

# HOW AUSTRALIANS GET INVOLVED

## Financial giving



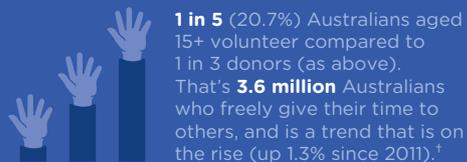
Australians (80%) give financially to charities / not-for-profits



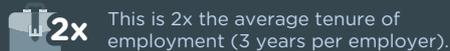
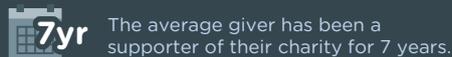
## Most donors who give annually support in other ways too...



## Growth in volunteering



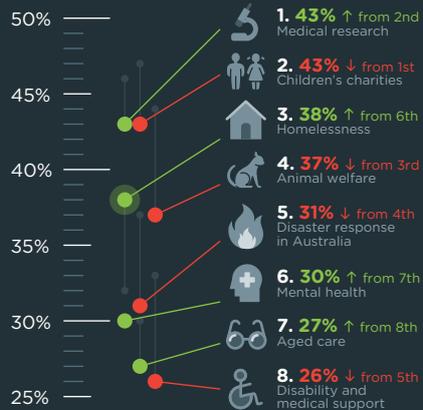
## Average charitable tenure



## 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



## 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



**75%** ↑ from 72% in 2016

Transparent reporting of admin costs



**74%** ↑ from 72% in 2016

Verification of registration as a charity



**73%** = at 73% in 2016

Administration costs kept below 20%



**72%** ↑ from 65% in 2016

Where donations are allocated



**69%** ↑ from 65% in 2016

Reporting specific impacts and costs

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

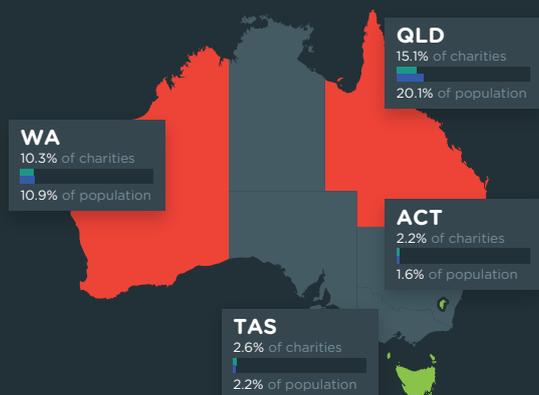
**Enablers:**  
 Transparency  
 More information  
 Values alignment  
 Micro-giving, small steps

### PRACTICAL

## Location\*

● Highest registered charities per capita

● Lowest registered charities per capita



## Australia's charities landscape\*

### Numbers

**2.1** : **1,000**

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.