

Horizon Research

Public Trust and Confidence in Charities

Conducted for Charities Services New Zealand

Department of Internal Affairs

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Contents

EXECUTIVE SUMMARY	3
Terminology	8
1. Overall trust in charities	8
2. Drivers of trust	9
2.1 Initial analysis	9
2.2 Broader analysis	10
Driver 1: “They make a positive difference”	12
Driver 2: “They protect the environment”	12
Driver 3: “Their fundraisers are ethical and honest”	13
Driver 4: “That they spend their money wisely and effectively”	14
Driver 5: “They help women”	14
Driver 6: “Ensure a reasonable proportion of donations gets to the end cause”	15
Driver 7: “I trust charities more if I have heard of them”	16
Driver 8: “They help children”	16
Driver 9: “I trust charities that I feel a personal connection to”	17
3. Trust in charities to act responsibly	18
4. Percentage of New Zealanders giving to charities	22
5. Amount donated	23
6. Segmentation: Trust in charities	24
7. New segmentation: Motivations for giving to charities	29
8. Collection methods	34
8.1 Street Collection	34
8.2 Collection tin/box	36
8.3 Ongoing direct debit	37
8.4 Mail/postal appeals	39
8.5 Telephone appeal	40
8.6 Sponsored someone	42
9. Types of organisations donated to	43
10. Actions when donating	46
10.1 Claiming a tax refund after giving a money donation	46
10.2 Proof of identification	47
10.3 Money getting to the charity	47
10.4 How the charity is run	48
10.5 Checking on the charities register	48
11. Donations in the next twelve months	49
11.1 Donating more	49

11.2	Donating less.....	52
11.3	Encouragement to give more to charity	54
11.4	Charities and business activities	58
11.4.1	Buying products and services that support a charity.....	59
11.4.2	Supporting businesses that support a charity	59
11.4.3	Charities having money in the bank for future needs	60
11.4.4	Charities running businesses to generate income	60
12.	Support for charities	61
13.	Reasons for giving and not giving to charities	64
14.	Fundraising organisations	66
14.1	Concerns about fundraising organisations	67
11.2	The effect of fundraising organisations on donating.....	71
15.	Charities registration.....	74
15.1	Awareness.....	74
15.2	Asking for the registration number.....	75
15.3	Awareness of content of the Charities Register	76
15.4	Referring to the Charities Register.....	76
15.5	Charities Register content.....	78
15.6	Use of advanced search functions.	79
16.	Charities sector strengths and weaknesses.....	79
16.1	Strengths of the charities sector.....	79
16.2	Issues to be addressed.....	82
16.3	Increasing confidence in donating.....	85
17.	Services provided by charities.....	88
17.1	Rating aspects of services received	88
17.2	Satisfaction with overall quality of service	90
17.3	Expectations of service	91
APPENDIX 1 – SAMPLE		92
APPENDIX 2 – MULTIPLE REGRESSION OUTPUT - DRIVERS OF TRUST AND CONFIDENCE IN CHARITIES		

EXECUTIVE SUMMARY

This survey continues the series of Trust and Confidence surveys conducted biennially for Charities Services New Zealand (previously the Charities Commission). The previous studies referenced in this report were in 2008, 2010, and 2012.

As in 2012, the 2014 survey looks at:

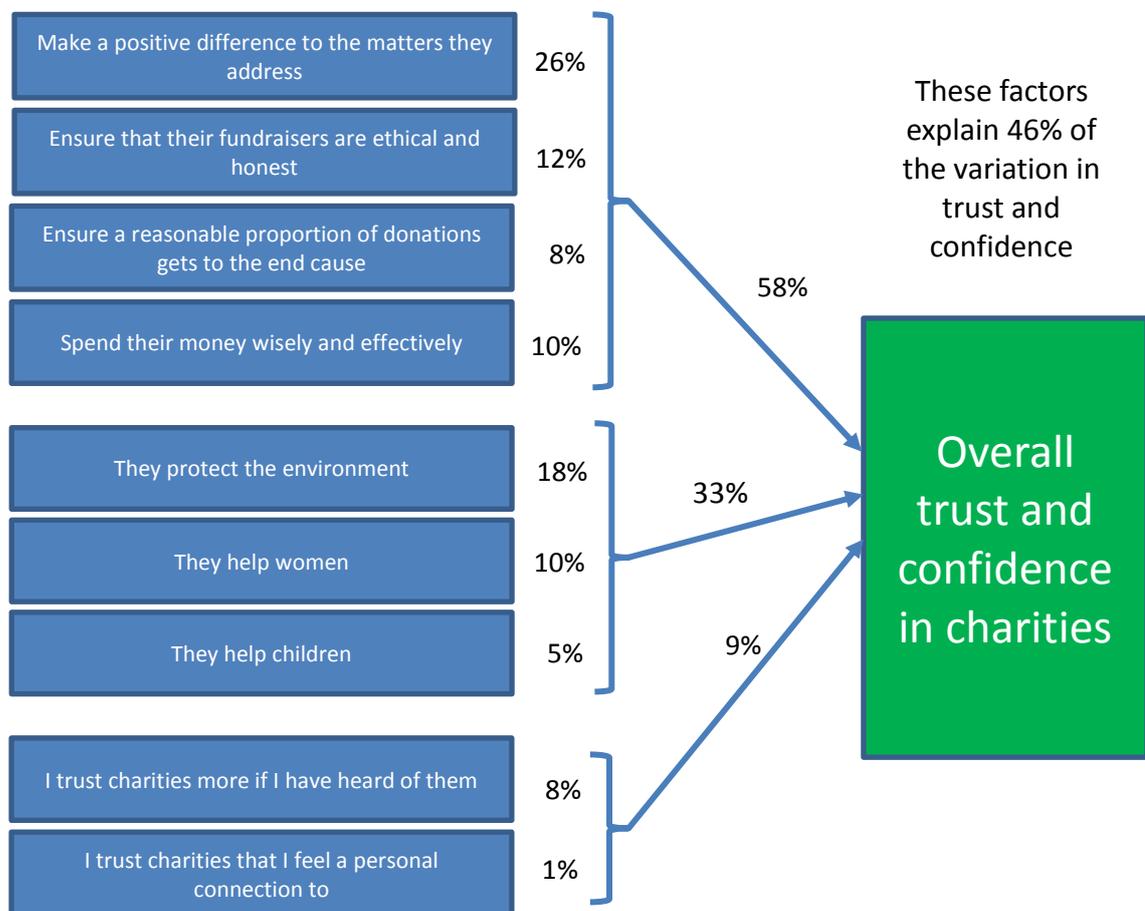
- the current state of public trust and confidence in the charitable sector;
- the critical factors driving public trust and confidence; and
- New Zealanders' use and experiences of services provided by charities.

To ensure continuity with previous surveys, the 2014 survey replicates the segments based on trust in charities completed in 2012. In addition, the 2014 survey adds a new segmentation based on the motivations driving donations to charities. These segments are described in the report and are used in the analysis of questions throughout the survey.

Drivers of trust and confidence in charities

Analysis indicates 9 positive drivers of trust and confidence in charities among the factors measured in the survey. The strongest driver of trust and confidence is "Making a positive difference to the matters they address".

These drivers and their relative contribution to the level of trust and confidence in charities are shown in the following diagram:



Further research should explore these drivers in more detail, seek the drivers for the balance of the variation in trust and confidence and probe the role of the factors identified from statistical analysis of this survey.

Overall trust in charities

New Zealanders' trust in charities is only moderate, reaching an average score of 6 out of 10 in the current survey. The average score for trust and confidence in charities has increased to 6.0 from a low of 5.8 in 2012, the result of a small but general move to higher trust scores on the factors measured. At the high end of the scoring range the percentage of respondents now ranking trust in charities at 9 or 10 ("I trust charities completely") has grown from 5% in 2012 to 8.9% in 2014.

