

Media Release

from the fundraising sector

Fundraisers say: stuff a charity in your stocking this Christmas

Australia falls behind New Zealand in giving index

Sydney, 23 November 2017

The head of the nation's peak fundraising body has appealed to all Australians to add a charity to their Christmas shopping list this year.

"In the recent World Giving Index¹, Australians have slipped from 3rd to 6th place, behind even New Zealand," said Rob Edwards, CEO of Fundraising Institute Australia. "Maybe it's time to appeal to our competitive nature to put us back in front of the Kiwis."

Using the World Giving Index formula, FIA has calculated that if just another four percent of Australians gave to charity, Australia would return to 3rd place in the global survey, ahead of New Zealand, the United States, and Canada.

Even Australia's own national survey, Giving Australia, has found that the number of donors and the total amount of donations has dropped, although those people that do give are giving more (a finding that is consistent with data on tax deductions from the ATO). Over a 12 month period from 2015-2016, 14.9 million Australians gave \$12.5 billion to charities and non-profit organisations, which is 80.8 percent of the population, down from 87 percent in the last survey.²

"Christmas is the perfect time to think about others and how we can help improve the world, either by donating money or by volunteering for a charitable cause," said Mr. Edwards.

10 Tips for Christmas Charity Giving

1. Most charities have good web sites with information about their mission. Do some research and find one that aligns with your own interests.
2. Have a family discussion and decide on how much you can afford to give.
3. Check to see if the charity is a member of FIA. Members must abide by the FIA [Code](#) and be ethical, transparent and accountable in their dealings with donors.
4. You can also check if the charity is [registered](#) with the Australian Charities and Not-for-profits Commission (ACNC), a government agency that oversees charity governance.

¹ Caf World Giving Index 2017, <https://www.cafonline.org/about-us/publications/2017-publications/caf-world-giving-index-2017>

² Giving Australia 2016 'Individuals: Giving' Fact Sheet

http://www.philanthropy.org.au/images/site/blog/Giving_Australia_2016_Individuals_Fact_Sheet.pdf

5. If you expect to get a tax deduction for your donation, ensure the charity is registered as a [Deductible Gift Recipient](#) with the Australian Tax Office.
6. Never feel pressured to make a donation.
7. Ensure any collection device is sealed.
8. Be wary of unsolicited emails from charities you've never heard from before.
9. The Australian Competition and Consumer Commission (ACCC) has a website www.scamwatch.gov.au with information about the latest scams so check it if you have any concerns.
10. Once you have chosen your charity or charities, give generously this Christmas and make the world a better place!

About Fundraising Institute Australia (FIA)

With over 1500 members, Fundraising Institute Australia is the largest representative body for the \$12.5 billion charitable and not-for-profit fundraising sector which is supported by some 14.9 million Australians. FIA members include charities operating domestically and internationally as well as the organisations and professionals that provide services to them. FIA advocates for the interests of the sector, administers a self-regulatory Code, educates fundraising practitioners, promotes research, and creates forums for the exchange of knowledge and ideas.

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