

Givers in Australia

The not-for-profit landscape



4 in 5 Australians give financially to charities or not-for-profits (81%)



1 in 4 (25%) give once a month



1 in 5 (20%) do not give financially to charities/not-for-profit organisations.

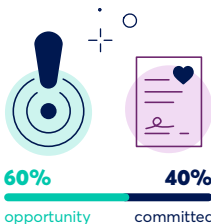


Giving during COVID-19 has largely stayed the same

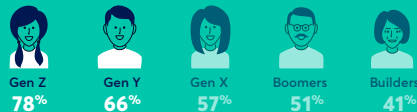


Opportunity givers are emerging

Australian givers are more likely to be **opportunity givers** (giving when they hear about a need or are approached for support) than **committed givers** (giving semi regularly or regularly throughout the year)



Gen Z & Gen Y are significantly more likely to be opportunity givers than their older counterparts

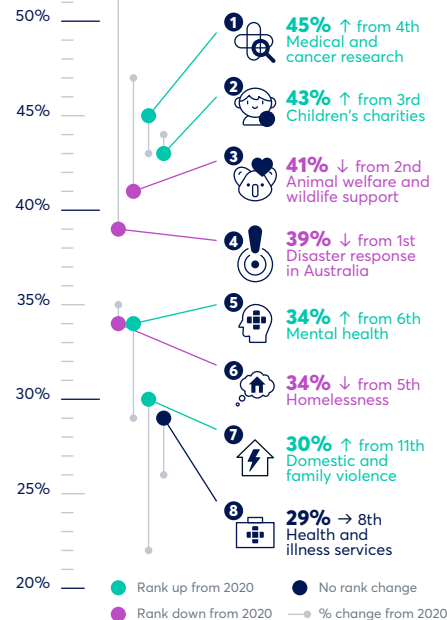


Givers appreciate the role of charities/not-for-profits in Australia



Top 8 causes

% who are highly motivated to support



Gen Z (49%) are more likely than **Builders (13%)** to support organisations associated with mental health.



85% believe the events of 2020 and the COVID-19 pandemic have made them appreciate the role charities/not-for-profits play in society more

Not-for-profits in the new normal

Are givers ready for the shift to digital fundraising initiatives?



Four in five givers are open to participating in online fundraising initiatives (81%)

99% of Gen Z are open (63% extremely/very open) to participating in online fundraising initiatives



Top 3 motivators for engagement with online initiatives % extremely/very significant motivator



73%
Knowing and trusting the charity/not-for-profit



69%
Reputation of organisation



66%
Clear vision and mission of the campaign

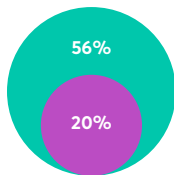
Younger givers are more likely to be motivated by...

Extremely/very motivated



One click donating options

Gen Z
18 - 26



2.8x

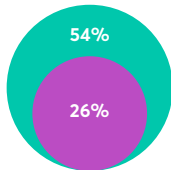
Boomers
57 - 75



More likely



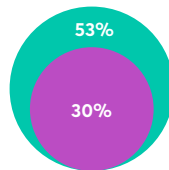
The integration of online and in person aspects of the campaign



2.1x



The online community connected to the campaign



1.8x

Should charities/not-for-profits take a stand on current social issues?



Seven in ten givers (68%) want to see the charities they support make their stance clear on current social issues even if they are outside their area of focus.



44% have frequently/sometimes stopped supporting a charity/not-for-profit because of the behaviour or stance the organisation has taken

Top 3 reasons givers stop supporting charities/not-for-profits



90%

A mismanagement of finances



88%

Hearing negative reports about a charity/not-for-profit



86%

Too frequent requests for money

Navigating the sector tensions Which matters more to Australian givers

Keeping marketing and admin costs low (below 20%)

70%

VS

Growing overall donation revenue to maximise impact

30%

Detailed and transparent reporting of fund allocation

63%

VS

Trusting the charity/not-for-profit to direct donations for maximum impact

37%

Employing quality staff

64%

VS

Keeping staff costs as low as possible

36%

Methodology

Research and infographic by McCrindle
McCrindle 2021 - mccrindle.com.au
Nationally representative survey of Australian givers, n=1467

Other sources

Australian Charities Report 2013-2018
To download the full report go to australiancommunities.com.au

mccrindle
ntegr!ty



Australian
Communities