Trust factors

There was no change from 2012 in the level of respondents (50%) who trusted charities to make a positive difference to the matters they address. For all other factors, however, charities were more trusted than in 2012 and, in four out the six factors measured, more trusted than in 2008.

The greatest change in comparison with 2012 was in the rating of charities letting the public know how they use their resources, including money from donations. 41% of respondents in the 2014 trusted charities to do this, up from 27% in 2012.

While 46% of respondents rated charities as trustworthy in ensuring their fundraising is ethical and honest, up from 41% in 2012, this is still lower than the 2008 level of 51%. Similarly, the 50% rating for charities making a positive difference to the matters they address is lower than the 2008 level of 55%.

Donations

84% of respondents said they had given to charities in the past twelve months. This is equivalent to 2,679,900 New Zealanders aged 18 years or over.

16%, equivalent to 518,100 New Zealanders 18 years or over, said they had not donated in the past twelve months

Fewer respondents than in 2012, 2010 and 2008 reported donating more than \$250. The average total donation was \$183, down 21% from \$239 in 2012 and \$243 in 2010.

The average number of donation methods used by those who donate to charity has continued the declining trend noted in previous surveys. In 2008, respondents reported donating in an average of 2.9 ways. Using the same options as the 2010 and 2012 surveys, the 2014 result indicates that today's New Zealanders donate in 1.9 of these ways – a 66% decline from 2008. In terms of the number of New Zealanders donating to individual charities, for most types of charitable organisations, the longer term trend is down.

Health and medical charities remain top priority for New Zealanders, with the number donating to them returning to 2008 and 2010 levels. For donations to animal care and welfare charities,

a longer term decline has been arrested in 2014, but that is not the case for international aid, education or social and community development charities.

Responses indicate that, on average, donations to the charitable sector could be expected to rise in the next twelve months. More personal income is the primary factor with 63% of respondents saying this would encourage them to give more to charity in the next twelve months.

However, analysis suggests that there is a relationship between having more personal or household income and four other factors:

- A charity with values respondents can relate to
- Knowing the money will be well used
- Helping those in need in New Zealand and
- Helping respondents' local communities.

This suggests that having more disposable income, while rating as the top factor that would encourage additional giving, is not a sole major driver for increasing donations.

Actions when donating

Respondents took the following actions when donating:

- 26% claimed a tax refund.
- 13% asked for proof of identification of the person who approached them. This is about half the level of 2008.
- 12% asked how much of the money donated would get to the charity.
- 9% found out how the charity was run.
- 8% checked on the Charities Register that it was a genuine charity. This is the same level as in 2012.
- 3% gave to a charity they had not heard of.

Charities and business activities

The overall results indicate general support of business activities associated with charities. They show majority agreement with “I will buy products and services when I know that my purchase supports the charity”, “Charities having money in the bank for future needs is good” and “Charities running businesses to generate income is good”.

Correlation analysis suggests that those who agree that “Charities having money in the bank for future needs is good” are moderately likely to agree that “Charities running businesses to generate income is good”, and vice versa. It also indicates that respondents who buy products and services when respondents know that their purchase supports the charity are moderately likely to support businesses that support charities – and vice versa.

Support for charities

Seven characteristics were selected by more than 50% of respondents overall as making them want to support a charity:

- “They make a positive difference”: 70%
- “That they spend their money wisely and effectively”: 65%
- “That they are well managed”: 57%
- “That they ensure a reasonable amount of donations get to the end cause”: 56%
- “That they are a registered charity”: 56%
- “That they let the public know how they use their resources including money from donations”: 52%
- “Their fundraisers are ethical and honest”: 52%.

Fundraising organisations

34% of respondents thought there was a role for fundraising organisations that help charities to raise money, rather than charities raising money themselves. 23% thought there was not and 43% were unsure.

23% of respondents had given to a fundraising organisation that was helping a charity to raise money. 37% said they had not, and 40% were unsure. Having had the experience of giving to a charity via a fundraising organisation changed the perception of their role: 59% of those who had given to a fundraising organisation felt that there was a role for these organisations.

Correlation analysis shows no direct relationship between the feelings about fundraising organisations and overall trust in charities.

However, there is clear concern over fundraising operations. While 22% of respondents agreed that they had no concerns over giving to fundraising organisations to support the charity or charities they like, 30% disagreed, with 47% neutral.

Key concerns were:

- How much of the money given would reach the charity: 77%
- The fundraising organisation may keep some of the money for themselves: 70%.

81% of respondents agreed that fundraising organisations should be required to advise how much of the money they receive for the charity they will keep. Disagreement was only 2%.

Charities registration

A lower percentage of respondents (45%) than in 2012 (48%) were aware of the Charities Register. The decline in awareness is statistically significant.

A lower percentage of respondents than in 2012 were also aware that registered charities are required to have, and make available, a charities registration number on request to prove they are a registered charity. Again, the decline in awareness is statistically significant.

69% of those who were aware of the register were also aware of the requirement for registered charities are required to have, and make available, a charities registration number on request to prove they are a registered charity.

49% of respondents said they would ask for the charities registration number in the future. There is no statistically significant change in this level since 2008.

35% of respondents were aware that information about charities registered under the Charities Act 2005 is publicly available on the Charities Register. While this is a decline from the 2012 result, the change is not statistically significant.

31.5% of respondents who were aware of the Charities Register said they had referred to it. This is not a statistically significant change from the 30% 2012 result.

63% of those respondents who were aware of information on registered charities being publically available on the Charities Register said they would refer to the register in future. This is a statistically significant increase, continuing the growth evident from 2010 to 2012.

58% of all respondents (including those who had not previously been aware that information on registered charities was publically available on the Charities Register) said they were likely to refer to the register in future.

84% of respondents who had referred to the Charities Register said it contained enough information. This is 6% lower than the 2012 result.

49% of respondents who had referred to the Charities Register said they had used the advanced search function, 22% higher than the 2012 result.

Services provided by charities

10% of respondents said they had received services from a charity in the past 12 months, up from 8% in 2012 and 2010.

Ratings of the services provided to respondents were generally down on the 2012 ratings. While 80% were either satisfied or very satisfied with the quality of service received, overall satisfaction was lower than in 2012, accelerating the decline noted between 2010 and 2012. 53% said the service was better than expected, down from 79% in 2012.

REPORT

Terminology

In this report, differences between overall results for all respondents (the “survey average”) and results for subsamples (e.g. for male respondents) are referred to as “significant” where a significance test shows that the difference is statistically significant.

Correlations are described as follows:

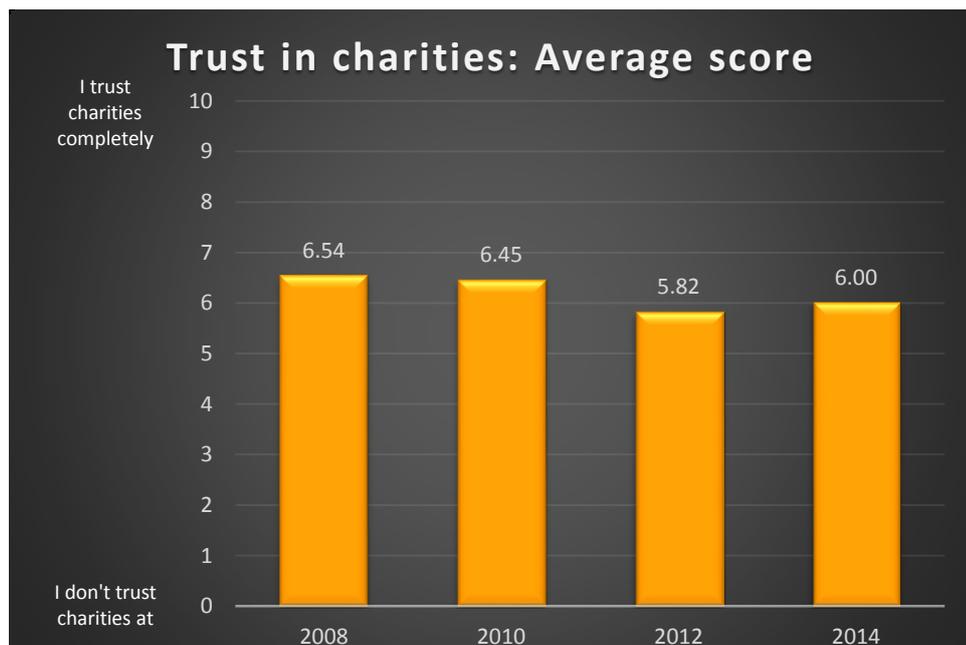
- 0 to 0.2 Very weak to negligible correlation
- 0.2 to 0.4 Weak, low correlation (not very significant)
- 0.4 to 0.7 Moderate correlation
- 0.7 to 0.9 Strong, high correlation
- 0.9 to 1.0 Very strong correlation

