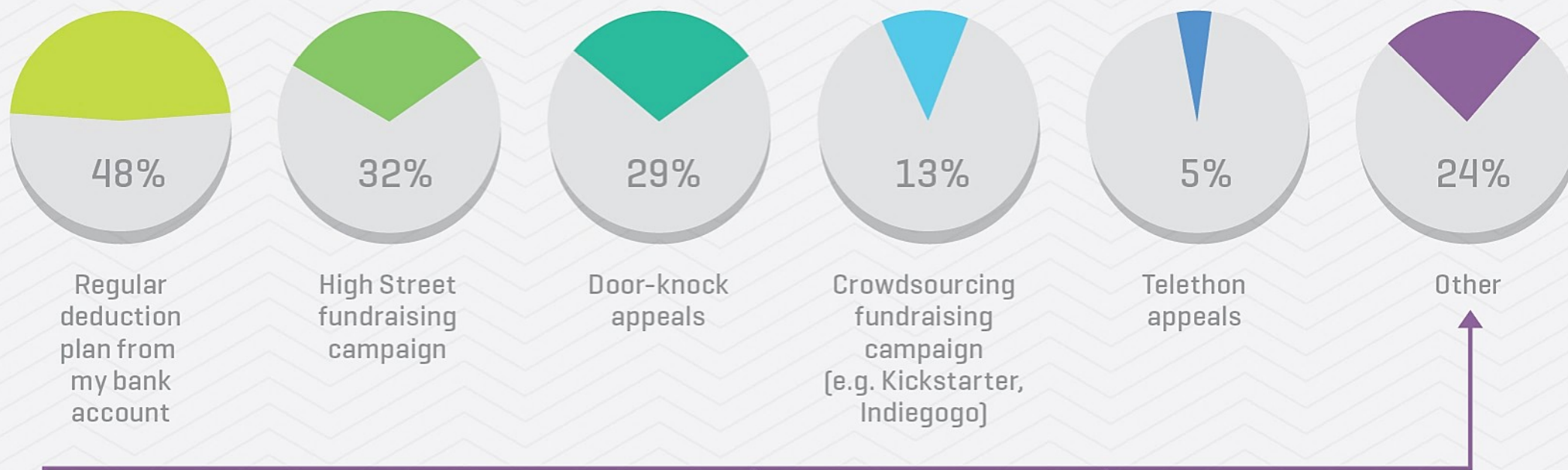


HOW WE MADE OUR DONATIONS



There are plenty of channels with crowdsourcing rapidly growing in popularity.



Donation to the specific causes

Give service or kind donations
Single donations to specific fundraising campaigns
Reading about an issue and sourcing a charity that addresses it
Requests from charities already donating to & through my church

Functions / Events

Direct approach at functions
Charity Ball attendance
Great Illawarra Walk

Respond to letter requests

Mail request | Direct mail appeals

Respond to online requests

Online appeals | Direct from website

Sponsorship

Sponsorship of a participant
[Movember, Sydney to Gong]

COMPETITION FOR THE CHARITABLE DOLLAR IN AUSTRALIA IS INTENSE



NOT-FOR-PROFIT (NPI)
ORGANISATIONS (NO.)
IN AUSTRALIA

58,894

POPULATION
PER NPI

422

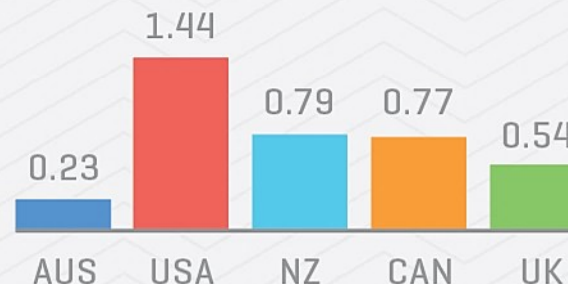
INDIVIDUAL GIVING
AS A PERCENTAGE
OF GDP

