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A snapshot of giving in WA

Who gives. How they give. Why they give.

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Acknowledgement of Country

In the spirit of reconciliation, Philanthropy Australia, CSI UWA and Lotterywest acknowledge the Traditional Custodians of the country throughout Australia. We acknowledge that they remain the spiritual and cultural custodians of their land, and continue to practise their values, languages, beliefs and knowledge. We acknowledge their connections to land, sea and community. We pay our respect to their elders and extend that respect to all Aboriginal and Torres Strait Islander peoples.

Acknowledgement

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Authors

This report was prepared by the Centre for Social Impact at University Western Australia and Philanthropy Australia. Contributors:

- Zoe Callis, Paul Flatau, Leanne Lester from CSI UWA
- Fleur Allen, Ollie Hanson, Rebecca Moriarty from Philanthropy Australia

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Research partners

CENTRE for SOCIAL IMPACT

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A snapshot of giving in Western Australia

This project establishes the first benchmark, or 'snapshot', of philanthropic giving in Western Australia. It gives insights into giving patterns, funding gaps and donor demographics unique to WA.

CSI UWA, in collaboration with Philanthropy Australia, invited all givers from Western Australia to complete an online survey. Approval to conduct this research was provided by UWA Human Ethics Ref: 2025/ET000140. The full methodology is reported on page 29.

We present the results in four snapshots:

- Individual givers
- Funding bodies
- Not-for-profit perspectives
- Strategic opportunities

The report offers a unique perspective on giving trends within a segment of the funder landscape that is often not studied.

It shows that **West Australians are generous** and identifies two key opportunities:

- To **bridge the education gap on structured giving**, even among those that are already giving.
- To share resources to increase awareness about **how to give well**.

Key findings

Western Australia has a highly engaged group of individual givers, foundations and not-for-profits (NFPs).

They give because they want to invest in lasting change, community capacity, education and ways to contribute beyond financial giving. There is a culture of generosity, kindness, sharing, legacy, responsibility and putting others first.

Giving by individuals

- Individuals give their money and their time (95% donate money and 82% volunteer)
- About half of individuals have little or no knowledge of structured giving vehicles
- Even through the current economic pressures have impacted their giving, almost 60% of individuals plan to give more in the next financial year
- More than half of individuals will likely respond to a 'donation ask' on social media when it is posted from someone they know

Giving by foundations

- Program delivery support is the most common form of funding by foundations (94%)
- More than half of foundations also provide unrestricted funding
- Three quarters of foundations also provide funding capacity-building and technical assistance
- Sectors that receive the most support from foundations are health and education, followed by art, culture and humanities, then social or public welfare and the natural environment

Not-for-profit (NFP) funding

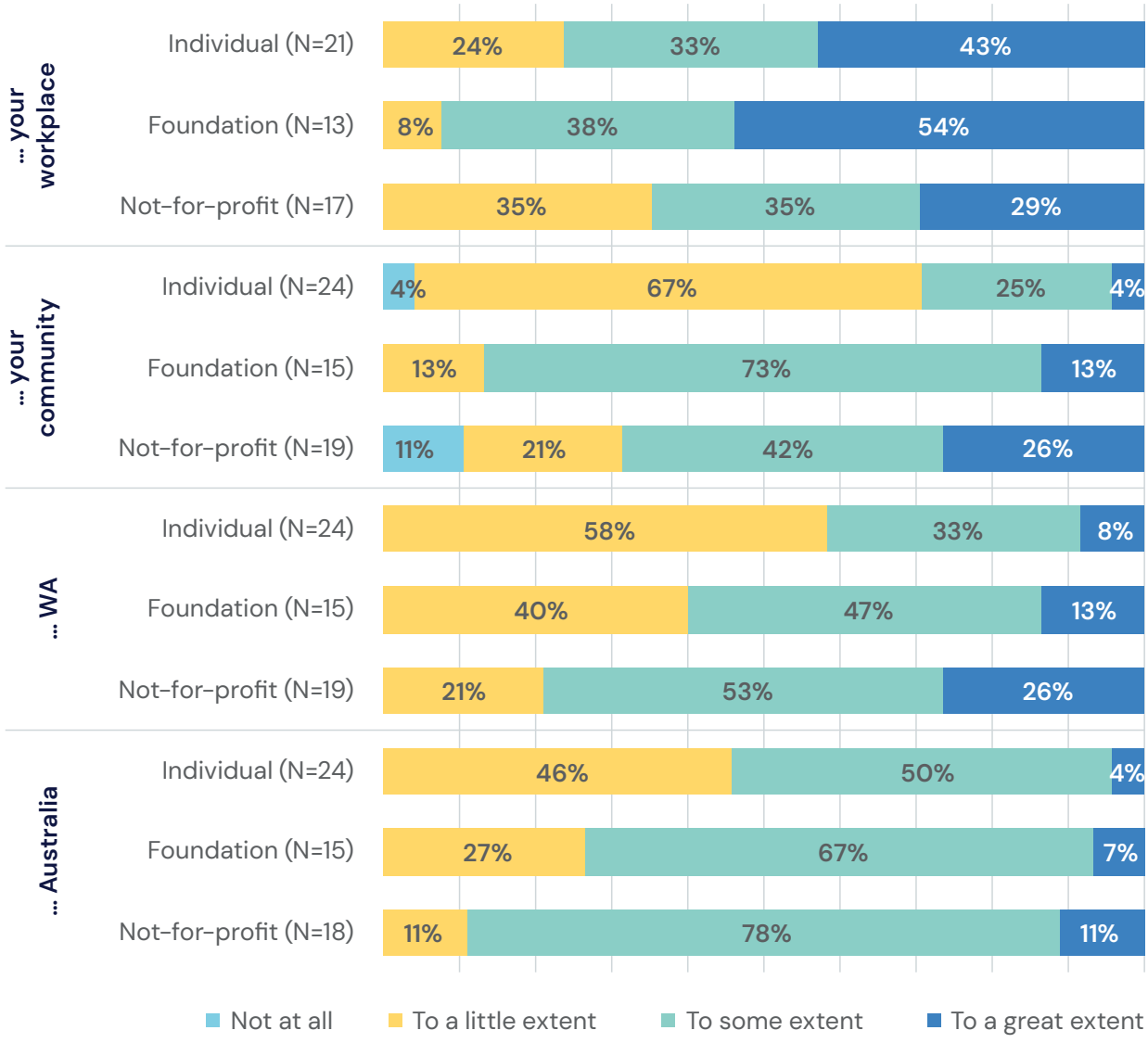
- Half of NFPs receive received 40% to 75% of their total funding as unrestricted funding
- Unrestricted funding is most commonly granted by philanthropic foundations or trusts, followed by fundraising events and programs and corporate grants or sponsorships
- Funding for programs largely doesn't cover the full cost of delivery

> People are keen to support projects within the WA community and rally together when asked.

Culture of giving

Western Australia has a strong and active culture of giving, particularly within workplaces and among philanthropic foundations. However, perceptions of giving differ: Fewer individuals indicate they see a strong culture of giving in their communities and more broadly in the state, while NFPs and philanthropic foundations, who experience giving more directly through partnership and funding, see a stronger culture of giving. Across the state and nationally, generosity is recognised as having important cultural value, but there remains room to strengthen awareness, visibility and participation at the community level.

To what extent do you believe there is a strong culture of giving within...



Motivations to give

Individual

- Talk about your giving
- Responsibility
- Legacy
- Give back

Foundation

- Investment into all aspects
- Impact of giving
- Generosity and kindness
- Beyond financial giving
- Build community capacity

Not-for-profit

- Invest in lasting change
- Share
- Many ways to support
- Genuinely engaged
- Putting others first

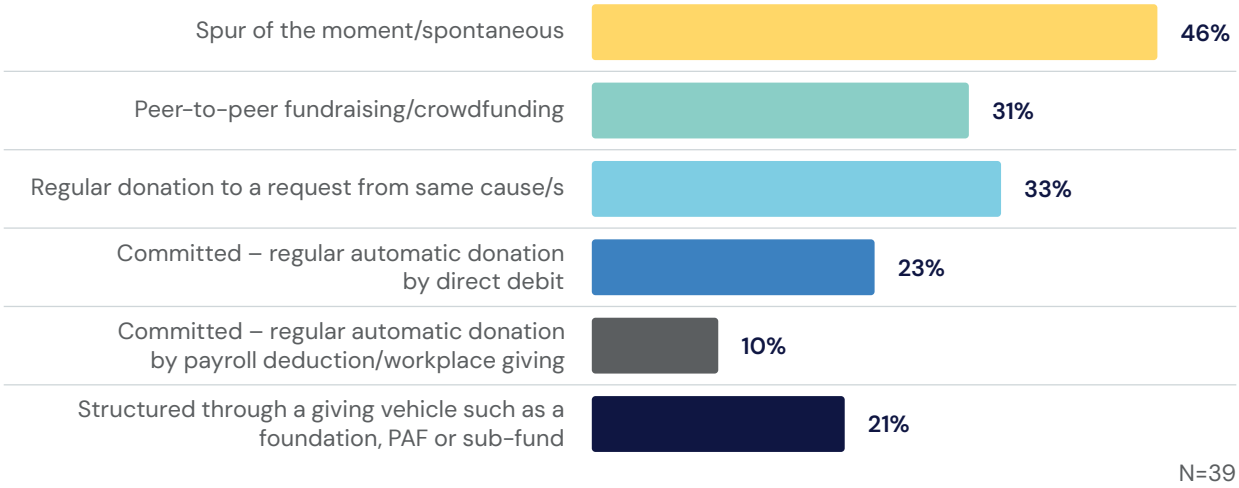
Individuals giving activity

Who are they?

