

# Giving Australia 2016

INDIVIDUALS:  
GIVING

## Overview

### How much did people give?

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

\*Participants were surveyed over February to September 2016 about giving in the 12 months prior.

Table 1: Types of donations

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

### 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.

Table 2: Estimated giving by adult Australians, 2005 & 2016

<i>Giving Australia</i>	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

### Why do people give?

Reasons for choosing to give include:

- ❖ alignment with values and cultural identity
- ❖ personal satisfaction and caring about doing the right thing, and
- ❖ giving back.

The most common reasons for choosing a particular charity were:

- ❖ it's a good cause
- ❖ respect for the work it does
- ❖ the donor or someone they know has the illness or condition it tries to cure or has benefitted directly from its services, and
- ❖ sympathy for those it helps.

### 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.

Table 3: Most common ways individuals were 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%

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

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

Figure 1 shows that among spontaneous donors, there was no difference in overall amount given to the organisation regardless of whether they donated once or several times in the year. This compares with planned givers who gave significantly more.

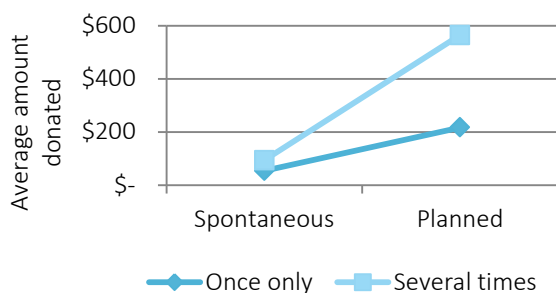


Figure 1: Amount donated, planned vs spontaneous

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".

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.

## Giving Australia 2016 report series

- ❖ *Giving Australia 2016: a summary*
- ❖ *Philanthropy and philanthropists*
- ❖ *Giving and volunteering – the nonprofit perspective*
- ❖ *Business giving and volunteering*
- ❖ *Individual giving and volunteering*
- ❖ *Giving Australia 2016 Literature review summary report*
- ❖ *Giving Australia 2016 Literature review*

## For more information:

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