0.23%

AN OVER-SERVICED
MARKET

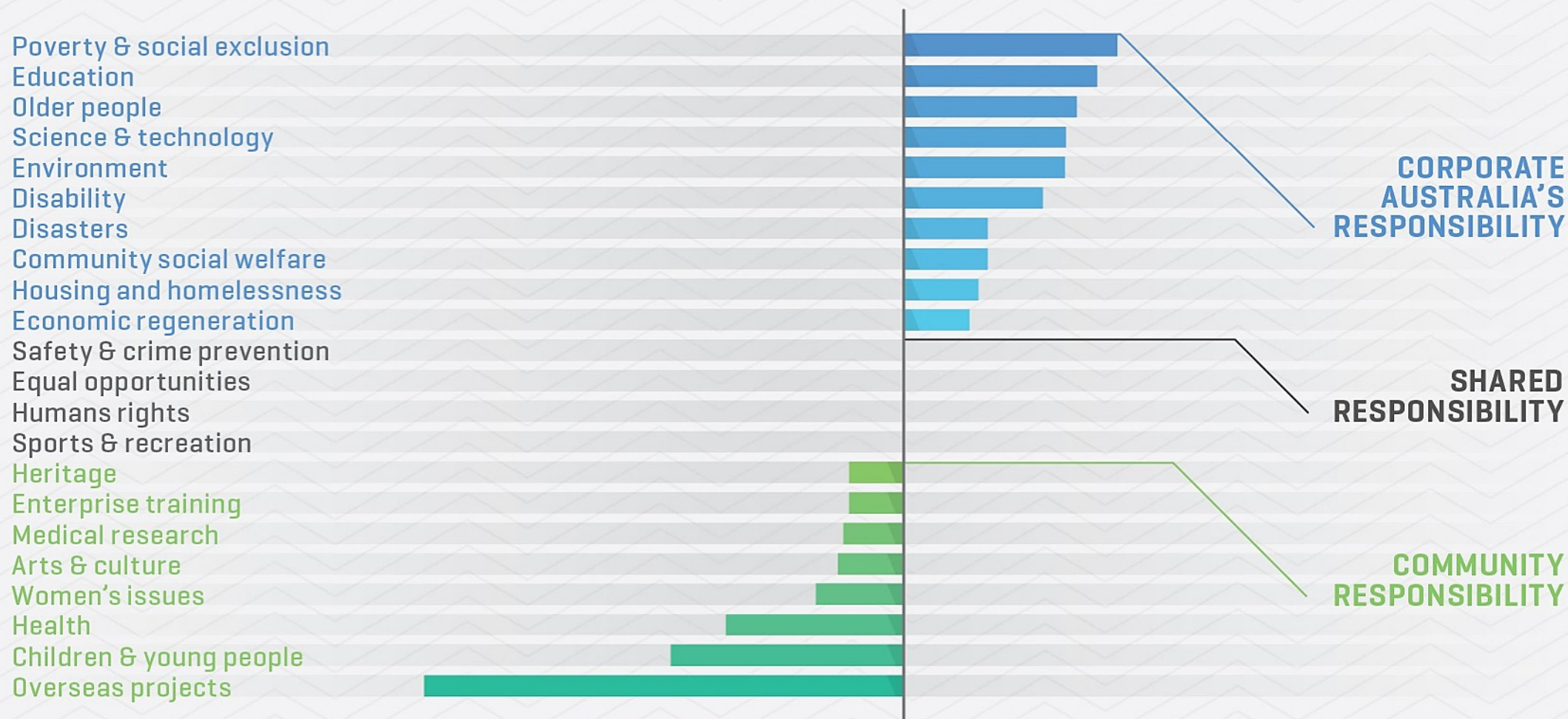
A BEWILDERING CHOICE
OF CHARITIES AND
MICRO-CAUSES TO
SUPPORT COULD BE
ADVANTAGEOUS FOR
ESTABLISHED AND
TRUSTED BRANDS