Our responders tend to be **middle–high income earners** who are highly generous and engaged in giving.

Nearly all (94.9%) donated money during the 2023–24 financial year, and **82.1% volunteered** over the same period, indicating a cohort with both capacity and commitment to the not-for-profit community.

Method of giving*



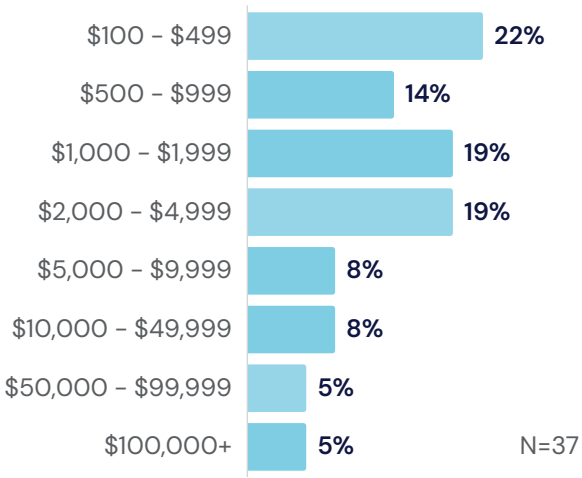
*Note: PAF = Private Ancillary Fund. Structured giving vehicles included giving circles (N=4), PAFs (N=3), sub-funds (N=3), community foundations (N=1), and charitable trusts (N=1).

How much they give?

Giving levels vary widely, though contributions skew toward higher-than-average amounts when compared with interstate and national estimates; these findings are consistent with tax-deductible donations statistics, as reported by the Australian Tax Office where WA tax-deductible donations in 2022-23 contributed more 60% of the nation's total donations (McGregor-Lowndes et al., 2025)

- **38% give between $1,000 and $5,000 annually**
- **27% donate more than $5,000**, a proportion considerably higher than national giving benchmarks
- **35% give less than $1,000**

Amount donated in 2023-24



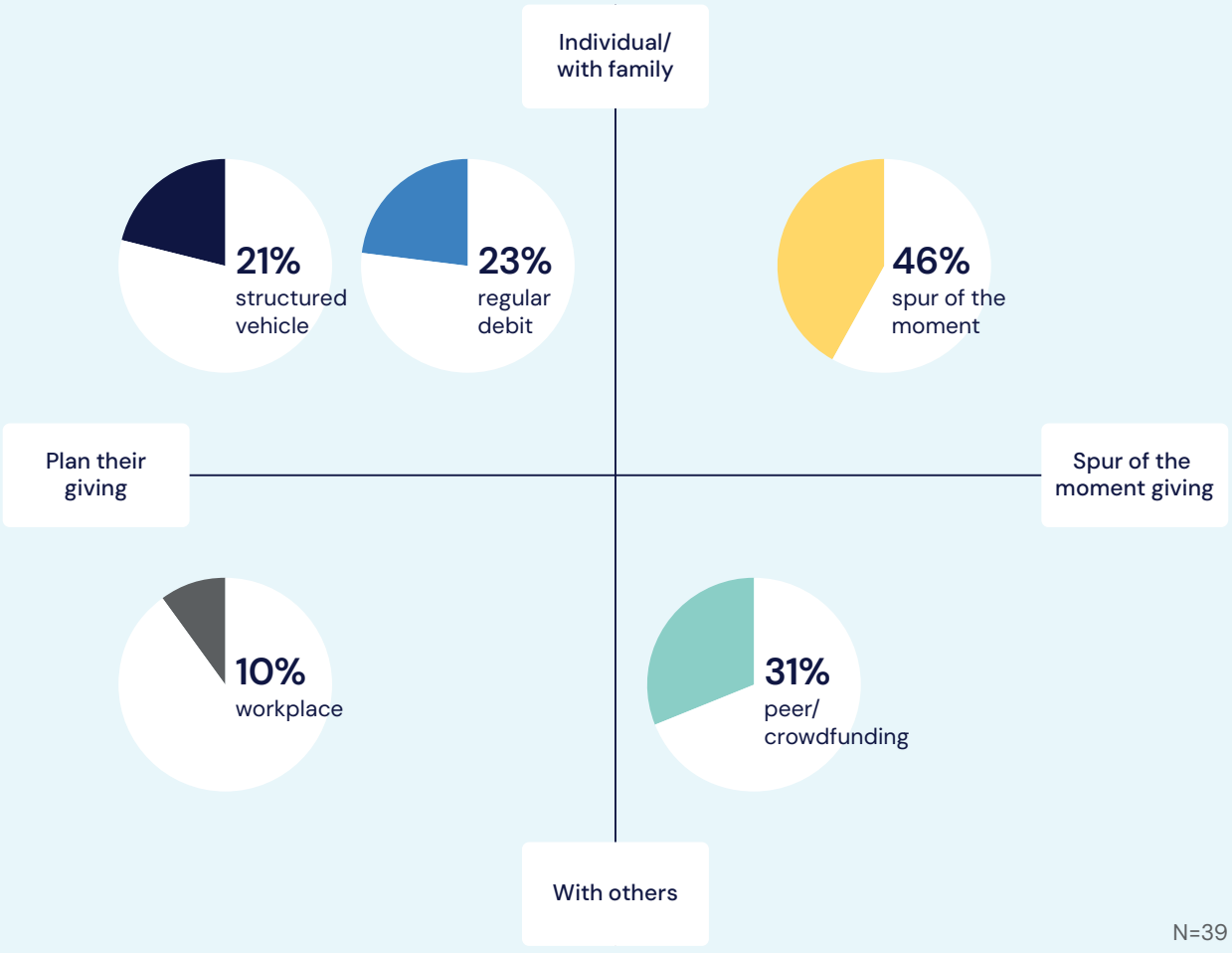
How they give?

Individual givers employ a mix of spontaneous, peer-driven and structured giving approaches. Almost half (**46%** of n=39) report giving **individually** or with their family on a **'spur of the moment' basis**, highlighting the importance of emotional or situational triggers in charitable action. Giving **with others** also remains influential, with **31%** participating in peer-to-peer or crowdfunding efforts.

Others demonstrated more deliberate or structured approaches.

- **23%** give through regular automatic debit
- **21%** use a structured giving vehicle such as a PAF or sub fund
- **10%** give through workplace programs

How people plan their giving and who they give with



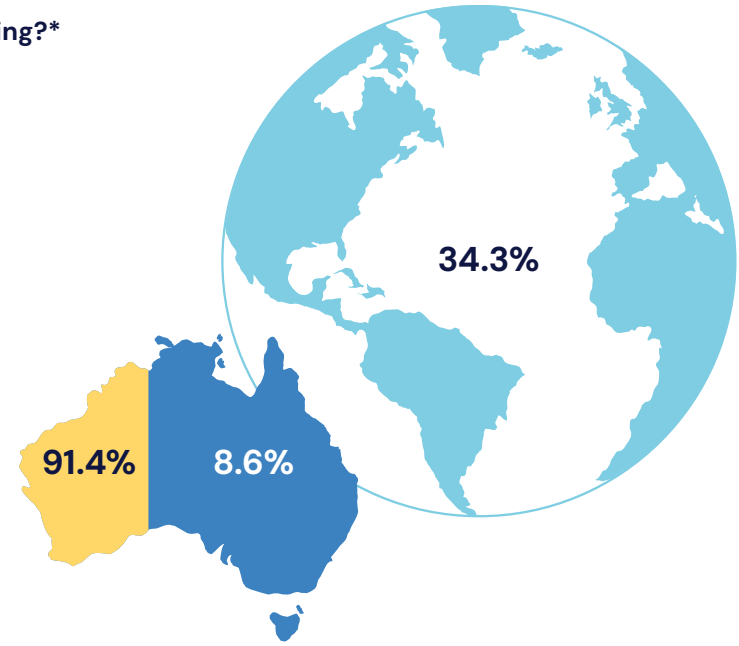
N=39

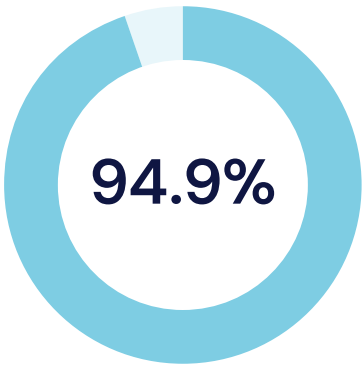
Where do you typically direct your giving?*

- 91.4% donate money within WA
- 8.6% donate money interstate
- 34.3% donate money internationally

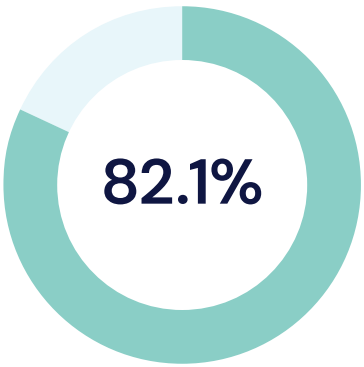
*Note. Respondents could select multiple responses.

N=32





94.9% **donated** money in the 2023–24 financial year.



82.1% **volunteered** in the 2023–24 financial year.

Structured Giving Tool

Philanthropy Australia offers a free and quick Structured Giving Tool guiding you through questions resulting in which giving structure may be most preferable to you/your client. As of January 2026, more than 200 respondents have completed the Tool with about half preferring a Sub-Fund, about a third preferring collective giving and/or volunteering and slightly more than 1 in 10 preferring a Private Giving Fund (formerly known as a Private Ancillary Fund).

