



# Giving Australia 2016

## NONPROFIT ORGANISATIONS

### How different NPOs engage support

### Support generation by sector

Figure 1 presents the percentage of each organisation type engaged in fundraising, volunteer recruitment, community business partnerships and social enterprise.

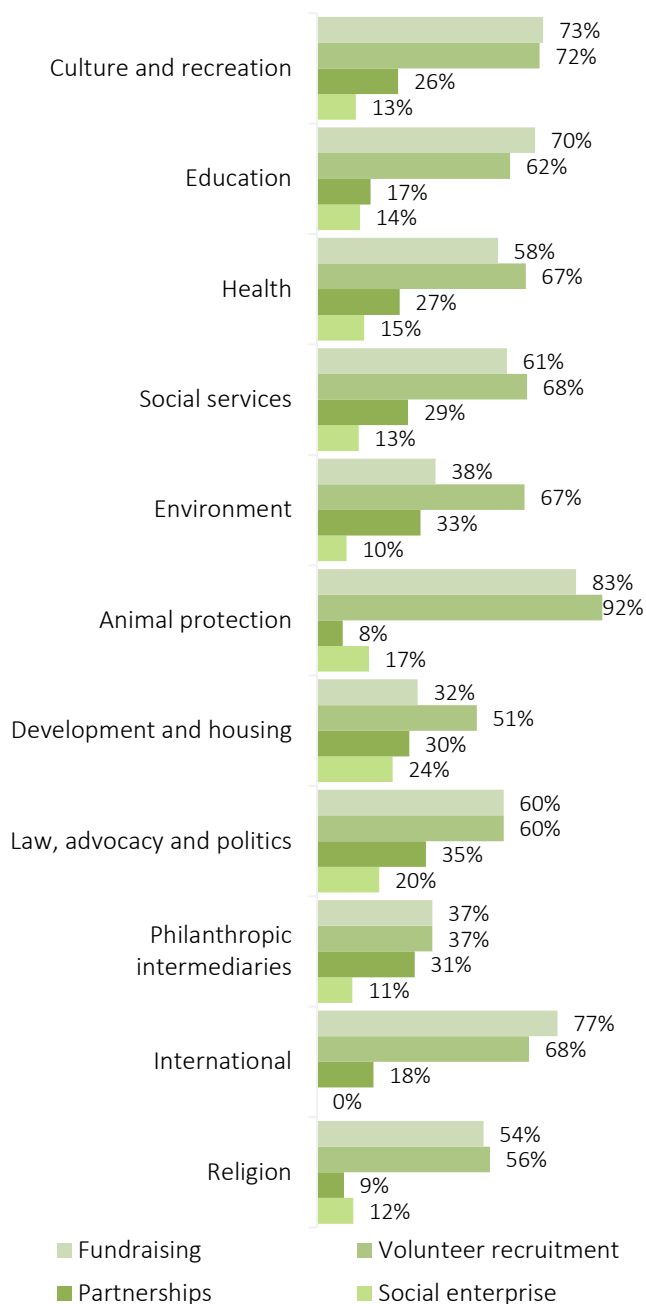


Figure 1: Support generation by sector

Fundraising was the primary activity for respondent organisations working in culture and recreation, education and international fields. Animal protection organisations were most likely to fundraise and recruit volunteers. Nearly a quarter of development and housing organisations were involved in social enterprise, while law, advocacy and political organisations were most likely to be involved in community business partnerships.

Culture and recreation organisations were most likely to use membership; education, health and social service organisations most commonly used events. Regular giving was used by three-quarters of religious organisations.

Table 1: Fundraising practices by sector

Practice	Culture and recreation	Education	Health	Social services	Religion
Regular giving program	16.1%	27.9%	23.9%	26.0%	75.2%
Fundraising campaigns	28.1%	26.2%	32.6%	27.1%	28.6%
Face-to-face appeals	31.3%	23.0%	21.7%	26.0%	20.0%
Corporate appeals	23.4%	26.2%	54.3%	37.5%	8.6%
Nongovernment grant seeking	40.6%	24.6%	45.7%	46.9%	19.0%
Events	56.3%	75.4%	60.9%	59.4%	52.4%
Sale of goods	32.8%	37.7%	39.1%	35.4%	32.4%
Gaming	34.4%	36.1%	39.1%	31.3%	5.7%
Technology-based appeals	25.0%	32.8%	47.8%	42.7%	20.0%
Media appeals	9.4%	4.9%	13.0%	11.5%	4.8%
Membership	75.0%	36.1%	45.7%	37.5%	21.9%

*So we have seen not only a great response to our email appeals, but also people donating via our Facebook and social media as well. I think it depends on the demographic.*

*- Focus group, Digital giving managers, Online*



## Uptake of new technologies

Over 90% of international, animal protection and law, advocacy and politics organisations had a website/webpage, while three-quarters of animal protection organisations had a social media presence.

Table 2: Use of technologies by sector

Sector	Website/ Webpage	Social media	Third party fundraising platforms	Crowd-funding campaign
Culture and recreation	86.2%	73.3%	5.8%	2.3%
Education	77.0%	64.4%	8.0%	5.8%
Health	81.0%	67.1%	25.3%	6.3%
Social services	72.1%	61.8%	15.9%	3.8%
Environment	71.4%	61.9%	14.3%	9.5%
Animal protection	91.7%	75.0%	41.7%	25.0%
Development and housing	62.2%	43.2%	2.7%	2.7%
Law, advocacy and politics	90.0%	70.0%	10.0%	0.0%
Philanthropic intermediaries	57.1%	28.6%	8.6%	0.0%
International	91.8%	72.7%	31.8%	9.1%
Religion	74.0%	49.5%	1.5%	0.5%

## Support generation by number of paid staff

Having at least one paid staff member increased the likelihood of having a social enterprise or being involved in partnerships.

Table 3: Support generation by number of paid staff

Number of paid staff	Fundraising	Volunteer recruitment	Partnerships	Social enterprise
No paid staff	58.1%	56.1%	13.7%	8.3%
1-19	59.4%	67.8%	29.1%	16.7%
20-99	54.0%	71.4%	25.4%	20.6%
100 or more	65.6%	56.3%	34.4%	25.0%
Total	58.6%	62.3%	22.0%	13.5%

Organisations without paid staff tended to rely on events, membership and sale of goods. Organisations with 100 or more paid staff most commonly used fundraising campaigns, events and regular giving.

Table 4: Fundraising practices by number of paid staff

Practice	No paid staff	1-19	20-99	100 or more	Total
Regular giving program	25.6%	50.3%	35.3%	66.7%	38.8%
Fundraising campaigns	22.1%	26.6%	50.0%	90.5%	29.3%
Face-to-face appeals	25.5%	25.5%	26.5%	14.3%	25.1%
Corporate appeals	23.5%	27.6%	41.2%	57.1%	28.2%
Nongovernment grant seeking	25.0%	43.2%	55.9%	33.3%	35.5%
Events	54.9%	54.2%	79.4%	71.4%	59.2%
Sale of goods	39.2%	34.4%	41.2%	28.6%	36.8%
Gaming	30.9%	21.4%	38.2%	9.5%	15.5%
Technology-based appeals	28.9%	35.9%	50.0%	61.9%	20.5%
Media appeals	10.3%	6.8%	11.8%	14.3%	5.3%
Membership	51.0%	31.8%	35.3%	23.8%	23.7%

## 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*
- ❖ *Giving Australia 2016 Literature review*

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