How Australians Get Involved

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

- **4 in 5** Australians (80%) give financially to charities / not-for-profits

- **1 in 4** (24%) give at least once a month

- However, **1 in 5** (20%) don’t give at all

Most growth in volunteering...

- **1 in 5** (20.7%) Australians aged 15+ volunteer compared to 1 in 3 donors (as above). That’s 3.6 million Australians who freely give their time to others, and is a trend that is on the rise (up 1.3% since 2011).

Average charitable tenure

- The average giver has been a supporter of their charity for 7 years.

- This is 2x the average tenure of employment (3 years per employer).

- And 4x the average tenure of a renter (1.8 years per home for a renter).

Top 7 motivations for supporting a charity

- **70%** - Know and trust the charity

- **58%** - To make a better world

- **56%** - I see the need

- **51%** - The organisation is Australian-based

- **50%** - Invest in a long-lasting change

- **50%** - Give back to the community

- **46%** - The feeling of doing something for someone else

Top 8 causes

<table>
<thead>
<tr>
<th>Rank</th>
<th>% Change</th>
<th>Rank from 2016</th>
<th>% who say these motivations are extremely/very significant</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>↑ 43%</td>
<td>2nd Medical research</td>
<td>1. 43% ↑ from 2nd Medical research</td>
</tr>
<tr>
<td>2.</td>
<td>↓ 43%</td>
<td>1st Children’s charities</td>
<td>2. 43% ↓ from 1st Children’s charities</td>
</tr>
<tr>
<td>3.</td>
<td>↑ 38%</td>
<td>6th Homelessness</td>
<td>3. 38% ↑ from 6th Homelessness</td>
</tr>
<tr>
<td>4.</td>
<td>↓ 37%</td>
<td>3rd Animal welfare</td>
<td>4. 37% ↓ from 3rd Animal welfare</td>
</tr>
<tr>
<td>5.</td>
<td>↑ 31%</td>
<td>4th Disaster response in Australia</td>
<td>5. 31% ↑ from 4th Disaster response in Australia</td>
</tr>
<tr>
<td>6.</td>
<td>↑ 30%</td>
<td>7th Mental health</td>
<td>6. 30% ↑ from 7th Mental health</td>
</tr>
<tr>
<td>7.</td>
<td>↑ 27%</td>
<td>8th Aged care</td>
<td>7. 27% ↑ from 8th Aged care</td>
</tr>
<tr>
<td>8.</td>
<td>↑ 26%</td>
<td>5th Disability and medical support</td>
<td>8. 26% ↑ from 5th Disability and medical support</td>
</tr>
</tbody>
</table>

Financial giving

- **57%** - Donating goods

- **34%** - Volunteering

- **25%** - Fundraising/promoting

- **15%** - Raising awareness

Growth in volunteering

- **1 in 5** (20.7%) Australians aged 15+ volunteer compared to 1 in 3 donors (as above). That’s 3.6 million Australians who freely give their time to others, and is a trend that is on the rise (up 1.3% since 2011).

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).

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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).

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.