Visit: **www.surveymonkey.com/r/Q37SD69**

Individual motivations for giving

Individuals are primarily motivated by a desire to contribute to causes they care deeply about, and to make a difference.

Motivators for giving reflected a values-driven and community oriented approach to giving. The strongest reasons for giving were:

- because I care about the cause
- because I believe my giving can make a difference
- to give back to the community
- because of my philosophical beliefs
- because I trust the organisation(s) I donate to
- because I feel fortunate

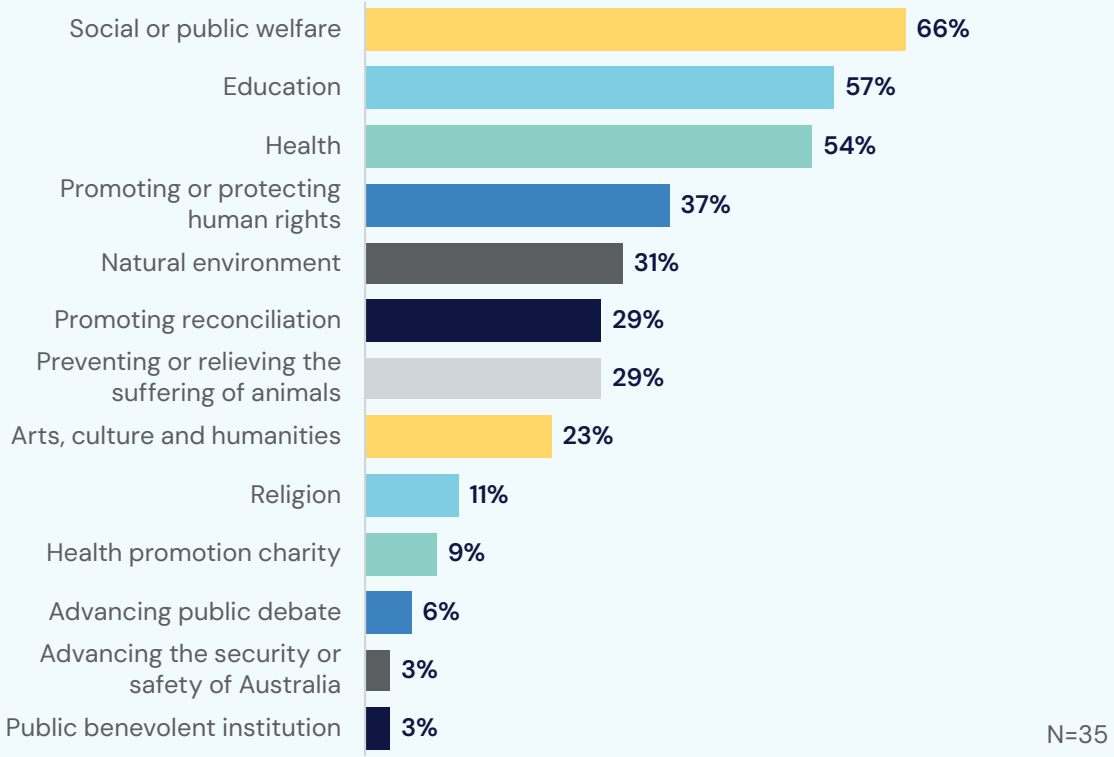
Causes attracting the highest levels of support.

- Social and public welfare (**66%**)
- Education (**57%**)
- Health (**54%**)

Additional strong interests are **human rights** (**37%**), the **natural environment** (**31%**), and **reconciliation** (**29%**).

> I donate to causes where I have a personal connection either through relationship or personal experience.

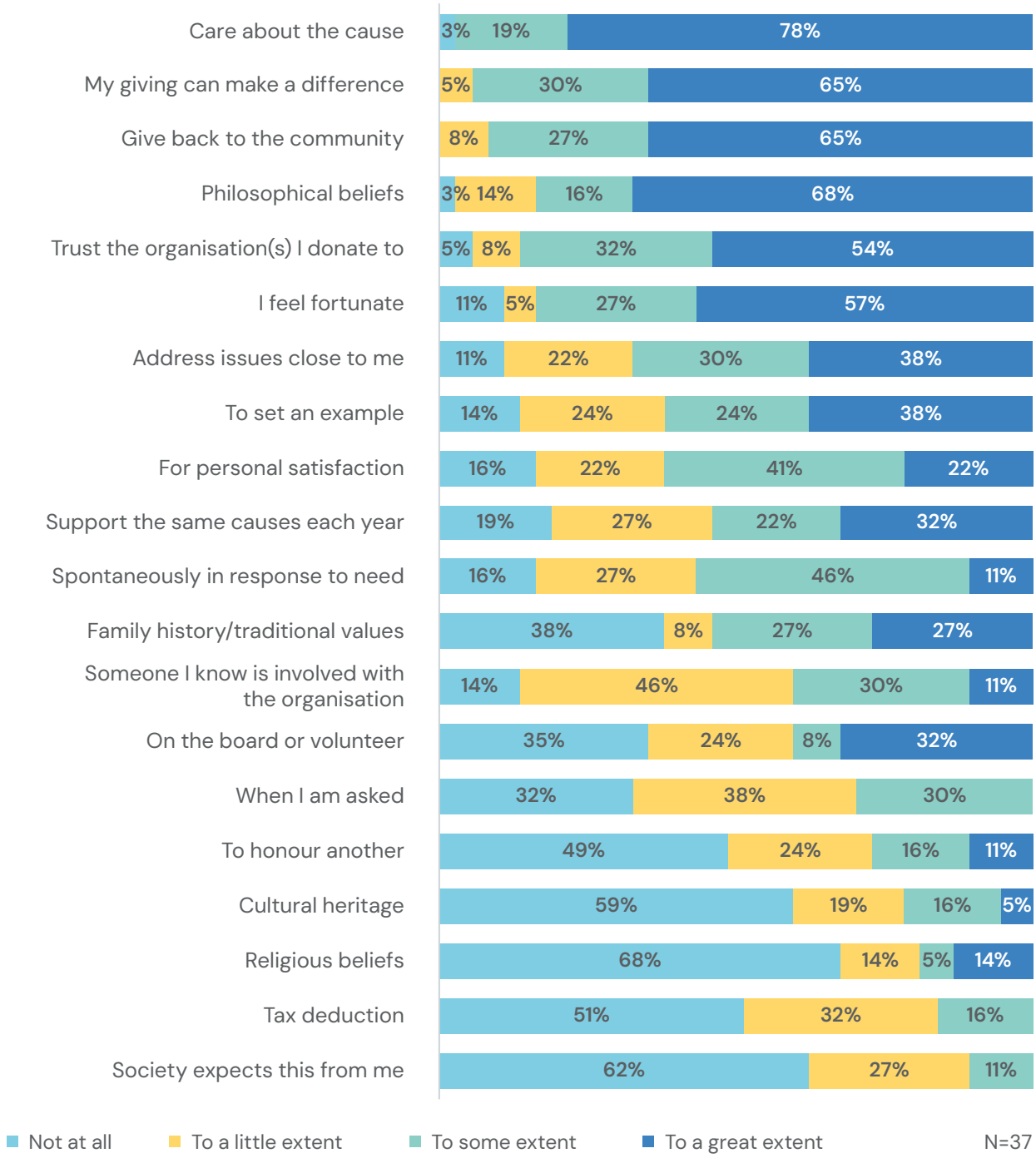
Which of the following causes do you donate to?*



N=35

*Note: respondents could select multiple responses

Reasons for giving



Individual outreach preferences

Individuals respond most positively to **peer-led** and **community-driven** giving opportunities. Nearly half (**49%**) donated in 2023–24 in response to a social media post by someone they know, and **56%** say they would be *likely* to donate when approached this way, with a further **3%** saying they would *definitely donate* (n=36). Reactions to social media outreach were mixed, with **25% unlikely to donate** and **17% definitely not donating** via social media prompts from someone they know.

This illustrates that peer endorsement matters, but social media alone is not universally persuasive.

Other triggers for giving.

- **36%** donated in response to a **charity's social media post**
- **36%** responded to an email from a charity
- **33%** gave when asked to **round up** or donate at a **checkout**
- Lower responses came from ads, telethons, TV programs (13%), influencer posts (8%), and door knock appeals (5%)

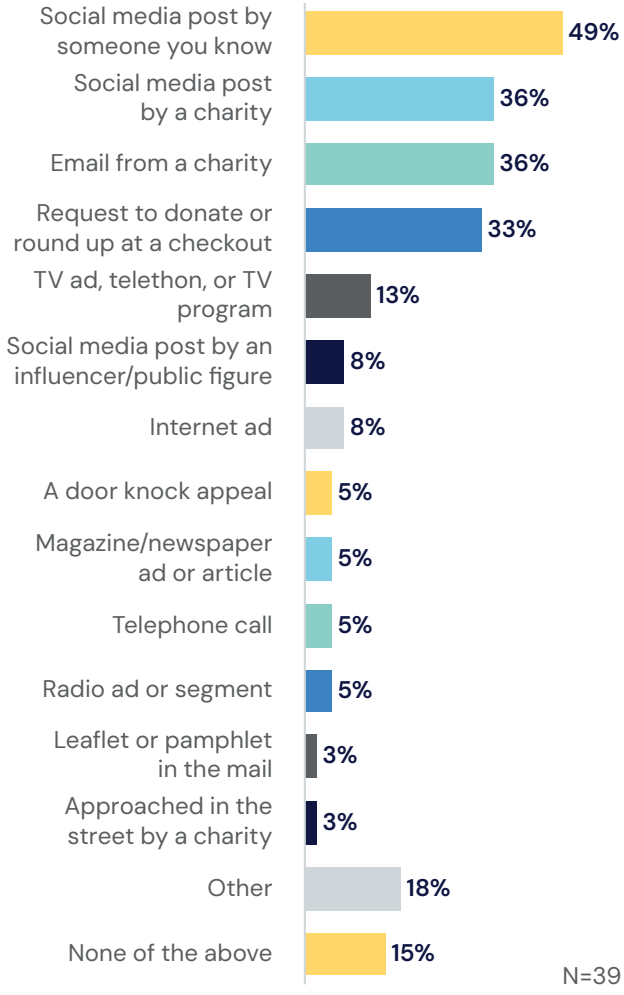
> [I prefer to be approached] through/via existing trusted institutions (work, church) - but most of the time I do my research deeply into causes I care about and have pre-determined causes I specifically want to support.

