CHARITABLE **GIVING IN NZ**

Despite record-high inflation and rising interest rates continuing to burn our back pockets, we're still a charity focused population.

Local charities have been prioritised with roughly half of us having made a one-off donation of money to a local charity and a fifth making regular donations to the same local charity over the last year. We're most comfortable donating money online through a charity's webpage, but onstreet charity representatives are still trusted and effective.

Community services (e.g., children's and family services, youth development, food banks, homeless services) and health charities (e.g., patient and family support, medical research, treatment) top the list of where people have donated their time or money in the last year. With a huge reliance on volunteer resource, the emergency services follow closely.

People are still willing to donate money in an economic pinch but the factors that encourage people to donate show how important the use of those funds is. Belief in a charity being financially efficient and having a thorough understanding of how the money will be used are much more important as levers than possible gains in selfworth or in the visibility of giving. These factors are also much more significant than personal experience and feelings of social responsibility.

The study was conducted with a statistically robust, representative sample of New Zealanders. For more information or to discuss a more in-depth insights project please contact liz@researchfirst.co.nz

August 2022



Over the last year:

made a one money to a

made regular donations to the same local charity.

made a one-off donation to help overseas and **6%** made regular donations to help overseas



Representations to a charity

If you were to donate money to a charity, which of the following ways of giving are you most comfortable with?

Online through a charity's webpage

On-street to charity representatives

Givealittle

Via regular giving e.g., monthly gifts

By text message

Door to door collection

By phone call

By QR code

dynata

Which of these types of charities have you donated your time or money to in the last year?

e-off donation of			
local	charity, and		



Community services	32%
Health	31%
Emergency services	26 %
Animals	24%
Religion	14%
International	9%
Education	8%
Environment	6%
Community development	5%
Human and civil rights	5%
Arts, Culture, Humanities	3%

How important are the following factors in encouraging you to donate to charity?

That I believe the charity is financially effic	
	56%
% That I have a thorough explanation how the money will be	37%
X That I feel a sense of social responsibility to c	23%
I hat I have personal experience with the prol	17%
addressed by the ch	9%
6 That it increases my feeling of self-w	8%
6 That my support is visible to other recognised by ot	4%
	3%

charity is financially efficient	4% 13%		83%
ve a thorough explanation of how the money will be used	6% 18%		76%
social responsibility to do so	17%	28%	55%
experience with the problem addressed by the charity	21%	28%	51%
eases my feeling of self-worth	30%	32%	38
support is visible to others or recognised by others		64%	19%
	■ Not important	Neutral Impor	tant