“Average scores” are weighted averages calculated on numeric rating scales (e.g. the 0 to 10 ratings scores for trust and confidence in charities).

1. Overall trust in charities

Effectively, New Zealanders’ trust in charities is only moderate, reaching an average score of 6 out of 10 in the current survey. The average trust level has increased from the 2012 low as a result of a small but general move to higher trust scores. At the high end of the scoring range the percentage of respondents now ranking trust in charities at 9 or 10 (“I trust charities completely”) has grown from 5% in 2012 to 8.9% in 2014.

The average scores for the current and past 3 surveys are shown in the following chart:



The following table shows the detailed trust scores in comparison with the 2012, 2010 and 2008 surveys:

On a scale from 0 to 10, where 0 means you don't trust charities at all, and 10 means you trust charities completely, generally how much trust and confidence do you have in charities?	2014	2012	2010	2008
0 - I don't trust charities at all	2.1%	2.0%	1.0%	0.0%
1	1.5%	1.0%	0.0%	1.0%
2	3.3%	3.0%	2.0%	2.0%
3	4.5%	7.0%	5.0%	4.0%
4	5.8%	7.0%	6.0%	4.0%
5	21.6%	20.0%	15.0%	14.0%
6	12.0%	14.0%	14.0%	14.0%
7	17.5%	22.0%	23.0%	24.0%
8	15.6%	17.0%	22.0%	23.0%
9	3.4%	4.0%	7.0%	8.0%
10 - I trust charities completely	5.5%	1.0%	3.0%	3.0%
I'm really not sure	7.1%	1.0%	2.0%	2.0%
N (unweighted)	2,593	2,000	2,210	2,121

Significance analysis over all demographics indicates that among the respondents in the survey, no demographic group was significantly more likely than average to have strong trust in charities (scoring 9 or 10, where 10 means “I trust charities completely”) with the exception of respondents of Maori and Pacific Island ethnicities. 29% of Maori and 26% of Pacific Island respondents rated their trust in charities at 9 or 10, well above other groups.

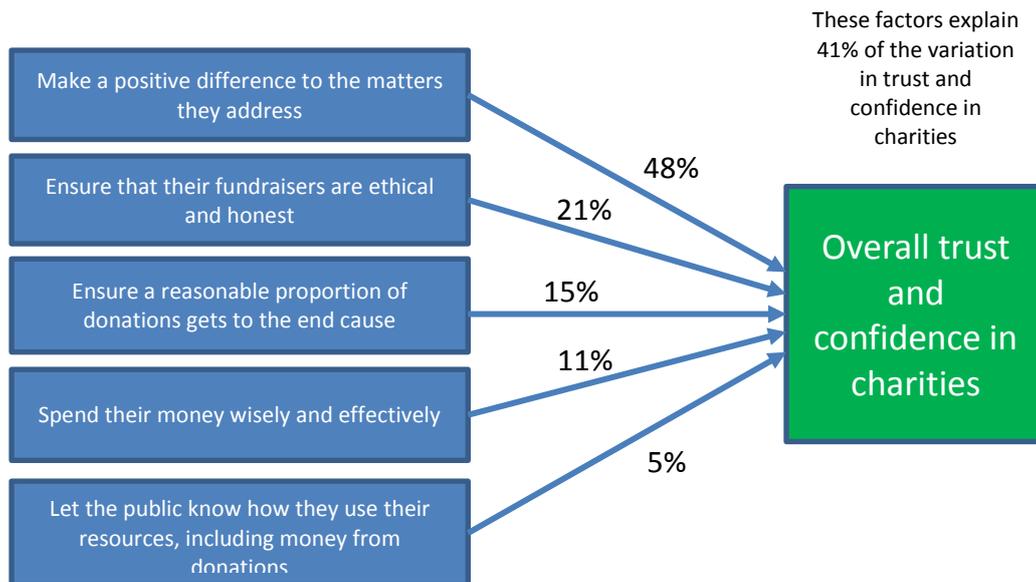
Reasons for this could lie in the mix of charities these two groups were donating to. Pacific Island respondents were significantly more likely than average to be giving international aid donations, faith-based or church related donations and donations to culture and recreation organisations. 38% of Maori respondents were donating to marae or marae-related organisations and were significantly more likely than average to be donating for social and community development, culture and recreation and environmental causes. Further research would be needed to confirm this, but it is possible these organisations are more community-based and therefore better known to the donor.

2. Drivers of trust

2.1 Initial analysis

Initial analysis indicated a positive relationship between 5 “trust” factors and overall trust and confidence in charities. The sixth “trust” factor measured, “Manage themselves well”, did not have a positive impact on overall trust and confidence and appears to be correlated with “Spend their money wisely and effectively”.

The percentages in the diagram show the relative contribution of each factor out of 100%.



Note that these 5 factors only explain 41% of the variation in overall trust and confidence in charities. Because of this, the analysis was extended to other factors measured in the survey.

2.2 Broader analysis

Multiple regression analysis was used to derive relationships between trust and a broader set of the factors measured across a number of questions in the survey. The analysis indicates a base level of trust in charities plus a mix of 9 key trust and motivational factors appear to drive trust in charities:

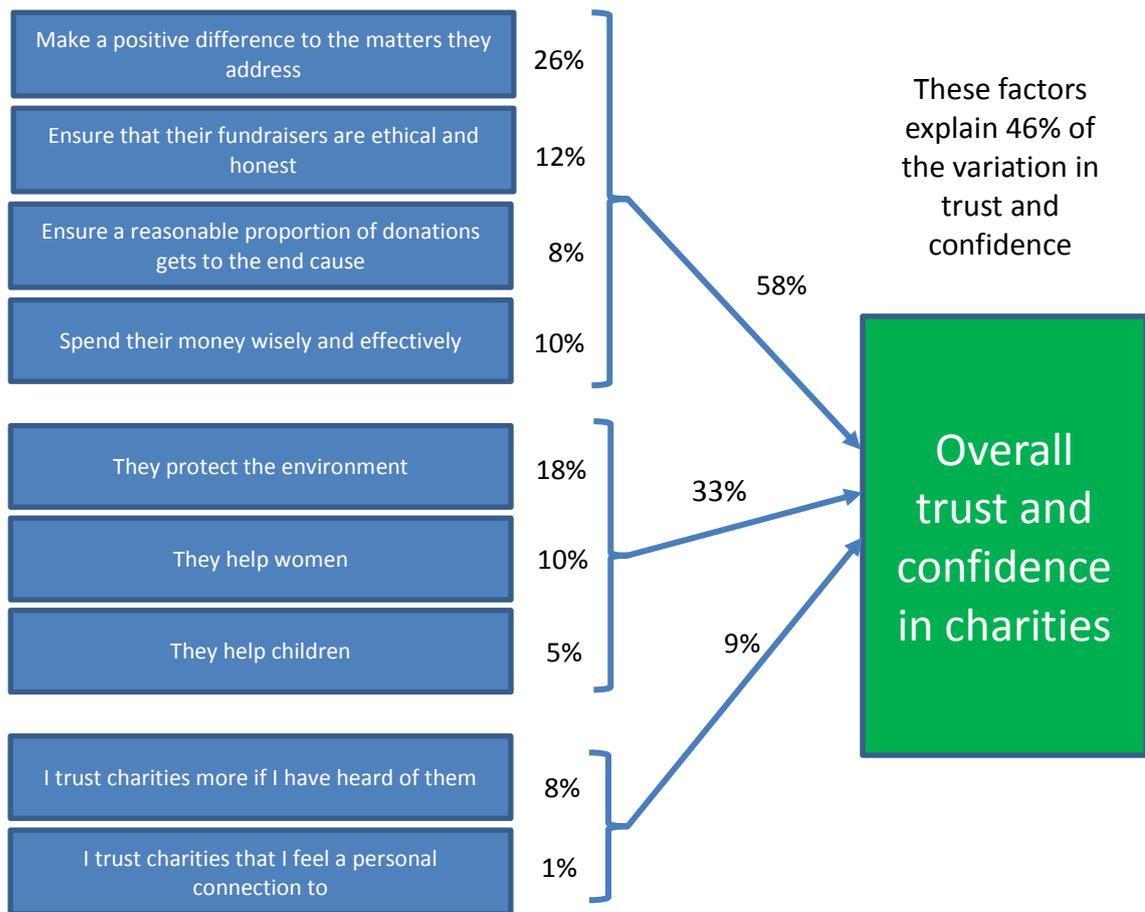
- “They make a positive difference”;
- “They protect the environment”;
- “Their fundraisers are ethical and honest”;
- “Spend their money wisely and effectively”;
- “They help women”;
- “I trust charities more if I have heard of them”;
- “They help children”;
- “I trust charities that I feel a personal connection to”;
- “Ensure a reasonable proportion of donations gets to the end cause.”

Note that while these factors all have a positive relationship with trust in charities (i.e. if they increase, overall trust in charities increases), they explain only 46% of the variation in movement in trust in charities. Further research should explore these drivers in more detail, seek the drivers for the balance of the variation in trust and confidence and probe the role of the factors identified from statistical analysis of this survey.

As shown in the following illustration, the factors form four groups:

- The first group is related to how charities operate and their operational results; e.g. “They make a positive difference” or “They spend their money wisely and effectively” (and therefore I trust them).
- The second group is related to the charities’ area of operations; e.g. “They help women” or “They protect the environment” (and therefore I trust them).
- The third group is awareness and connection, which have a strong correlation with 52% of the variance in one factor explained by the other.

The percentages in the diagram are used to indicate the relative contribution out of 100%¹ of each factor in affecting trust and confidence in charities.



These characteristics are discussed in the following subsections. In each chart, a white trend line indicates the general increase in trust compared with the increase in respondents believing that a factor makes them want to support a charity. Trust trend lines have been chosen for best fit to the available data.

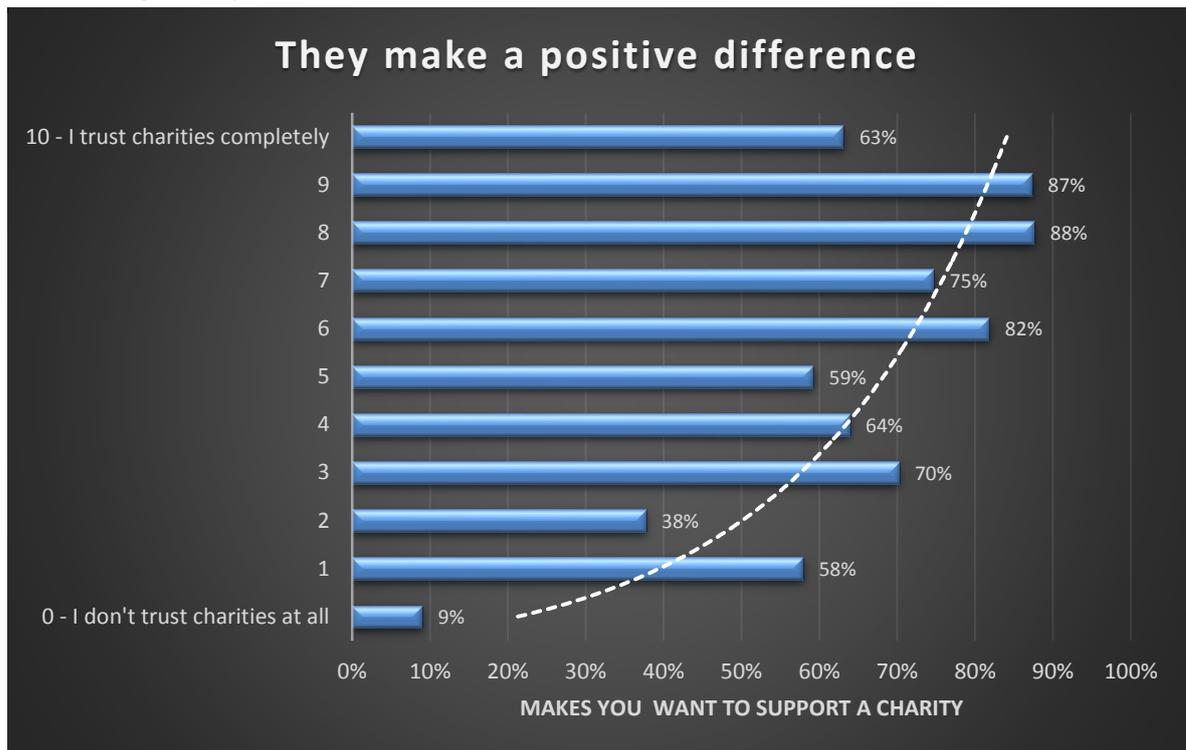
¹ The effect of all 10 factors acting together is to contribute more than 1% change in trust and confidence in charities for a 1% change in each factor. These percentages shown the relative contribution made by each factor if all factors change by 1%.

Driver 1: “They make a positive difference”

This is the strongest factor driving trust in charities. For every 1% change in this factor, trust in charities changes by an average of 0.28%.

This strength of this factor across all levels of trust suggests that this factor may be a pre-requisite for any trust in charities.