When considering *future likelihood* of donating through different approaches, individuals were most receptive to the following.

- Social media post by someone they know (**56%** likely + **3%** definitely)
- Checkout prompts (**33%** likely + **11%** definitely)
- Social media post by a charity (**39%** likely)
- Charity stall at an event/festival (**31%** likely)
- Charity email (**22%** likely)

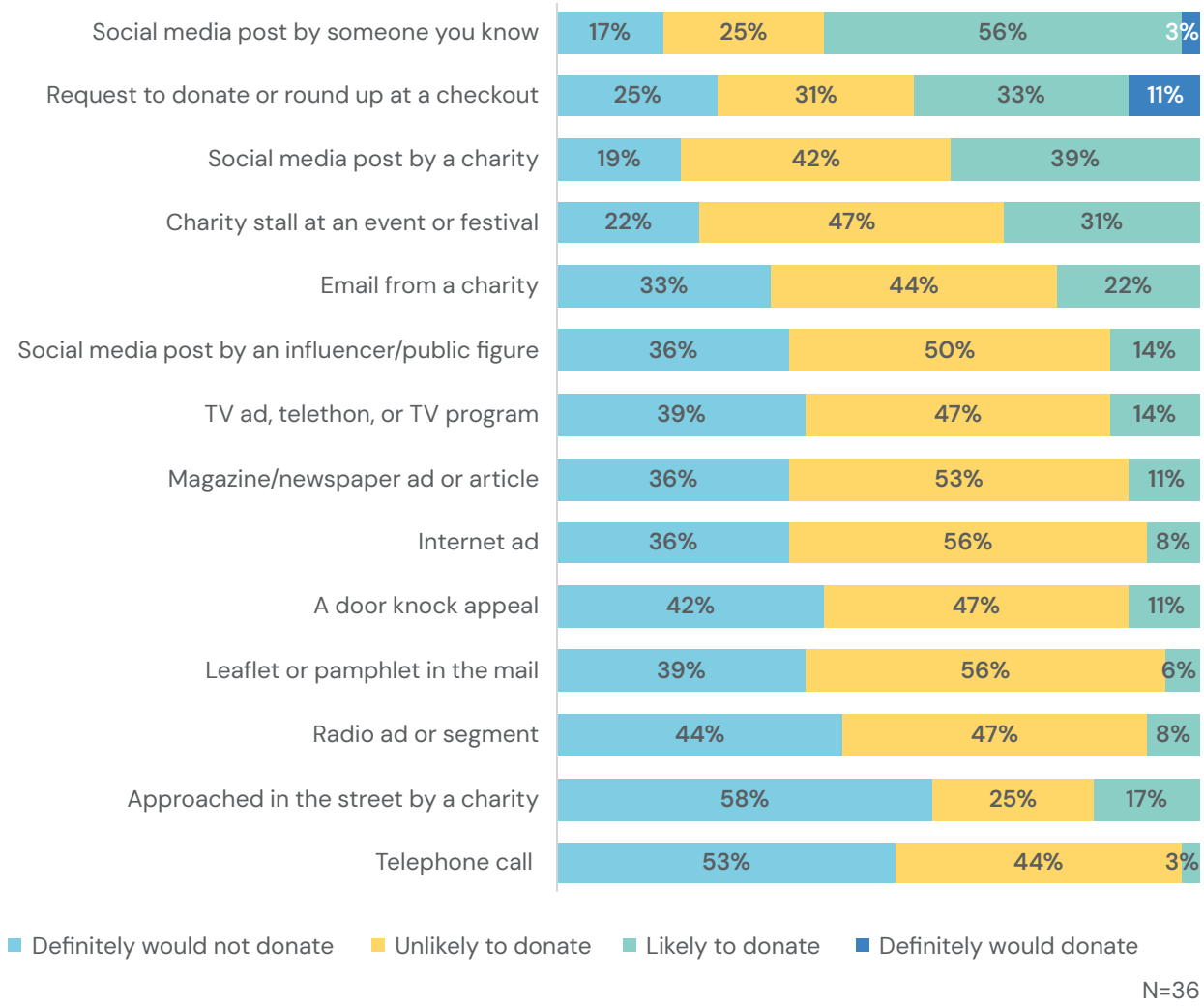
Across channels, individuals consistently express a strong dislike of cold approaches (including telephone calls, street approaches and door knock appeals), which have the highest levels of '*definitely would not donate*' responses.

In the financial year 2023-24, did you ever give a donation in response to any of the following*



*Note: respondents could select multiple responses

Thinking about the following ways you may be approached for donations, how likely are you to make a donation?



N=36

Individual giving outlook

Despite economic pressures, individuals remain optimistic about their future giving.

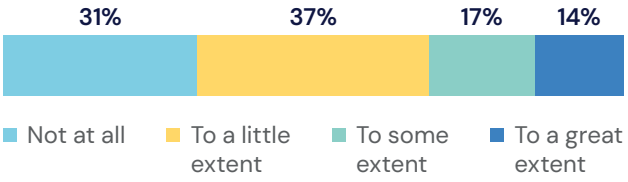
Impact of the current economic climate

When asked how the economic context had influenced their giving.

- **31%** said the economy had **not impacted** their giving
- **37%** said it had impacted their giving to a **little extent**
- **17%** to **some extent**
- **14%** to a **great extent**

Overall, this means **69%** (rounded up) experience some level of impact, but this has not dampened their generosity outlook for the year ahead, as **97%** expect to increase or maintain their level of giving.

To what extent has the current economic situation impacted your giving?



N=35

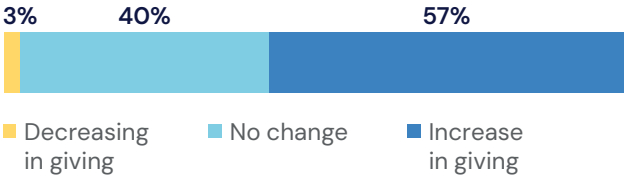
Future expectations for giving

Despite these pressures, individuals remain positive about their future giving plans.

- **57%** expect to **increase** their giving next financial year
- **40%** expect **no change**
- Only **3%** anticipate a **decrease**

On the types of causes they support, **62%** expect to continue supporting the same causes, while **38%** plan to change the areas they donate to.

How do you expect your charitable giving to change in the next financial year?



N=35

Do you expect to change the causes you give to in the next financial year?

N=34

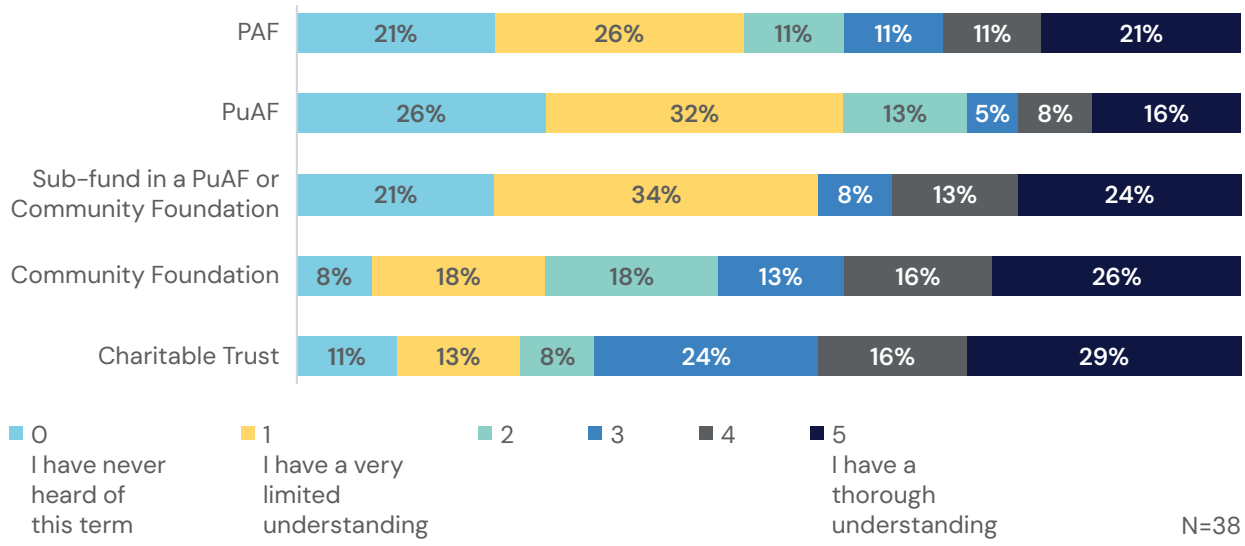
Knowledge of structured giving vehicles

Awareness and understanding of structured giving options remains limited among individuals, even within a group already interested in philanthropy. There is variable knowledge across private ancillary funds (PAFs), public ancillary funds (PuAFs), sub funds, community foundations and charitable trusts.

