

# Giving Australia 2016

## INDIVIDUALS

### Younger givers and volunteers

#### Giving and volunteering rates

The *Giving Australia 2016 Individual giving and volunteering* survey found that younger people (aged 18–34 years) had participated less in giving and volunteering, compared to all other age groups.

Table 1: Giving and volunteering rates

	Percentage giving	Percentage volunteering
18–24	70.8%	38.3%
25–34	78.0%	37.1%
All younger respondents	75.2%	37.6%
All respondents	80.8%	43.7%

They also gave less in terms of money (average annual donation was \$486.72, compared to \$764.08 for all donors) and time (average annual hours was 101, compared to 134 hours for all volunteers).

#### Why didn't they give?

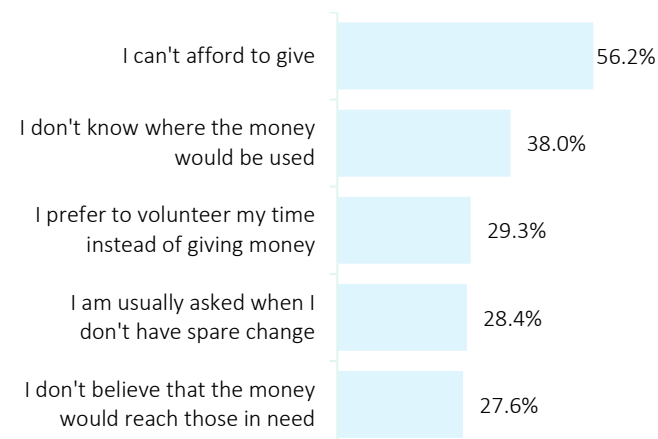


Figure 1: Top reasons why 18–34 year olds don't give

#### Tax deductible donations

Only 29.1% of 18–24 year olds and 48.8% of 25–34 year olds lodging tax returns claimed deductions for their donations, compared with at least 55% for older respondents.

#### What causes did they support?

Younger givers donated to similar causes as all givers, with the top three causes being health, social services and international. The highest average annual donations from both the 18–34 age group and all givers were to religion and international causes.

Table 2: Average donation to different cause areas

	18–34	All givers
Religion	\$705.56	\$932.50
International	\$381.24	\$579.08
Business, professional associations and unions	\$343.38 <sup>**</sup>	\$404.65 <sup>**</sup>
Law, advocacy and politics	\$257.68 <sup>**</sup>	\$301.22
Environment	\$181.13	\$235.82
Philanthropic intermediaries	\$179.33 <sup>**</sup>	\$167.55 <sup>**</sup>
Health	\$161.93	\$221.34
Social services	\$152.81	\$185.24
Education	\$142.35	\$359.96
Culture and recreation	\$116.42	\$346.60
Animal protection	\$79.10	\$125.93
Development and housing	N/A	\$404.83 <sup>**</sup>
Other	\$274.54 <sup>**</sup>	\$414.16
<b>Total</b>	<b>\$486.72</b>	<b>\$764.08</b>

<sup>\*\*</sup> The number of respondents is too small to achieve an acceptable confidence level, so caution is needed with these figures.

The top causes for younger volunteers were the same as other age groups: social services, culture and recreation and education. A smaller proportion of younger volunteers volunteered for culture and recreation compared to all volunteers (22.5% vs 31.1%). Law, advocacy and politics had the highest annual volunteer hours on average from 18–34 year olds. Animal protection ranked third in terms of average number of volunteer hours for 18–34 year old volunteers. This ranked seventh for all volunteers.



Table 3: Average hours volunteered annually to different cause areas

	18–34	All volunteers
Law, advocacy and politics	133 <sup>††</sup>	96
Religion	104	119
Animal protection	104 <sup>††</sup>	84
Social services	82	105
Culture and recreation	77	107
Health	73	78
International	65 <sup>††</sup>	72 <sup>††</sup>
Environment	26 <sup>††</sup>	71
Business, professional associations and unions	N/A	117 <sup>††</sup>
Development and housing	N/A	112 <sup>††</sup>
Education	N/A	74
Other	59 <sup>††</sup>	86
<b>Total</b>	101	134

<sup>††</sup> The number of respondents is too small to achieve an acceptable confidence level, so caution is needed with these figures.

## How did they like to be approached for a donation?

Overall, 61.2% of 18–34 year olds liked being approached for a donation by a friend on social media. Furthermore, 47.2% of those approached in this manner gave a donation, making this the most successful approach method for this demographic.

*... If I see that there are friends who are doing something to fundraise. So they might be doing a run or something to fundraise, then I give to that to acknowledge their efforts and what they're doing and support them in that way.*

*- Focus group, Young donors, WA*

## Online giving

Like givers generally, respondents aged 18–34 still preferred to give with cash, with 56% of their donations made this way. However, when donating using direct debit, credit card, PayPal or BPay, younger givers were more likely to donate via the charity website (67.8%) than all givers (57.8%). Some 20.3% of younger givers consulted the organisation's website before donating.

Social media platforms enabled younger people to find out about initiatives and gave them opportunities to engage with nonprofit organisations.

*When my friends are doing fun runs to raise money, they get the word out through social media, through sharing on Facebook ... I can find out through social media different volunteering opportunities as well.*

*- Focus group, Young donors, WA*

## Giving Australia 2016 report series

- ❖ *Giving Australia 2016: a summary*
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- ❖ *Giving and volunteering – the nonprofit perspective*
- ❖ *Business giving and volunteering*
- ❖ *Individual giving and volunteering*
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## For more information:

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