

Media release

25 February 2020

Philanthropic contribution valued at \$3.8b a year, new report shows

A new report on giving in New Zealand puts philanthropic spend at \$3.8b a year.

JBWere's New Zealand Support Report looks at the income the for-purpose sector received from philanthropy and grantmaking in 2018, including the types of givers and a breakdown of the causes receiving it.

The report, developed in collaboration with Philanthropy New Zealand, also highlights the significant role volunteering plays in New Zealand, valued at an additional \$2b a year.

JBWere's New Zealand head, Craig Patrick said the report provides a fresh profile on giving in New Zealand. "After more than a year of research and analysis, we proudly present The New Zealand Support Report – an in-depth analysis of the changing face of giving in New Zealand. The report shows New Zealand is very strong in philanthropy and has grown significantly since earlier studies. Those who are donating continue to grow their giving at a fast rate highlighting the need for good care of existing donors.

Philanthropy and other grantmaking support, through donations plus volunteering, are an essential part of the operating model of the for-purpose sector, and in turn critically support the health and well-being of our society at the margins. While donations, grants and bequests are only providing around 15% of the for-purpose sectors total income these funds have far more significance on the new opportunities for the sector to grow impact. When the value of volunteering is included, that contribution grows to over 25%.

JBWere recognises the enormous contribution philanthropy and for-purpose organisations make to New Zealand. We hope the report helps all those who work in or support this important sector."

Philanthropy New Zealand's Chief Executive Sue McCabe welcomed the report.

"The giving sector is diverse and changing as it responds to the evolving needs of society, preferences of givers, and options available to give to. Data is important to inform us of the changing picture so we welcome JBWere's comprehensive analysis of the available information.

"The contribution that New Zealanders who generously give time and money make, as well as the organised philanthropists and grant-makers, is significant. Therefore it's important that we quantify and tell the story of what all this generosity adds up to.

"We know New Zealand is a generous country in many ways as we rank highly in global giving indexes. The New Zealand Support Report digs underneath those headline numbers to show us who are the givers in New Zealand and which causes are doing the best from philanthropy and grant making."

ENDS

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Attached:

1. *The JBWere New Zealand Support Report, February 2020*
2. Pic: Craig Patrick, Head of JBWere New Zealand

MEDIA BACKGROUNDER – KEY RESULTS

The JBWere New Zealand Support Report profiles giving in New Zealand. It's divided into two sections. The first section identifies the types of givers, the amount they give and trends. The second section looks at the recipients by cause area, differences in reliance on philanthropy and grant making and relevant trends.

KEY FINDINGS

1. Total philanthropy and grantmaking is estimated at \$3.8 Billion for 2018. This is a significant increase from earlier studies.
2. Volunteering is undervalued and has been falling.
3. The broad mass market donors currently make up just over half of total donations. This is expected to slip due to greater growth in other forms of fundraising and the falling proportion of donors among the population.
4. The causes individuals support change with their income levels.
5. As income and wealth levels have grown there is great potential for growth in giving among higher net wealth individuals including through structured philanthropy.
6. Bequests are set to become more significant with an ageing population and rising asset values.
7. A significant opportunity for growth exists among Community Foundations as knowledge of this form of giving spreads.
8. The growing interest amongst Energy Trusts to grow community granting levels.
9. The Community Trust sector continues to perform well having an influence on granting and impact practice well beyond the 3% of total philanthropy and grantmaking it represents.
10. Gaming machine societies and the Lottery Grants Board still provide around 16% of total philanthropy and grants.

11. The corporate sector is a strong supporter of the for-purpose sector, but the methods used and appropriate engagement strategies are not as well understood by recipients.
12. Fundraising is dominated by the largest organisations with the largest 9% of charities receiving 91% of all donations.
13. For the receivers of donations and bequests, religion remains the main cause supported but its dominance has fallen and guided by census data, is expected to fall further.
14. The largest gains for receivers is in welfare and human services related sectors such as social services, community development and disabilities.

About JBWere

The JBWere NZ Support Report follows on from the JBWere NZ Cause Report produced in 2017. JBWere has also produced reports on the philanthropic and charitable sectors in Australia since 2013.

Established in 1840, JBWere is a specialised investment firm providing bespoke wealth solutions to people, companies and for-purpose organisations in New Zealand and Australia.

Working with and servicing charitable and for-purpose clients, has been a key cornerstone of the growth and history of JBWere over its 180 years of existence.

With charitable and for-purpose client funds under management (FUM) exceeding \$8.4 billion across New Zealand and Australia, JBWere is a leading provider of services to the sector, with a deep understanding and appreciation of the importance of prudent management of investment assets for such clients.

In 2001, JBWere established a dedicated philanthropic services team to provide strategic advice and insight to for-purpose organisations, philanthropic individuals, families and businesses.

Since January 2020, the JBWere Philanthropic Services Team has had a permanent New Zealand presence with John Morrow joining JBWere NZ as Head of Philanthropy Services. The team now comprises six in Australia and one in New Zealand, and with this appointment JBWere NZ can further leverage the JBWere Australian experience here in philanthropy and impact investing.

About Philanthropy New Zealand

Philanthropy New Zealand is the peak body for philanthropy and grantmaking. We are a not for profit and independent organisation.

Our purpose is growing effective giving. We inspire more giving, support better philanthropy and grantmaking, and build a stronger philanthropic and grantmaking sector.

We provide training, share best practice, data and research, and connect our members to enable collaboration.

We offer guidance for anyone with an interest in giving to make the world a better place.

Our members include private philanthropists; family, community and corporate foundations; iwi; community and energy trusts; and Government agencies. We also offer community membership for grant-seeking organisations.