- Between **47%** and **55%** of respondents have either **never heard of** these vehicles or have a **very limited understanding** (rating 0 or 1 on a 5 point scale)
- Only **16–29%** reported **thorough** understanding (ratings 5), depending on the vehicle
- Knowledge was slightly higher for **charitable trusts** (**29%** with thorough understanding) and **community foundations** (**26%**), and lowest for **PuAFs** and **PAFs**

Given these are individuals already engaged in philanthropic activity, this represents a significant knowledge gap and a clear opportunity for capacity building, particularly around long-term structured giving pathways.

Knowledge of Structured Giving Vehicles



Note. PAF = Private Ancillary Fund; PuAF = Public Ancillary Fund

It should be noted that PAFs and PuAFs are transitioning to 'Giving Funds'. At the time of the survey, these changes had not yet taken effect. See the Philanthropy Australia Explainer for more information: www.philanthropy.org.au/explainer-changes-to-the-minimum-distribution-for-giving-funds/

Voices from WA: Individual givers

What does a "giving culture" mean to you?

To give, and talk about giving, with pride, openness and encouragement… To not only give but give intentionally and effectively, caring about impact and weighting causes and issues.

When I started my businesses one of my business mentors challenged me about 'where do I want to be in 10 years' time?' I took some time to reflect on this question and came back [to] him 2 weeks later and I said the following: 'I want to be seen to be giving back'; and 'I want to leave a legacy for my community.'

Where individuals understand their responsibility to give back when they can. It is not just left to governments and the very wealthy.

How could we encourage more giving in WA that is effective and impactful?

My giving is small, quite sporadic and dispersed across many things. I could be persuaded to give to a group collective that donates to a cause. Perhaps more conversation in social media etc around how people can make their small donations contribute to something bigger to counteract the feeling of I am only donating a small amount it won't make a difference. Also, you have to seek out information on other ways to give (free labour or intellect), perhaps more general information on these options and pathways could be highlighted.

Focus more on supporting the local community so people can see the direct impact.

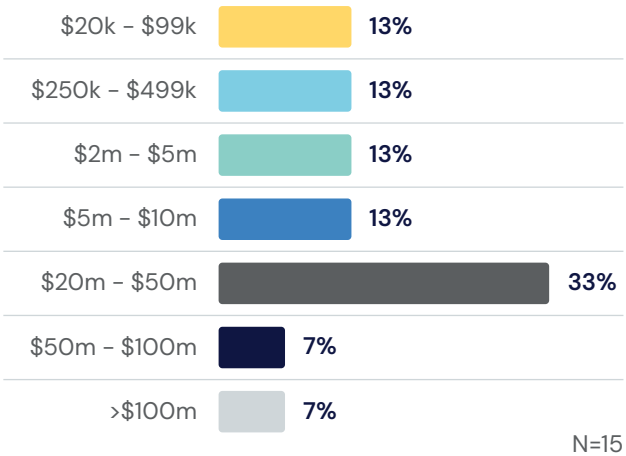
Tell people exactly how the money is being used.

Funding bodies' giving activity

Who are they

Foundations in our sample comprise a mix of structured vehicles. A total of **44%** are **Private Ancillary Funds (PAFs)**, with the remainder **Public Ancillary Funds (PuAFs)**, **community foundations**, **charitable trusts**, or **other structures**. Most (87%) funds were located in the Perth region. As shown in the next chart, fund sizes vary widely, from **<$100k through to >$100m**, with a plurality (**33%**) reporting **$20–$50m** in market value in 2023–24.

Market value of fund or sub-fund in the 2023-24 financial year

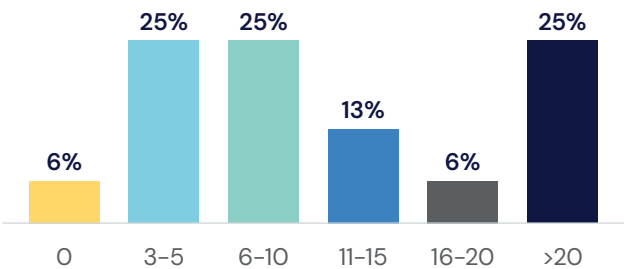


N=15

How they give

Grant making volume is mixed. A quarter (**25%**) makes **>20 grants** in the year, similar proportions make **3–5** (**25%**) and **6–10** (**25%**) grants. A smaller group reports **11–15** (**13%**), **16–20** (**6%**), and **0** grants (**6%**).

How many grants did your fund or sub-fund provide in the last financial year?

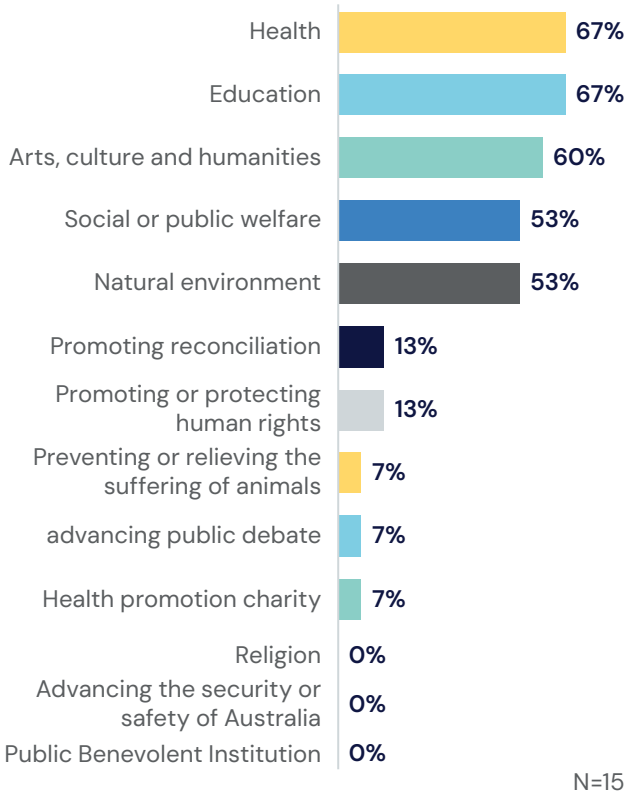


N=16

Nearly all foundations fund **Perth** (**93%**). Outside the metro area, regional giving most frequently goes to the **Kimberley** (**33%**), followed by the **Pilbara** (**27%**) and **South West** (**27%**), with additional activity in the **Great Southern** (**20%**), **Mid West** (13%), **Goldfields–Esperance** (**13%**), and **Gascoyne/Wheatbelt** (**7%** each).

The most commonly supported fields are **health** (**67%**) and **education** (**67%**), followed by **arts, culture and humanities** (**60%**), **social/public welfare** (**53%**) and the **natural environment** (**53%**) is also prominent. Smaller but present shares support **promoting reconciliation** (**13%**) and **human rights** (**13%**), with **7%** citing **animal welfare**, **public debate**, or **health promotion** charities. (Religion, security/safety of Australia, and PBI were not selected by respondents.)

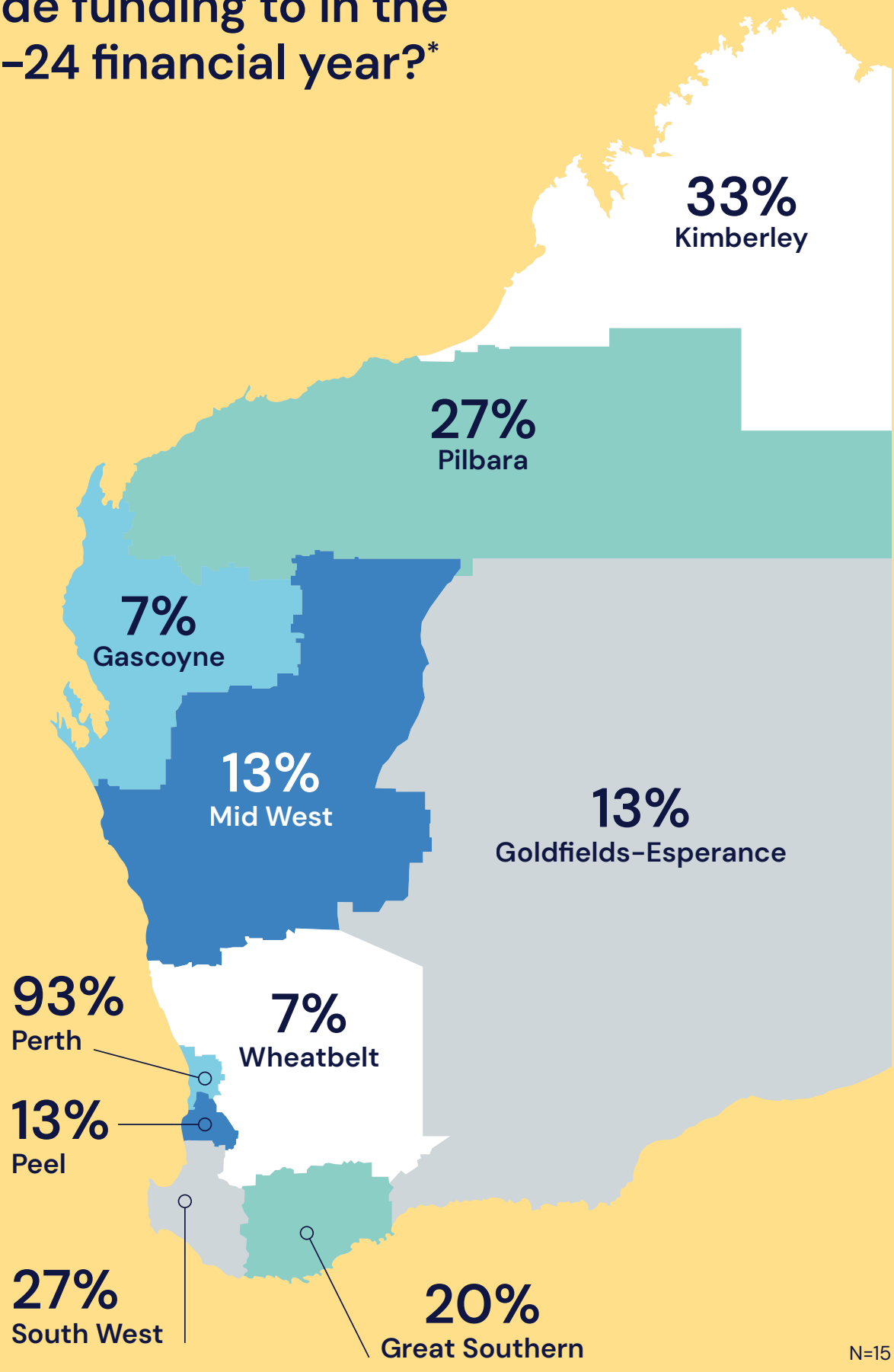
Which of the following charitable sectors have you provided funding to in the 2023-24 financial year?*



N=15

*Note. Respondents could select multiple responses.

