

Australian giving trends

Snapshot of the Australian charities sector



44,591

Charities



Total revenue

2020*
\$164 BIL

2017
\$146 BIL

2014
\$103 BIL



Employees

2020*
1.34 MIL

2017
1.26 MIL

2014
1.12 MIL



Volunteers

2020*
3.72 MIL

2017
3.30 MIL

2014
1.81 MIL

* 2020 projection by McCrindle



4 in 5 Australians give financially to charities or not-for-profits (82%)



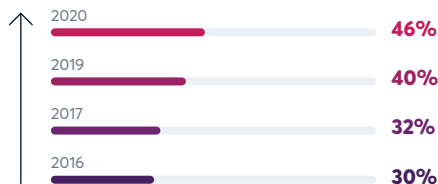
1 in 4 (24%) give at least once a month



More than **1 in 6** (18%) don't give at all

The rise of the need responder

Today almost half of givers are need responders, choosing to give when they hear about a need or issue rather than proactively



Growing nationalism in giving



More than **2 in 3** givers (67%) only/prefer to support Australian charities with a local/national focus



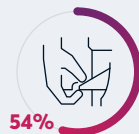
Just **5%** only/prefer to support organisations overseas

GEN Z



Even younger generations who are usually globally minded still prefer to support charities with a local/national focus

In financial hardship, giving declines



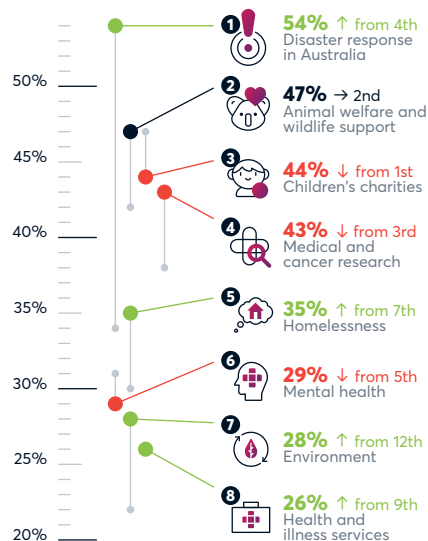
54%

More than half of givers (54%) believe the frequency and amount of their giving would decline if they were to experience financial hardship

Top 8 causes

% who are highly motivated to support

- Rank up from 2019
- Rank down from 2019
- No rank change
- % change from 2019



Support for environmental causes is increasing, moving from 12th in 2019 to **7th in 2020**

How much of their income should Australians give to help those in need?



Engagement & trust in the not-for-profit sector

Insights into Australian supporters



87% of Australians believe the government has the primary responsibility to fund disaster response in Australia

For every charity ceasing in Australia in the last 12 months, **more than 3** are commencing

2,625 starting

856 ceasing



Younger givers are less likely to donate goods...
61% Gen Z vs. 70% Baby Boomers

BUT



...more likely to advocate and raise awareness
33% Gen Z vs. 12% Baby Boomers



Younger givers are more likely to be need responders
59% Gen Z vs. 36% Baby Boomers



1 in 6 givers (16%) do not trust the charities they support to use their money wisely

Positive reputation of the not-for-profit sector is growing

Compared to five years ago, Australian givers are more likely to believe the following have increased (strongly/somewhat) rather than decreased (strongly/somewhat)



Increase



Decrease



Their support for charities to operate



Their trust in the sector



Their level of financial support



The positive reputation of the sector



Younger donors more likely to trust & support charities

Significantly/somewhat increased compared to five years ago



Gen Z
18 - 25



Gen Y
26 - 40



Gen X
41 - 55



Boomers
56 - 74



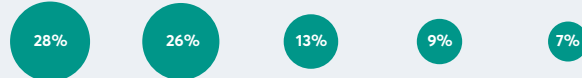
Builders
75+



Support you have for charities to operate



Your trust in the sector



The rise of commercial organisations operating for purpose and profit

Thinking about social ventures conducted by commercial organisations



Australian givers are seeing an increase in for-profit organisations running social projects and awareness campaigns

79% AGREE



Givers have concerns around for-profit organisations operating as social enterprises

79% AGREE



Givers have concerns about for-profit organisations operating social projects and awareness campaigns

70% AGREE



93% of Australian givers agree there should be disclosure or regulatory requirements on for-profit organisations running social projects and awareness campaigns

Personal connections are core to trust

5 in 6 Australian givers (84%) definitely/somewhat trust the charities/not-for-profits they support to use their money wisely



Methodology

Research and infographic by McCrindle.
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Nationally representative survey of Australian givers, n=1,078.

Other sources

ACNC Annual Report 2018-2019, Australian Charities Report 2013-2017

To download the full report go to australiancommunities.com.au

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