

# WHY PEOPLE GIVE

Collective Manifesto Pty. Ltd.

## One of the most common things we get asked is ...

### Why do people give to charity?

Whilst giving to charity is deeply personal, at *Collective Manifesto* we see **some themes regardless** of things such as **age, gender and where people live** around why people give. Here's our top five:

1. **Caring about the cause** - the most common reason we hear (**54% cite it** in the 2019 CAF Australian Giving Research Report). This rises to 64% for donors aged over 55 years.

As one of our clients puts it *"I can't unsee things, like people sleeping on the streets, rising sea levels, children not having access to education or food. Once I've seen it, I can't just ignore it"*.

2. **Making a difference** - a third (33%) of people believe or feel they can make a **meaningful impact**, whether its helping others, supporting charities doing the work or to create a fairer world.
3. **Right place, right time** - many of our clients describe themselves as having been *"really lucky with one or two key business decisions, rather than being smarter or more capable than others"*. And while they've accumulated wealth, they don't feel obligated to give instead they choose to *"share what they don't need"*.
4. **They can relate to the cause** - if **they or someone they love or care about** has experienced something similar, the cause becomes more important and meaningful. Personal connections make them want to help more.
5. **Inaction** - change is slow and it **can be frustrating to see a lack of progress**. Giving has a key role to play supporting charities **trying new things, innovating and challenging** traditional approaches.

One of our families supports domestic and family violence. They say *"we're driven by anger and frustration **so little has changed** and we **worry about the world our grandchildren are growing up in**, so we're supporting a charity changing outcomes now, not in another ten years."*



*What the studies ultimately reveal is that the benefits of giving to charity are just as much about the giver as they are about the receiver*

### What are the Stats?

- **29% of Australians** claim a tax deduction for donations
- Only **53%** of Australians with **incomes over \$1 million give** to charity and receive a tax deduction, compared to **90% in the United States**
- The **average annual donation** in Australia is **\$107** per person
- 65% of Australian charities have less than \$250,000 revenue, and a **third of all charities less than \$50,000** annual revenue

### How Do you Give Better and With More Impact?

When done well, **giving can change lives and communities**, bringing JOY & PURPOSE. Through **learning about an issue** you really care about, **engaging with people** creating change and **meeting the people** you're helping.

We help clients do this by:

- Working with them to **create a Giving Strategy**;
- Matching them with **unique organisations doing incredible work**;
- Providing **rigour & confidence** through due diligence and spending time with grantees to ensure their **money creates impact** and isn't swallowed up in costs;
- Developing **trust-based partnerships** with grantees; and
- **Demonstrating the impact** they're making to the people and issues they support



**Let's Work Together!**

**Be the Change You Want  
to See in The World  
GHANDI**

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