Which WA regions did you provide funding to in the 2023-24 financial year?*



N=15

Funding bodies' conditions of funding

Foundations in this study indicate embracing flexible, trust-based approaches to supporting not-for-profit organisations.

More than half provide funding that allows organisations to determine how best to use the resources they receive, an important enabler of stability, responsiveness and **long-term sustainability** for the not-for-profit partners.

This is supported by other research which found that the **average indirect costs** of the NFPs analysed was **33%** of the **total costs**, with significant variation between **26%** and **47%** (SVA and CSI, 2022, p.3). Unrestricted funding could better cover both direct and indirect costs.

> "...it is our responsibility to give financially where we can, but also give our time in various ways whether as board members, volunteers or in other ways. It is not only about money.

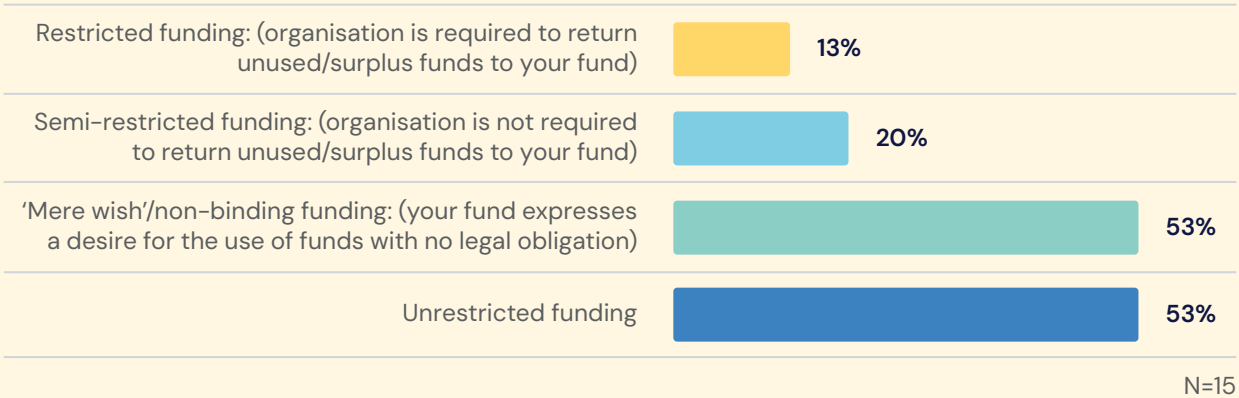
Types of funding provided

Foundations offer flexible funding mechanisms.

- **53%** provide **unrestricted funding**, allowing organisations complete discretion over how funds are applied.
- **53%** provide **'mere wish' or non binding funding**, where funders express preferences but impose no legal obligations.
- **20%** provide semi-restricted funding that **does not require the return** of unused funds.
- **13%** provide restricted funding that **does require unspent funds** to be returned.

These results indicate that more than half of funders prioritise flexible, low-burden funding approaches.

What type(s) of funding does your fund or sub-fund provide?*



*Note: respondents could select multiple responses

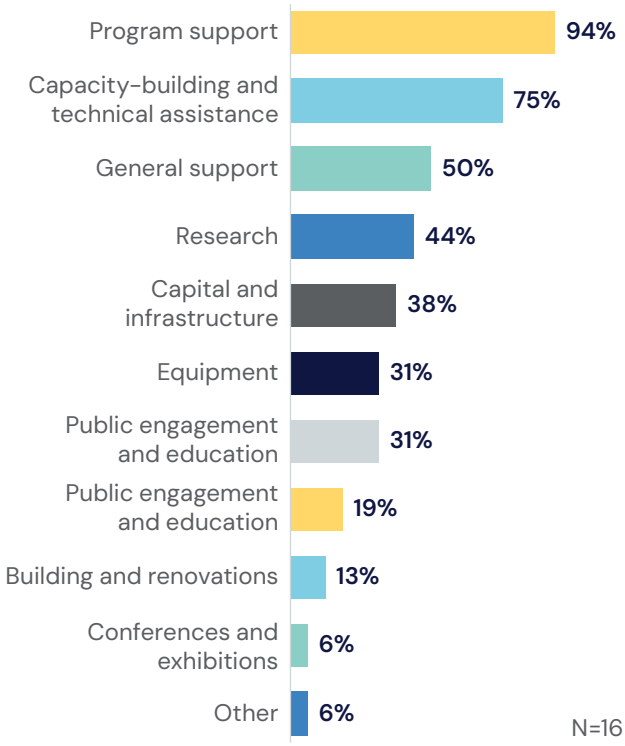
What foundations fund

Foundations support a broad range of activities, with a clear emphasis on program delivery and organisational capability.

- **94%** fund **program support**, the most common activity
- **75%** support **capacity-building and technical assistance**, recognising the need to strengthen organisational capability
- **50%** provide **general support**, a further indicator of trust-based practice.
- **44%** fund **research**, and **38%** support **capital and infrastructure**.
- **31%** support **equipment purchases** or **public engagement and education**.

This holistic approach by funder respondents shows support, not only for program delivery but also the conditions to support not-for-profit partners to sustain their operations and their impact.

What type(s) of funding does your fund or sub-fund provide?*



*Note. Respondents could select multiple responses.

> We need to encourage 'trust based' philanthropy. This means making the grant application process as simple as possible, making decision making as efficient as possible, [and funding] 'what it takes', including core operating costs [over an] extended period with...appropriate check and review points. [Funding in this way] allows some security for the organisation so they are not constantly on the lookout for where the next grant will come from.

Voices from WA: Funding bodies

What does a "giving culture" mean to you?

A culture that recognises that a thriving culture requires investment into all aspects... Supporting the causes and locations that mean something to you; whether that is through financial contributions or donation of time, skills and connections.

Understanding the impact of giving; a mutually beneficial relationship that builds community capacity.

Individuals and organisations giving thoughtful, considered, consistent, unencumbered gifts of their time, talents and/or treasure. Generosity and kindness almost embedded within psyche.

How could we encourage more giving in WA that is effective and impactful?

Education to funders on philanthropy best practices and [emerging] trends. You don't have to be rich to give. Promoting giving circles like Impact100, 5 bucks, Groundswell and 100 women. Bring funders and NFPs into rooms together. Encourage funders to fund NFP collaborations and then fund the ideas.

More storytelling of why people give.

Set up processes which encourage collaboration - currently the way the numbers of PAFs are increasing seems to [be] driving a growing [fundraising] industry constantly on the search for new funding entities. I would like to see a structure that creates collaboration and coordination so grant seekers can go to one place rather than many to find funding.

Not-for-profit perspective

Who are they

Not-for-profit organisations participating in this study represented a range of impact areas, with concentrations in **education** (**40%**) and **social/ public welfare** (**36%**). Smaller proportions operate in **arts and culture** (**20%**), **health** (**16%**), **public debate** (**12%**), **health promotion** (**12%**), **religion** (**8%**), **reconciliation** (**8%**), and the **natural environment** or **animal welfare** (**4%** each).

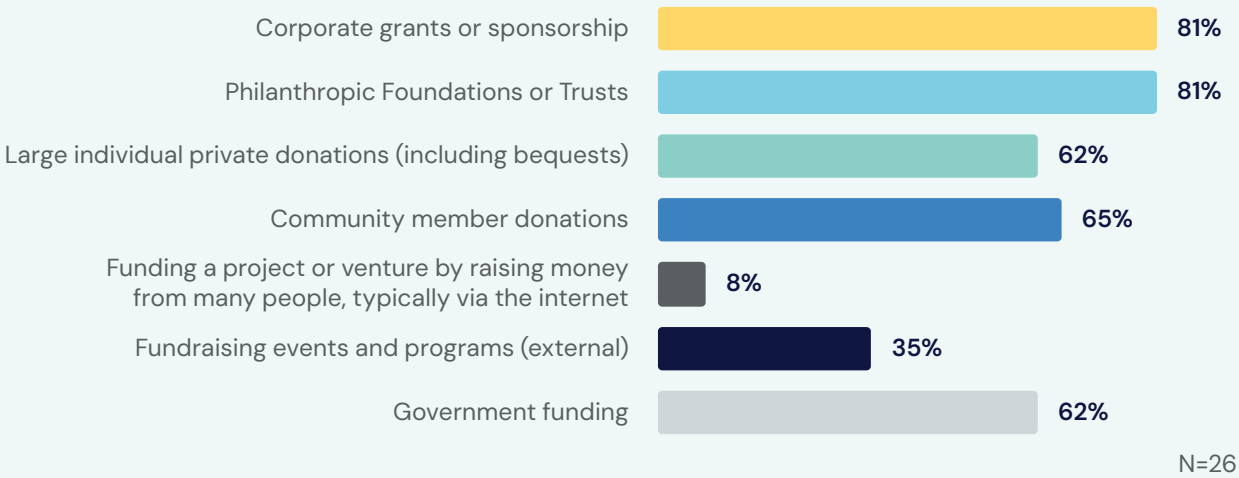
Most organisations in the sample are recipients of philanthropy, drawing on a wide mix of funding sources to deliver their work. Financially, half (**50%**) report making **a surplus**, while **38% broke even** and **12%** recorded **a deficit**, indicating the financial pressures experienced in the sector.