AUSTRALIA'S INDIVIDUAL
GIVING IS 0.23% OF GDP
WE'RE NOT AS GENEROUS
AS OTHER NATIONS



REINFORCES THE
IMPORTANCE
OF CORPORATE
SPONSORSHIP
AND PHILANTHROPY

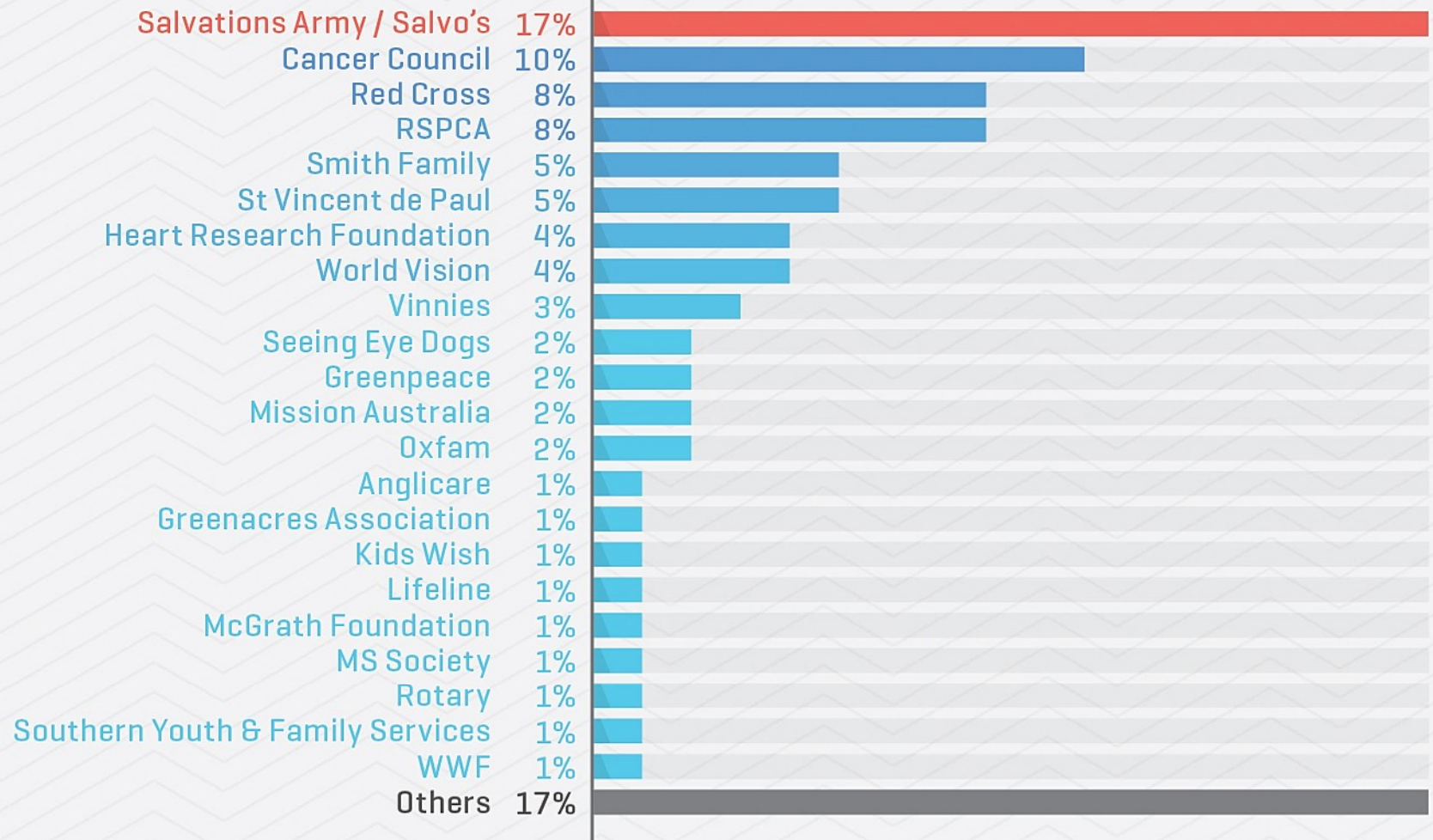
WHO DO WE THINK IS RESPONSIBLE FOR SUPPORTING WHAT WHEN IT COMES TO COMMUNITY CAUSES?



