

# Giving Australia 2016

## BUSINESS GIVING AND VOLUNTEERING

### Businesses and charities

#### Business giving styles

Large businesses (200 or more employees) and small to medium enterprises (SMEs) (sole traders to 199 employees) had very different styles of giving to nonprofit organisations (NPOs) and charities.

SMEs favoured cash donations and sponsorships, giving when they felt they had financial capacity. Of the 220 large businesses surveyed, 69% planned and budgeted annually for NPO partnerships designed to achieve a social impact. These partnerships were viewed as essential to overall commercial strategy.

#### Workplace volunteering

Workplace volunteering was popular in theory with most businesses. Some 46% of the 220 large businesses surveyed provided a formal volunteering program, and of those, approximately 21% of the workforce were involved in the program.

The SME survey indicated that nearly two-thirds of SMEs that encouraged employee giving provided flexible working hours to accommodate volunteering. However, only 6% of the 583 SMEs surveyed maintained a formal employee volunteer program. Of those which had formal programs, around 30% of their workforce was involved in the program.

One in 10 charities in the *Nonprofits (charities)* survey reported experience with corporate/employee volunteering in the past financial year. This was typically established through a personal connection or as part of a business partnership.

Some 19.5% of charities surveyed with experience of corporate/employee volunteering reported that organisational change was necessary to support such activity, such as increasing staff numbers and changing systems and programs.

#### SMEs

Monetary donations accounted for 60% of all giving by SMEs.

Table 1: Amount donated by SMEs

Donation type	Value (\$) million
Money	\$2,998
Goods	\$890
Services	\$1,264
<b>Total</b>	<b>\$5,154</b>

SMEs were motivated to 'give back' to their local communities 'because it is a good thing to do, irrespective of the return to us' (62%) and because it demonstrated their commitment to their local community (50%). The destination of funds was heavily influenced by the personal values of the owner (44%).

Table 2: Donation by cause area – SMEs

Activity of benefit	Value (\$) million
Health	\$759
Education and research	\$549
Social services	\$770
Culture and recreation	\$1,114
International	\$196
Philanthropic intermediaries and voluntarism promotion	\$267
Environment and animal protection	\$71
Religion	\$396
Law, advocacy and politics	\$57
Business and professional associations, trade unions	\$213
Development and housing	\$4
Not elsewhere classified	\$530
<b>Total*</b>	<b>\$5,154</b>

\* Numbers may not add up as some businesses did not state an activity of benefit for their giving.

#### Sponsorship

Overall, 65% of large businesses and 23% of SMEs surveyed were involved in sponsorships in the previous year, which accounted for 19.6% of large business giving and 22% of SME giving.

## Large businesses

Large businesses have trended away from corporate philanthropy towards forming partnerships with NPOs that benefit both the business and society.

Table 3: Amount given annually as part of community business partnerships

Form of contribution	Value (\$) million
Money	\$5,322
Goods	\$496
Services	\$334
<b>Total</b>	<b>\$6,153</b>

Businesses partnered with an NPO for the following reasons.

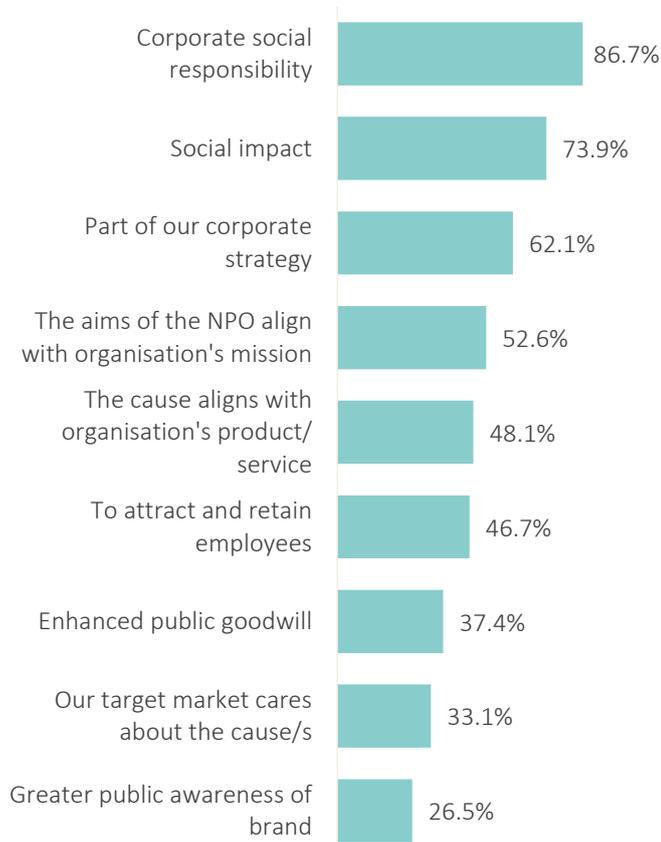


Figure 1: Reasons for entering a partnership

## Partnerships

Charities surveyed listed the following as the most significant partnership elements of their partnerships.

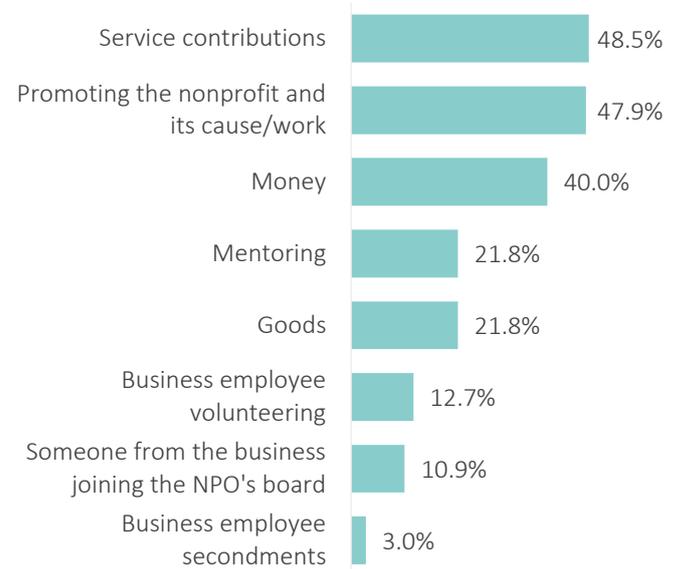


Figure 2: Key elements of NPO's most significant partnership

## Giving Australia 2016 report series

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

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