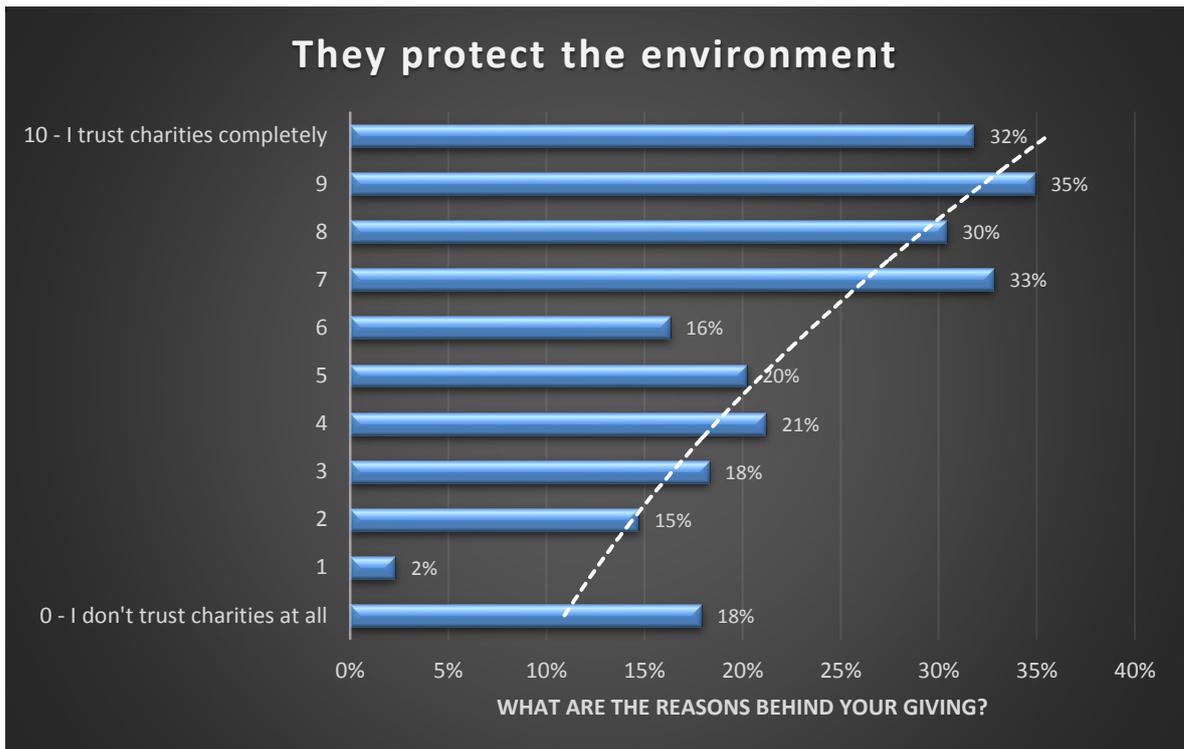
Increase in belief that a charity makes a positive difference does not appear to drive a sudden increase or strong increase in trust. Rather, the increase is more gradual (as shown by the white trend line), with declining rate of increase in trust once belief that a charity makes a difference goes beyond 70%.



Driver 2: “They protect the environment”

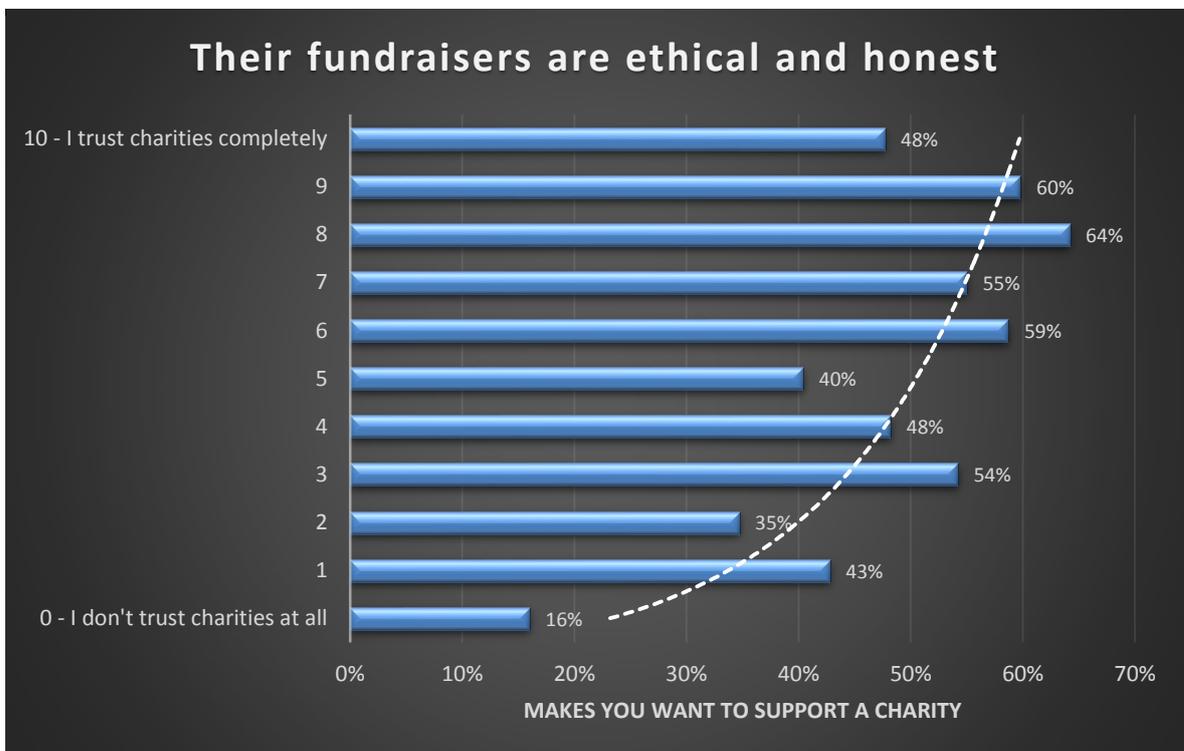
While this factor is one of the smaller motivators for giving, it has the second largest impact on trust, changing trust in charities by an average of 0.19% for every 1% change in this factor.

Unlike “They make a positive difference”, the rate of increase of trust associated this factor increases as its importance as a reason or giving increases.



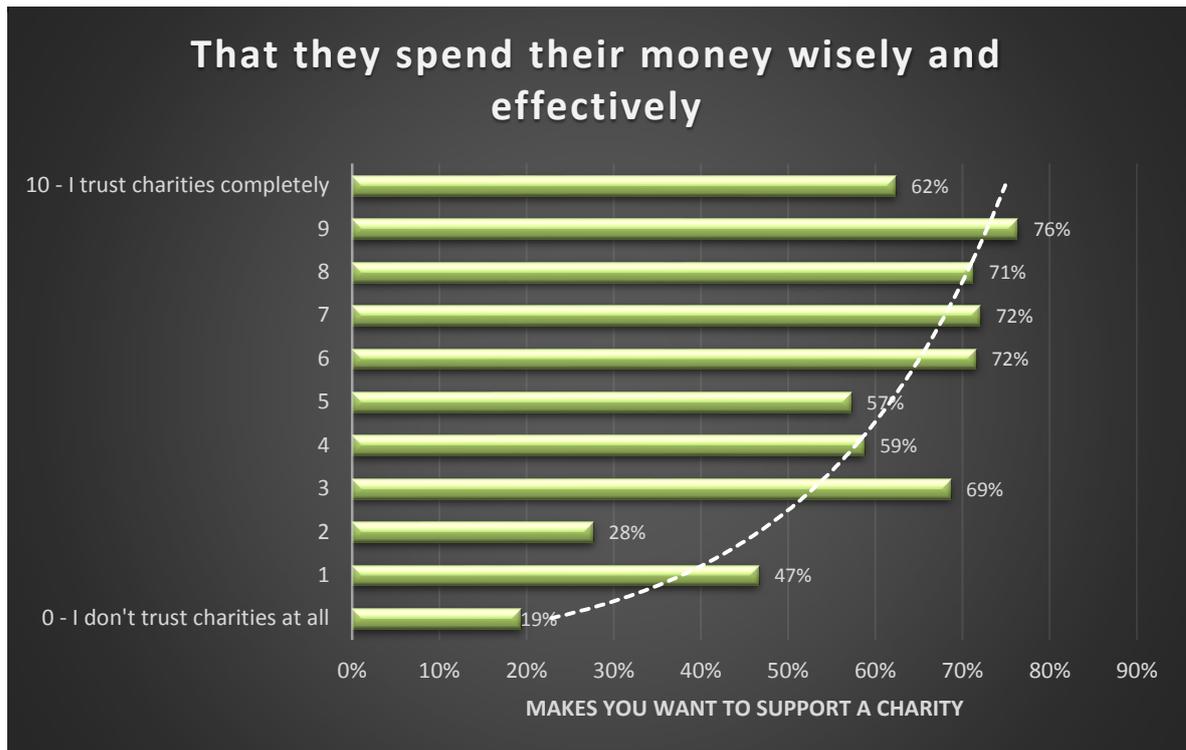
Driver 3: “Their fundraisers are ethical and honest”

This factor has the third largest impact on trust, changing trust in charities by an average of 0.13% for every 1% change in this factor. Like the other trust-based factors, it is strong across all levels of trust. In a similar manner to “They make a positive difference”, the rate of growth in trust slows once belief that charities’ fundraisers are ethical and honest reaches 50%.