UNPROMPTED CHARITY BRAND RECALL



**THE SALVATION
ARMY WAS TOP
OF MIND WHEN
LOCAL RESIDENTS
WERE ASKED TO
RECALL REGISTERED
CHARITIES. BUT
THERE IS A
LONG TAIL...**



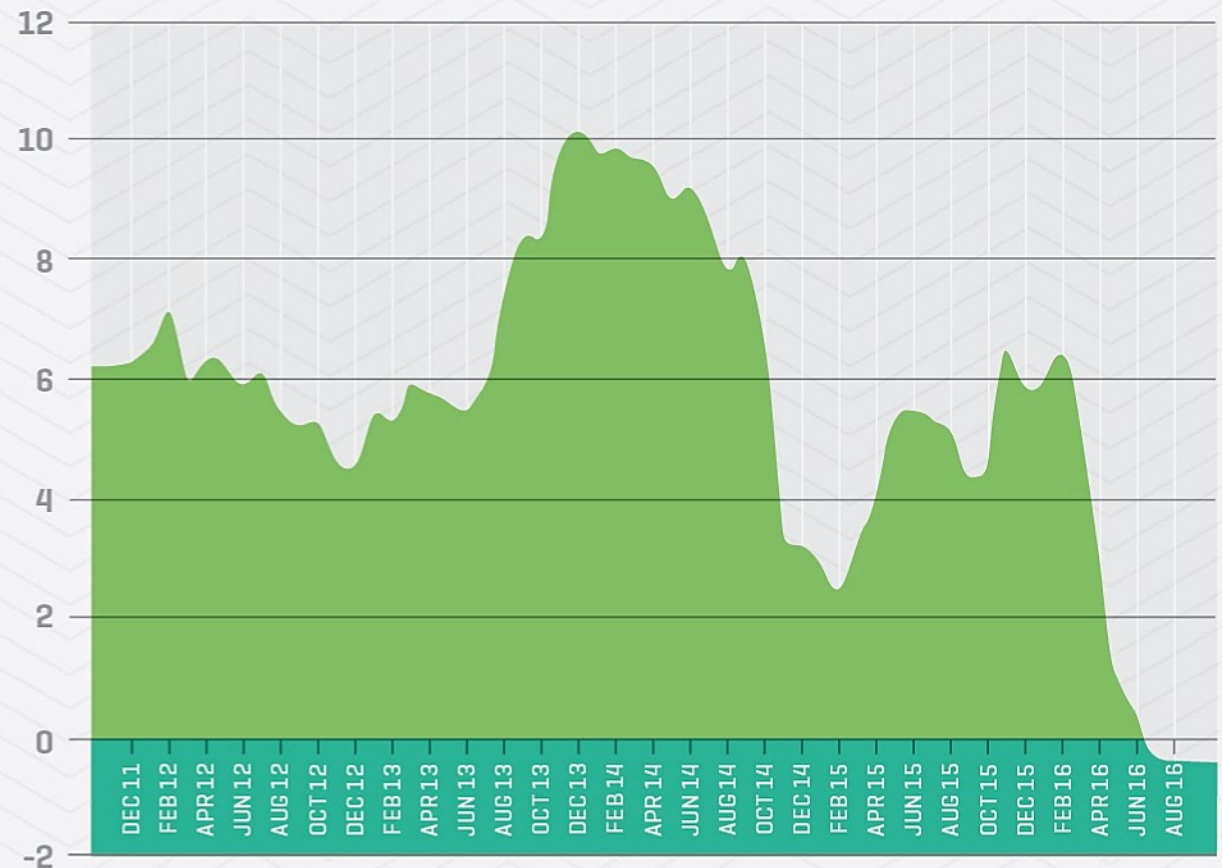
BUT AUSTRALIA'S INDIVIDUAL CHARITABLE GIVING IS IN DECLINE



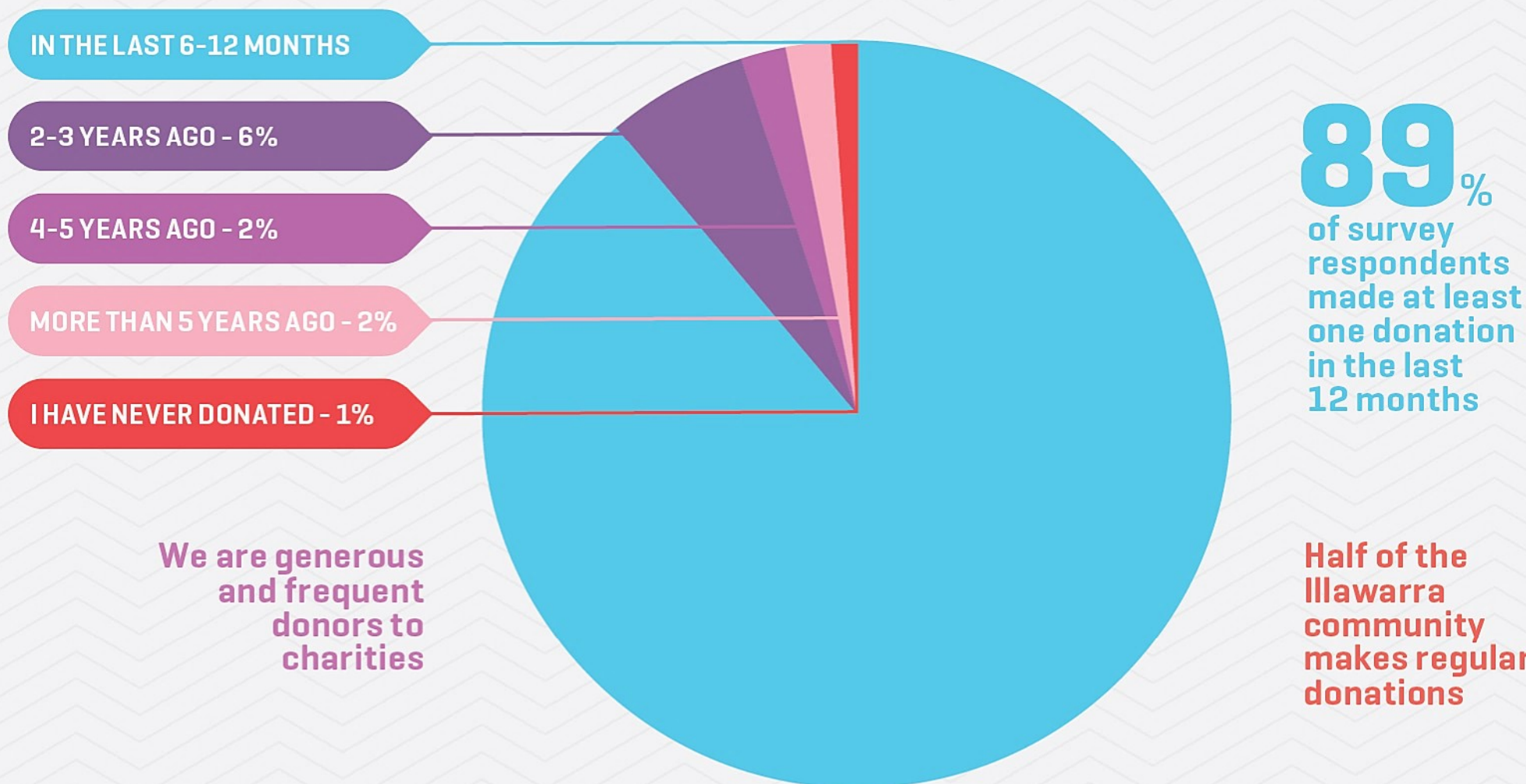
NAB REPORTS
A 0.8% DECLINE
IN CHARITABLE
GIVING OVER
THE YEAR TO
AUGUST
2016

IN NSW, AVERAGE
(STRUCTURED)
DONATION PER DONOR
(INDIVIDUAL) WAS
\$386

GROWTH IN NAB CHARITABLE GIVING INDEX
PERCENTAGE CHANGE, ROLLING 12 MONTH YEAR ON YEAR



ILLAWARRA PEOPLE SUPPORT A GOOD CAUSE



THE LEADING CAUSES WE MOST RECENTLY SUPPORTED



46%
Medical research &
34%
health

43%
Children,
young people

30%
Community
welfare

29%
Poverty
and social
exclusion