Where their funding comes from

NFPs received funding from a range revenue sources in 2023-24, with philanthropic and corporate support especially prominent.

- **81%** received **corporate grants or sponsorship**
- **81%** received funding from **philanthropic foundations or trusts**
- **65%** received **community member donations**
- **62%** received **large private donations** (including bequests)
- **62%** received **government funding**
- **35%** reported **external fundraising events or programs**
- **8%** used **online crowdfunding**

For each of the types of external funding sources listed below, please indicate if you received them in the 2023-24 financial year*



*Note. Respondents could select multiple responses.

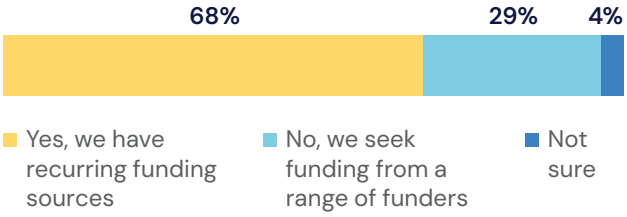
Funding relationships

NFPs tend to build long-term relationships with funders.

- **68%** seek funding from the **same funders year after year**
- **29%** actively diversify by seeking funding from a wider range of sources
- **4%** were unsure

This preference for ongoing relationships aligns with the broader sector's need for predictable and stable revenue to support long-term service delivery.

Do you tend to seek funding from the same funders?



N=28

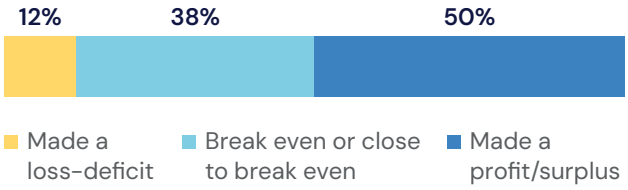
Financial health

Financial outcomes for the 2023–24 year were mixed but broadly positive.

- **50%** made a **profit/surplus**
- **38%** broke even or close to even
- **12%** reported a **deficit**

Although around half of organisations are financially healthy, many continue to operate with tight margins or at a loss.

Did your organisation make a loss (deficit), break-even, or a profit (surplus)?



N=26

> [We need to get] people more involved with giving circles such as Impact100 WA as this is a gentle introduction to giving whether it is the giving of time, treasure or talent. This provides donors with access to a [broad] range of charities within WA that they can feel comfortable supporting knowing that all donations would be well spent.

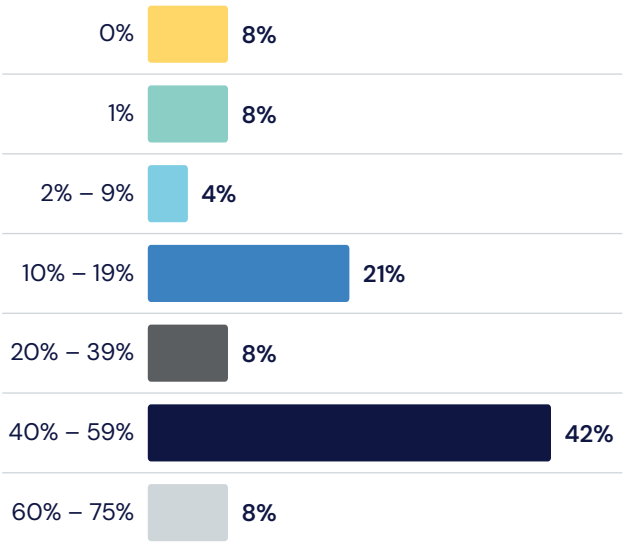
Conditions of funding

Half of not-for-profit respondents report that 40–75% of their total revenue in 2023–24 was unrestricted (42% at 40–59% and 8% at 60–75%)

At the same time, others experienced very low flexibility. **8%** had **0%** unrestricted, another **8% had just 1%**, and a further **4%** had **2–9%** unrestricted income. Another **21%** sat in the **10–19%** band, and **8%** in **20–39%**.

Many NFPs benefit from flexible funding, which is an important part of 'paying what it takes' to operate (SVA and CSI, 2022), but a notable share continue to operate with restricted funding.

Approximately what percent of your funding is unrestricted, as opposed to restricted?



N=24

Terms used

- **Unrestricted funding:** No conditions attached to funding.
- **Mere wish/non-binding funding:** where the funder expressed a desire that the funds be used for a particular purpose but the recipient is not legally obligated to do so.
- **Semi-restricted funding:** so long as the contracted purpose is delivered, any surplus may be retained by the recipient.
- **Restricted funding:** any surplus must be returned to the funder.

Where unrestricted funding comes from

The most common source of unrestricted funding is **philanthropic foundations or trusts** (**50%**), followed by **fundraising events and programs** (**39%**) and **corporate grants or sponsorship** (**39%**). Fewer respondents receive unrestricted funds from **large individual private donations** (**28%**) or **government funding** (**11%**); **22%** cite other sources, and 17% report that they did not receive any unrestricted funding in 2023–24.

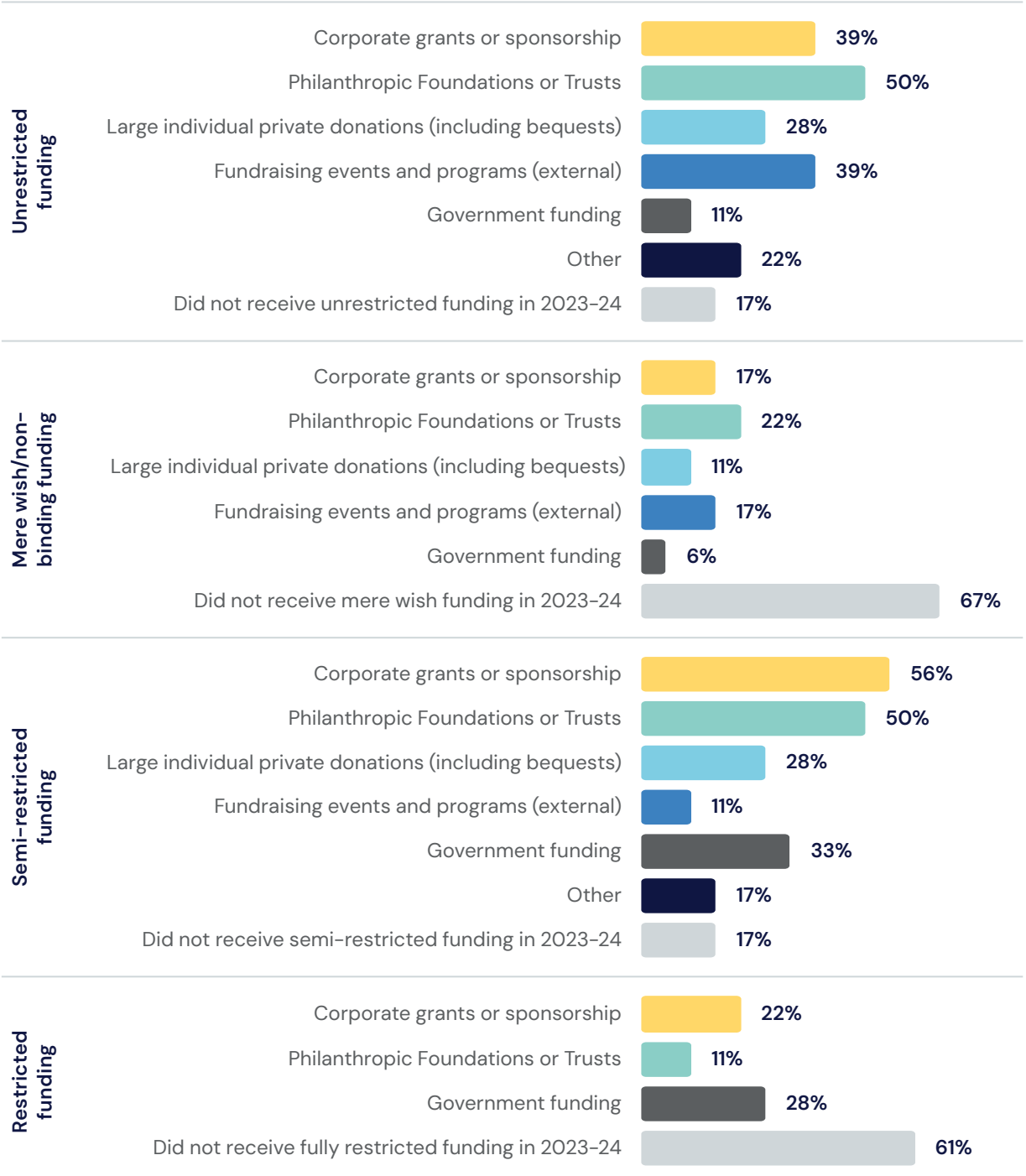
Conditional funding for not-for-profits

Semi-restricted funding means any surplus funding can be retained by the recipient which enables the NFP to meet longer-term re-investment needs while remaining solvent in the short term (Gilchrist et al. 2025).