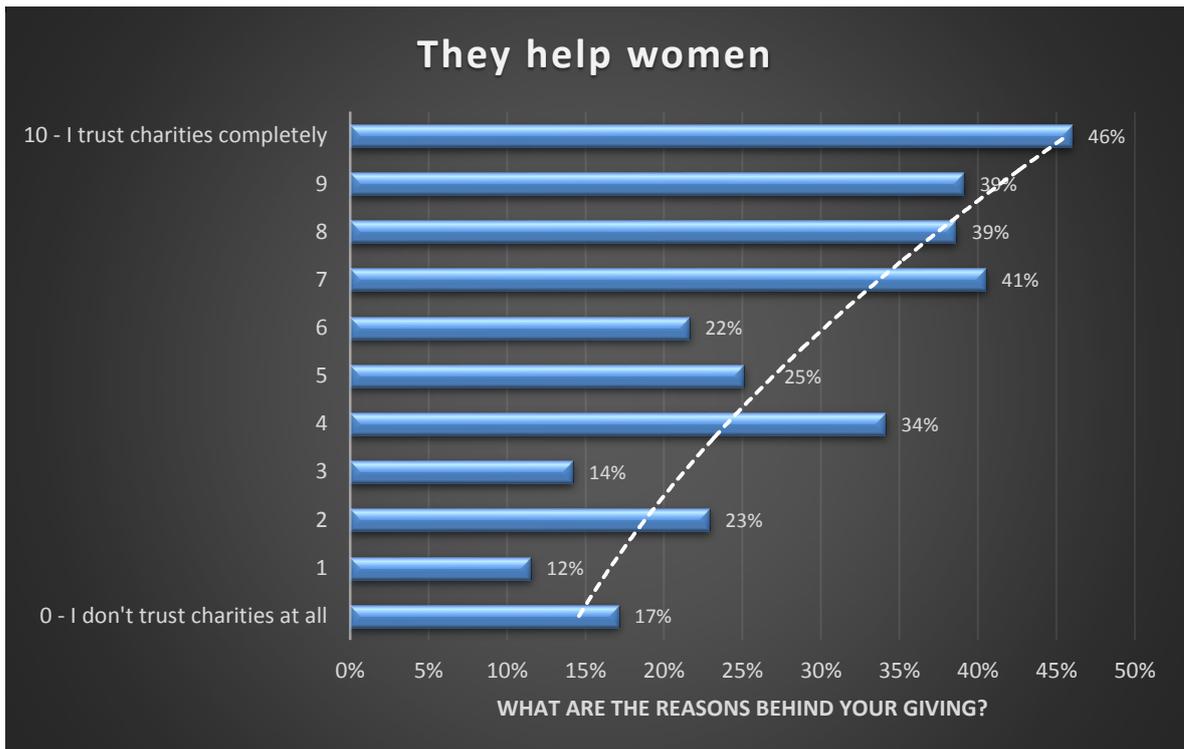
Driver 4: “That they spend their money wisely and effectively”

While this factor has the fourth largest impact on trust, changing trust in charities by an average of 0.11% for every 1% change in this factor, it is strong across all levels of trust and is likely to be an expectation of charities. In a similar manner to “They make a positive difference”, growth in trust slows once belief that charities “spend their money wisely and effectively” reaches 65%.



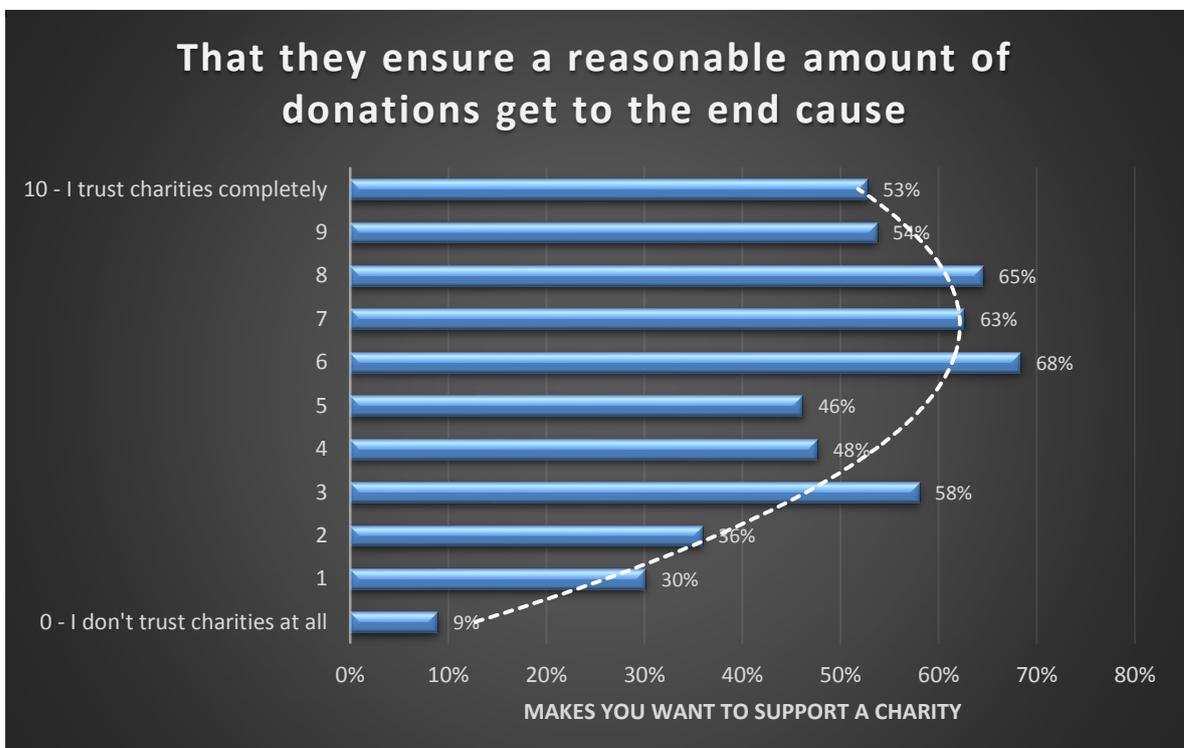
Driver 5: “They help women”

This factor changes trust in charities by an average of 0.11% for every 1% change in this factor. Like “They protect the environment” above, the rate of increase of trust associated with this factor increases as its importance as a reason for giving increases.



