

The New Zealand Support Report: Summary information sheet

Introduction

This report provides an in-depth analysis of giving in New Zealand and how it is evolving. It also highlights the type of givers who support different causes and the way in which their support varies.

It follows the publication of the “JBWere New Zealand Cause Report” in 2017 which studied the evolution of the for-purpose (or not -for-profit) sector in New Zealand.

The report is split into two main sectors – with data presented about the givers and then the receivers.

Key findings

Givers to charities and other for-purpose organisations

- The contribution of the philanthropic and grant making sector to New Zealand in 2018 is estimated to be \$3.8b. This is up from earlier studies, and shows steady growth from most types of givers, particularly private (non-rebate) and business giving.
- \$3.8b represents about 15 per cent of the not for profit sector’s income.
- The estimated value of volunteering was an additional \$2b, bringing the total giving through money or time to \$5.8b. Volunteering provides one-third of the community sector’s workforce.
- Of the 3.8b, the majority of this was given in public donations, with the rest from organisations.
- People on lower incomes are more likely to donate to religious organisations, and people on higher income prefer education, arts and health causes.

Giver type	Estimated amount given	Percentage of total
Other private donations	\$ 1,202m	31%
Private donations (rebate claimed)	\$802m	21%
Business giving through CSR programs (includes pro-bono volunteering)	\$429	11%
Gaming machine societies	\$341	9%
Structured private giving	\$290	8%
Lottery Grants Board	\$275	7%
Bequests	\$194	5%
Business giving (donation claimed)	\$143	4%
Community Trusts	\$116	3%
Energy Trusts grants	\$18	-
Community Foundations	\$7	-

Recipient charities

- Nine per cent of charities receive 91 per cent of philanthropic and grant-maker giving, meaning 91 per cent of charities get 9 per cent.
- The not for profit sectors earning the most income and having the largest assets (education, health and training/research) get this mostly from Government, with philanthropy and grant-making being a more prominent source of income for sectors such as international aid, religion and animal welfare.
- The cause receiving most private donations is religion, but it's declining. Social and community and disability charities have seen the greatest increase and we expect the environment and universities to gain in popularity as a cause to give to.
- Higher education, medical research, arts and environment are favoured by high net worth individuals and corporate givers.

Cause area	Estimated amount received	Percentage of total received
Religion (excludes religious background organisations that provide support for other cause areas)	\$700m	40%
Human Services – community development, emergency relief, disability, social services	\$250m	15%
Education, Training & Research	\$250m	15%
Health	\$180m	10%
International activities	\$80m	4.5%
Arts, Culture & Heritage	\$45m	2.5%
Care/Protection of animals	\$40m	2.4%
Environment	\$25m	1.5%

Trends

- There is a falling proportion of individuals giving, but they are giving higher amounts. We expect to see the overseas trend of greater individual giving and bequests associated with increased wealth and income levels occur in New Zealand trend.
- Business giving is on the rise and is larger than previously assumed.
- Community Foundations' giving has grown substantially since the start of the movement in New Zealand in 2003
- The rate of volunteering is decreasing.

Methodology

This report draws on a combination of data sources and in some areas required educated estimates to be used. Data differences and assumptions made in this study versus previous studies are outlined, and an analysis of sources provided. Data sources include IRD, Stats NZ, & Charities Service.

There is further work required in the collection of the data to enhance future reporting on giving and volunteering, and JB Were and Philanthropy New Zealand is actively supporting these changes.

More information

You can download the report [here](#). If you have any questions please contact:
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About JB Were

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

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

The JBWere NZ Support Report 2020 follows on from the JBWere NZ Cause report produced in 2017.

In 2001, JBWere established a dedicated Philanthropic Services team to provide strategic advice and insight to clients. The author of this report John McLeod co-founded this team. He researches and produces reports on philanthropy and the operation of the for-purpose sector.

About PNZ

Philanthropy New Zealand is the peak body for philanthropy and grantmaking.

We support generosity, effective giving, and a strong philanthropic eco-system.

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

