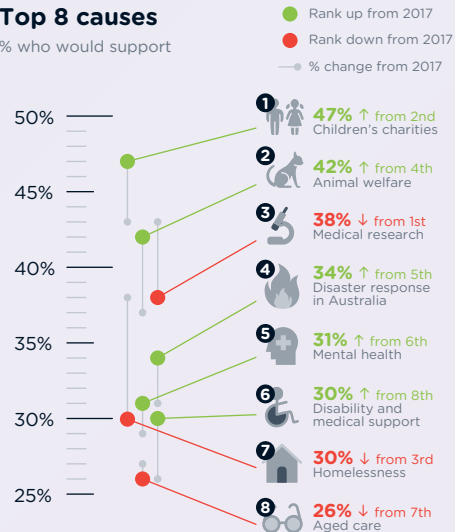**Almost half** (46%) of those who volunteer do so at least once a month

Why volunteer?

56% - To give back to the community

50% - To make the world a better place

47% - The feeling I get when I volunteer

60% of charity workers say their organisation relies on volunteers to operate effectively and they need more*

Top 8 causes

% who would support

● Rank up from 2017
● Rank down from 2017
- - - % change from 2017

50%
45%
40%
35%
30%
25%

1. **47%** ↑ from 2nd — Children's charities
2. **42%** ↑ from 4th — Animal welfare
3. **38%** ↓ from 1st — Medical research
4. **34%** ↑ from 5th — Disaster response in Australia
5. **31%** ↑ from 6th — Mental health
6. **30%** ↑ from 8th — Disability and medical support
7. **30%** ↓ from 3rd — Homelessness
8. **26%** ↓ from 7th — Aged care

Z Mental health is a key cause for younger givers - **45% Gen Z**

Social enterprises or traditional charities

54% Prefer traditional charities

31% Would support either

15% Prefer social enterprises

Z Younger givers are more likely than older givers to prefer to support social enterprises over traditional charities - **26% Gen Z vs 6% Builders**

KEY DRIVERS FOR ENGAGEMENT

Top motivators for getting involved
% who say this is extremely/very significant

1 — **66%** Know and trust the charity

2 — **58%** Personal values align

3 — **55%** Making the world a better place

Z A personal connection with the organisation is extremely or very important for **50% of Gen Z**

The top 5 charity essentials
% who say this is extremely/very important

1 — **69%** Transparent reporting of admin costs

2 — **68%** Well established with a proven track record

3 — **68%** Verification of registration as a charity

4 — **67%** Where donations are allocated

5 — **62%** Reporting of specific impacts

Blockers and enablers for giving

EMOTIONAL

Doubt how much money reaches those in need	Communicate the impacts of giving
Lack of trust in charities	Values alignment with organisation
Oversaturation of charities	Communicate the vision and mission of the organisation
Not seeing the impact of giving	Personal connection
Already give to people in need	Frontline participation

BLOCKERS	ENABLERS
Variable income/rising cost of living	Cost effective organisations
Transparency regarding admin costs	Positive donor experience
Intrusive donation requests	One-off giving
Fixed giving amounts/frequency	Simple giving process
Not aware of the need	Flexible donation amount

PRACTICAL

Z Younger givers are looking for personal connections (54% Gen Y cf. 33% Builders) **VS** Older givers are looking for transparency (87% Builders cf. 53% Gen Z)

Trust in the not-for-profit sector
% who believe they are extremely/very trustworthy

61% Registered charities you personally support

37% Not-for-profit organisations (e.g. local community groups, sports clubs)

29% The charity sector as a whole

23% Social enterprises (e.g. Thankyou, Zambrero)

Z Gen Z (43%) are **14 times as likely** as Builders (3%) to consider social enterprises extremely/very trustworthy

Methodology

mccrindle
mccrindle.com.au

AUSTRALIAN COMMUNITIES
australiancommunities.com.au