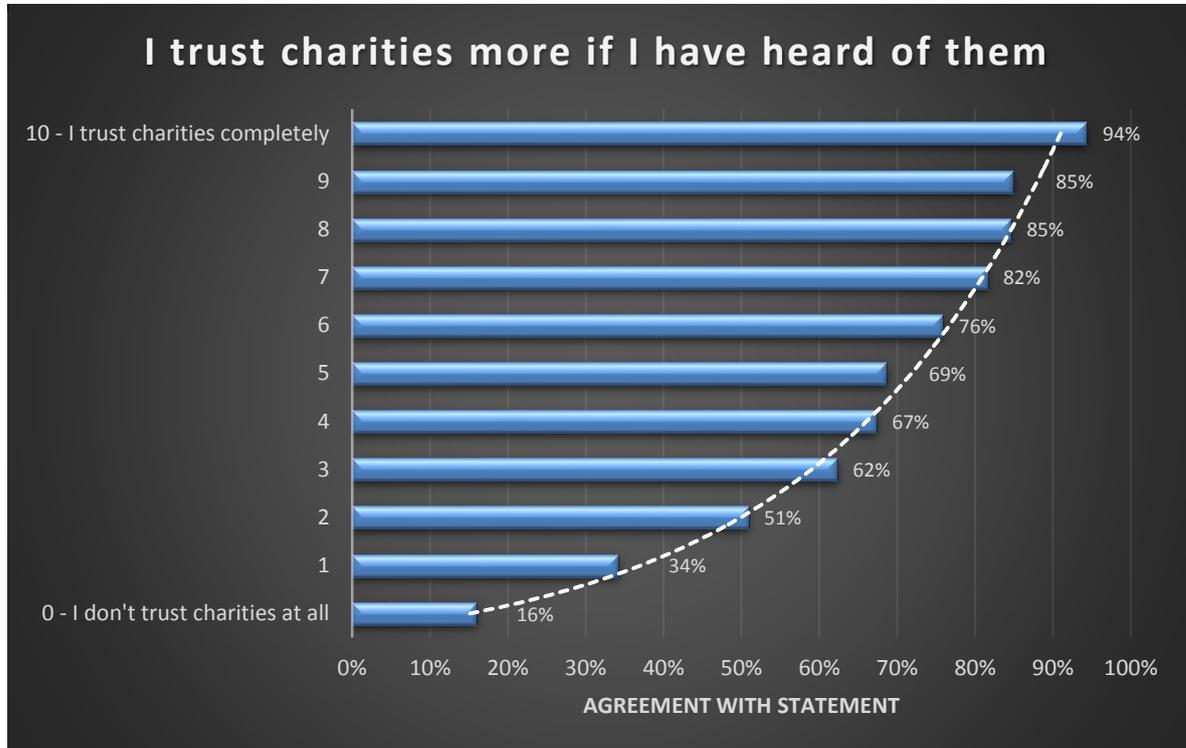
Driver 6: “Ensure a reasonable proportion of donations gets to the end cause”

This factor is another of the “trust” factors and changes trust in charities by an average of 0.09% for every 1% change in this factor. The factor exhibits a different trust pattern to the other drivers, with the effect of the driver peaking at trust rating levels of 6, 7, and 8.



Driver 7: “I trust charities more if I have heard of them”

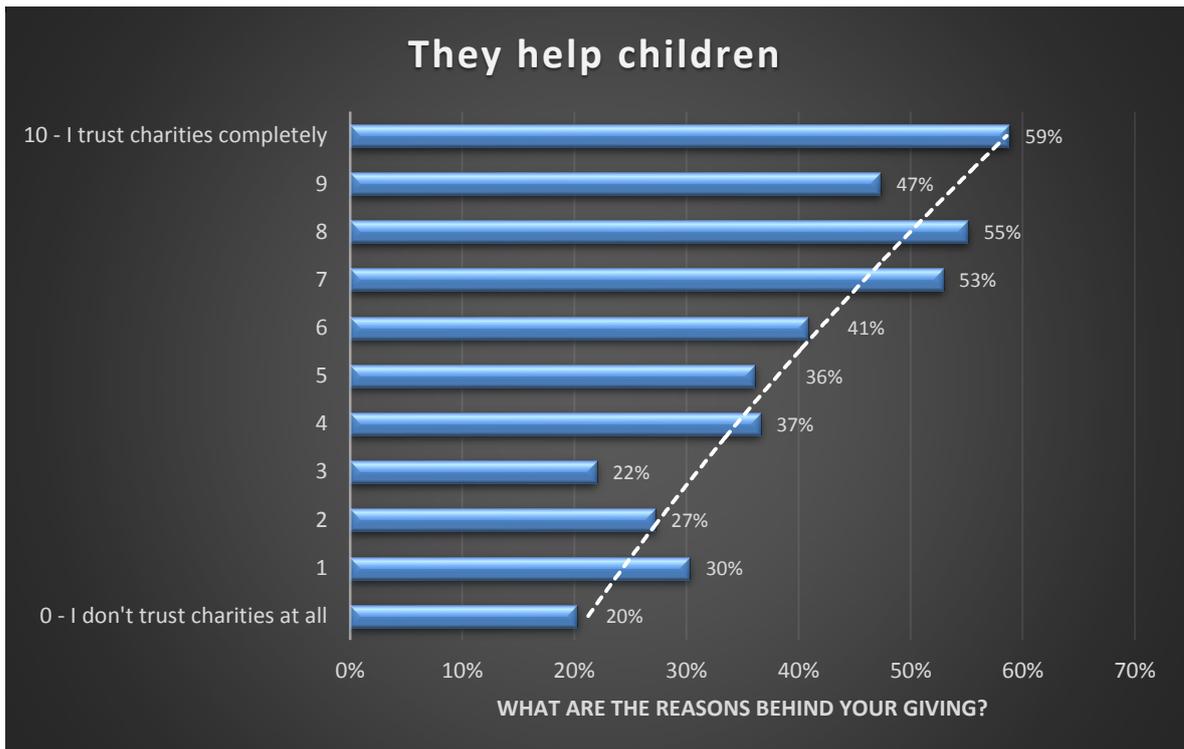
This factor comes from a question on agreement with statements about trust and charities. It changes trust in charities by an average of .09% for every 1% change in this factor. The trend line has an extremely good fit² to the data. The factor exhibits the same pattern as the “trust” factors, with slowing growth in trust in charities occurring as agreement with the statement increases.



Driver 8: “They help children”

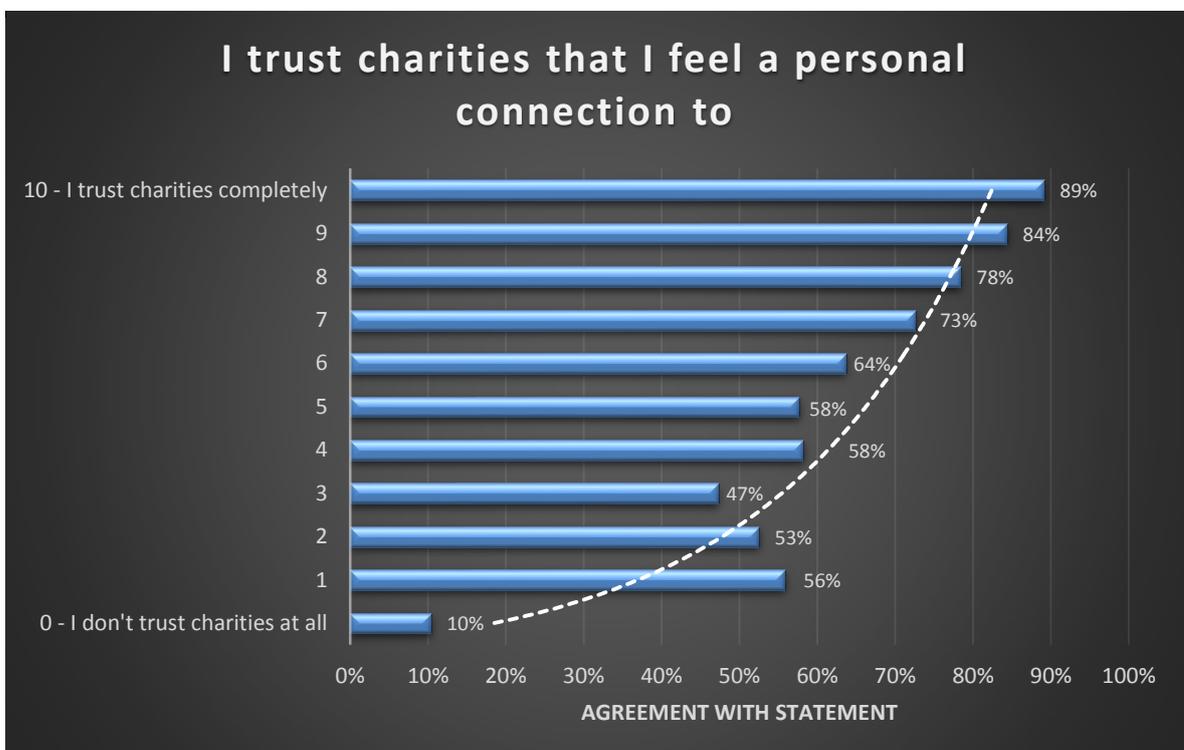
Another “motivation for giving” factor, “They help children” changes trust in charities by 0.06% for every 1% change in this factor. Like “They protect the environment” above, the rate of increase of trust associated with this factor increases as its importance as a reason for giving increases, in this case in a nearly linear trend.