The most common sources of semi-restricted funding are from **corporates** (**56%**) and **philanthropic foundations or trusts** (**50%**) with **government** (**33%**) also prominent.

Fully restricted funding is experienced but less common, with **61%** saying they **did not** receive it in 2023–24. For the respondents that did receive **restricted** funding, it was from **government (28%)** report this, **corporates (22%)** and **philanthropic foundations or trusts (11%)**.

In the 2023-24 financial year, did your organisation receive funding from any sources under any of the following conditions?*



N=18

Adequacy of funding

Not-for-profits report that, across most funding sources, grants often do not cover the full cost of delivering programs, including both direct and indirect costs.

This aligns with longstanding findings in the Australian context that many grants are under funded relative to the true cost of service delivery (SVA and CSI S, 2022).

Extent to which funding covered program costs

Across the five major funding sources examined, NFPs most commonly report that funding does not cover direct or indirect costs.

- **Corporate funding: 72%** report funding **does not cover total costs** (**33%** does not cover, **39%** covers direct costs only)
- **Government funding: 67%** report funding **does not cover total costs** (**47%** does not cover, **20%** covers direct costs only)
- **Philanthropic foundations/trusts: 53%** say funding **does not cover total costs** (**32%** does not cover, **21%** covers direct costs only)
- **Large individual private donations: 46%** report **costs are not fully met** (31% does not cover, 15% covers direct costs only)
- **Fundraising events/programs: 26%** say funding does not cover total costs (**13%** does not cover, **13%** covers direct costs only), though fundraising also produces comparatively higher surplus rates

Where funding *does* cover costs:

- Breaking-even (covering direct and indirect costs) from **philanthropic foundations** is experienced by **26% of NFPs with programs funded by philanthropic foundations** reported they broke even, compared to **programs funded through fundraising events (25%)**, **large individual private donations (23%)**, **government (20%)**, and **corporate sources (6%)**
- **Surplus: 31%** of NFPs with programs **funded by large individual private donations** reported they had surplus funding, compared to **programs funded through fundraising events (25%)**, **corporate grants (17%)**, **foundations (16%)**, and **government (7%)**.

The respondents that receive funding from large individual private donations and fundraising events experience the best outcomes in terms of covering their costs, as about half are able to do so.

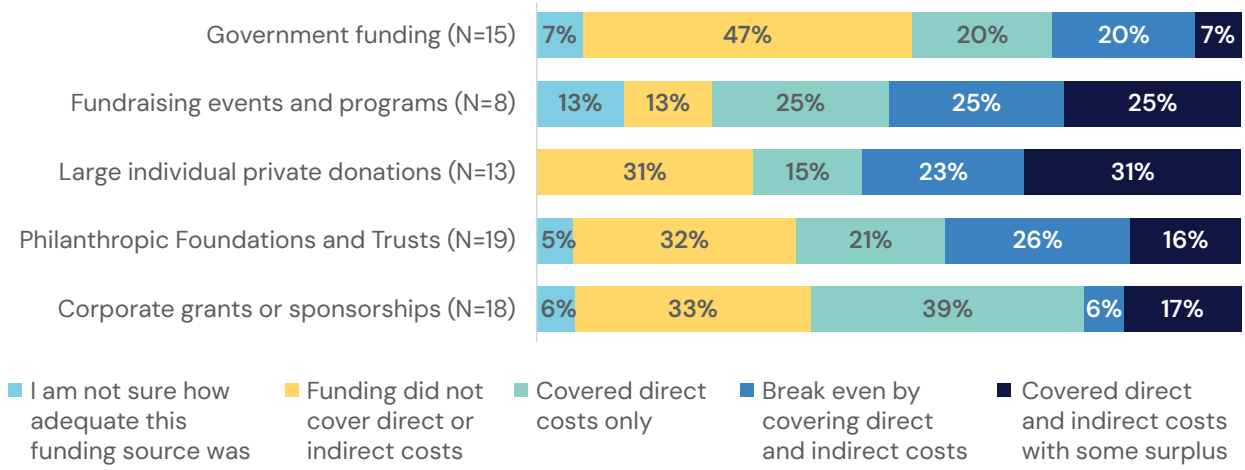
Use of surplus funds

Where organisations do generate a surplus, NFPs make strategic decisions to strengthen both **current operations** and **long-term sustainability**. NFPs that indicated they had surplus funding from the sources in the figure over the page were asked how they that surplus was used. Reported uses of surplus include the following.

- Retaining funds in **general operating fund**,
- Allocating to **investment capital in an endowment**,
- Directing surplus to **other programs**,
- Purchasing **furniture upgrades**,
- Investing in salaries **for research projects**.

These responses illustrate the importance of adequately funding programs and enabling not-for-profit organisations to retain profits for financial sustainability, capacity building and investment to ensure the organisation remains fit for purpose (Gilchrist et al., 2025).

Thinking about funding received for specific programs or projects in the 2023-24 financial year, to what extent did funding from the following sources meet the total costs (direct and indirect) of delivering the program?



Voices from WA: Not-for-profit perspective

What does a “giving culture” mean to you?

> Giving culture’ to me is a desire to invest in a cause that creates lasting change and being genuinely engaged in that cause so that you seek to support it in any way that you can.

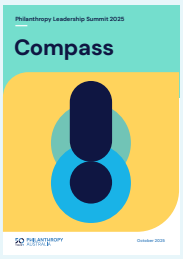
> Putting others first. Helping those less fortunate whenever possible. Being grateful for what you have and wanting to share it.

Freely available resources to support your giving

Philanthropy Australia has a vision to strengthen giving for a more generous, just and sustainable future. As the peak body, our role is to support and grow the philanthropy ecosystem in Australia. We collaborate with funders and changemakers to mobilise generosity so that it flows with purpose and impact.

The Philanthropy Compass 2025: A guide to philanthropic practice in a time of crisis, shaped by sector insights, ideas and aspirations.

www.philanthropy.org.au/about-us/publications/philanthropy-compass-2025/



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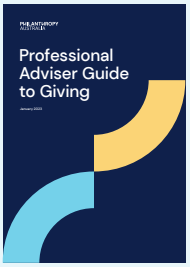
www.philanthropy.org.au/about-us/publications/professional-adviser-guide-to-giving/



Strategy 2033: Our vision to strengthen giving for a more generous, just and sustainable future.

www.philanthropy.org.au/about-us/publications/strategy-2033/

Structured Giving Tool: a quick Q&A tool that offers which giving approach may be preferable for you or your client.

www.surveymonkey.com/r/Q37SD69

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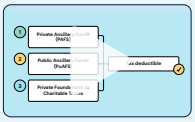

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Methodology

The Giving Survey was administered online for the month of September 2025 via the Qualtrics platform. Questions were adapted from a number of philanthropic research studies in Australia (Baker et al., 2017; McGregor-Lowndes et al., 2017; Philanthropy Australia, 2022). The survey aimed to capture four key perspectives of giving in WA – individual (1), foundation (2), not-for-profit (3), and corporate (4). The survey was distributed through Philanthropy WA's networks and advertised on LinkedIn.

Suggested Citation: Flatau, P., Callis, Z., & Lester. L. (2026). *A snapshot of giving in Western Australia*. Centre for Social Impact, University of Western Australia

Sample size

The survey received 98 responses. As 28 respondents did not answer any questions about giving, a total of 70 responses were included in the analysis. Specifically, 39 (56%) completed sections on personal giving, 16 (23%) on behalf of a funding body, 30 (43%) of a not-for-profit organisation, and 2 (3%) on behalf of a corporate organisation. Participants could answer from multiple perspectives if they were applicable to them. Due to sample size limitations, analysis of the corporate perspective is not presented in the snapshot series.

Participation was voluntary, and participants were free to skip questions. Accordingly, the number of responses may differ between questions. The number of responses is indicated for each question.

Individuals

A total of 39 respondents answered questions about their personal giving. The sample includes responses from 27 women (69%) and 12 men (31%) with a mean age of 50.2 (SD = 11.7; range 31 – 75). Almost all (95%; N=37) respondents resided in Perth and 33% (N=13) were born outside of Australia. Over two-thirds (69%; N=27) of the sample was in a relationship and 79.5% (N=31) had children.

Median income for the sample was $135,000 (range $30,000 - $2,400,000) and 54% (N=21) owned their home without a mortgage, 28% (N=11) owned their home with a mortgage, 15% (N=6) were renting, and one person (3%) received accommodation from their employer.

Funding bodies

A total of 16 respondents answered questions on behalf of a funding body. Legal structures included private ancillary funds (44%; N=7), public ancillary funds (19%; N=3), community foundations (13%; N=2), charitable trusts (N=1), companies limited by a guarantee (N=1), or another structure (N=2). Respondents were either an employee of the fund or an associated entity (44%; N=7), a donor (or family member of a principal donor) to the fund or sub-fund (31%; N=5), or an independent trustee or board member of the fund (25%; N=4). Most (87%; N=13) funds were located in the Perth region

Not-for-profits

A total of 30 respondents answered questions on behalf of a not-for-profit organisation. Respondents were either board members (17% N=5), CEOs or senior executives (27%; N=8), senior managers (27%; N=8), program managers (3%; N=1), administrative staff (10%; N=3), frontline workers (3%; N=1), volunteers (3%; N=1), or connected to the organisation another way workers (10%; N=3).

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