² r²=0.99



Driver 9: “I trust charities that I feel a personal connection to”

This factor also comes from a question on agreement with statements about trust and charities. It changes trust in charities by an average of .01% for every 1% change in this factor. The factor exhibits the same pattern as the “trust” factors, with slowing growth in trust in charities occurring as agreement with the statement increases.



3. Trust in charities to act responsibly

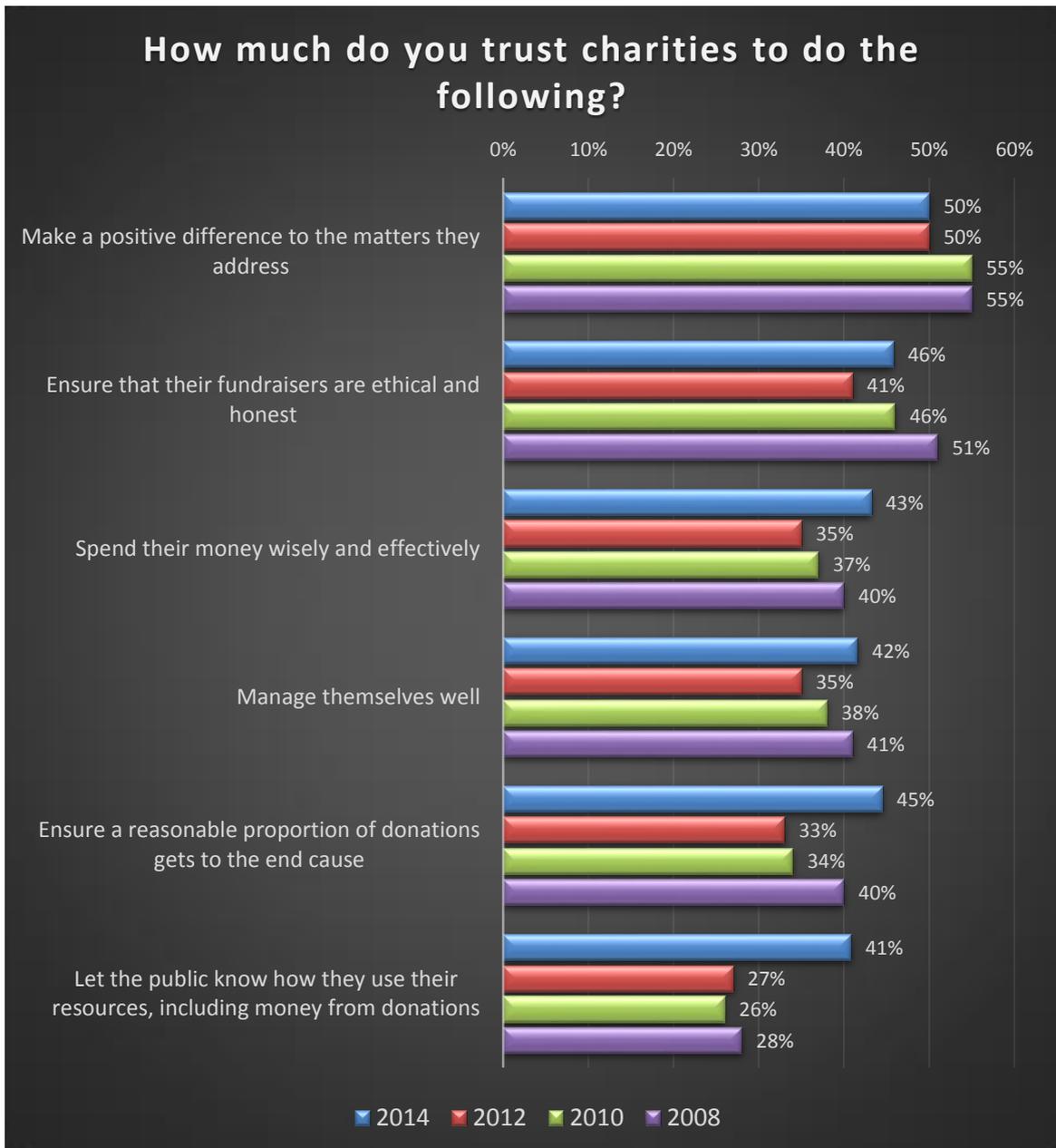
The 2014 survey repeated a question asked in 2008, 2010 and 2012 on how much respondents trusted charities to do a range of things. Using a 0 to 10 scale, and as in previous surveys, the level of respondents who trusted charities to do these things was calculated as the sum of those who had given a trust score of 7, 8, 9 or 10. The factors measured were six of the seven characteristics said by 50% or more of respondents to make them want to support a charity.

There was no change from 2012 in the level of respondents (50%) who trusted charities to make a positive difference to the matters they address. For all other factors, however, charities were more trusted than in 2012 and, in four out the six factors measured, more trusted than in 2008.

The greatest change in comparison with 2012 was in the rating of charities letting the public know how they use their resources, including money from donations. 41% of respondents in the 2014 trusted charities to do this, up from 27% in 2012.

While 46% of respondents rated charities as trustworthy in ensuring their fundraisers are ethical and honest, up from 41% in 2012, this is still lower than the 2008 level of 51%. Similarly, the 50% rating for charities making a positive difference to the matters they address is lower than the 2008 level of 55%.

All these statements are strongly correlated, particularly “Spend their money wisely and effectively” and “Manage themselves well”. This is reflected in the similar results for each statement.



As a further measure of trust and confidence in charities, respondents were asked how much they agreed or disagreed with a list of statements that have built up over time from a first measure in the 2008 survey.

The scale used was again a 0 to 10 scale where 0 meant “I don’t agree at all” and 10 meant “I totally agree”. As in previous surveys, agreement was taken as a respondent selecting a score of 7, 8, 9 or 10.

16 statements were rated, 15 the same as in the 2012 survey and one, “Most charities are trustworthy”, added for the 2014 survey.

Note that only 27% of respondents agreed that charities were “sufficiently regulated to ensure they act for the public benefit”.

Despite the increase in overall trust in charities reported in Section 9.1 of this report, the ratings of these statements suggest that charities still have some way to go to build confidence in them to 2008 levels or better. Out of the 15 statements that were in the 2012 survey, 9 of them had lower levels of agreement than in 2012. Key changes in agreement were:

- The top ranking statement from the 2012, “I have more confidence in charities that are open about how they use their resources”, remained in top position for 2014, but with a drop from 77% agreement to 71% agreement.
- “I trust charities more if I have heard of them” rose 6% from 2012.
- “I trust charities more if I am satisfied they are well managed” dropped 5%.
- “Charities play a very important role in society today” dropped 6%.
- “I trust charities that I feel a personal connection to” dropped 7%.
- “I trust charities that are registered under the Charities Act 2005” dropped 6%.
- “I trust charities with well-known supporters and patrons” rose 7%.

Note that there is a strong correlation between “I have more confidence in charities that are open about how they use their resources” and “I trust charities more if I am satisfied they are well managed”. This suggests that respondents may well see charities that are open about how they use their resources as being well managed.

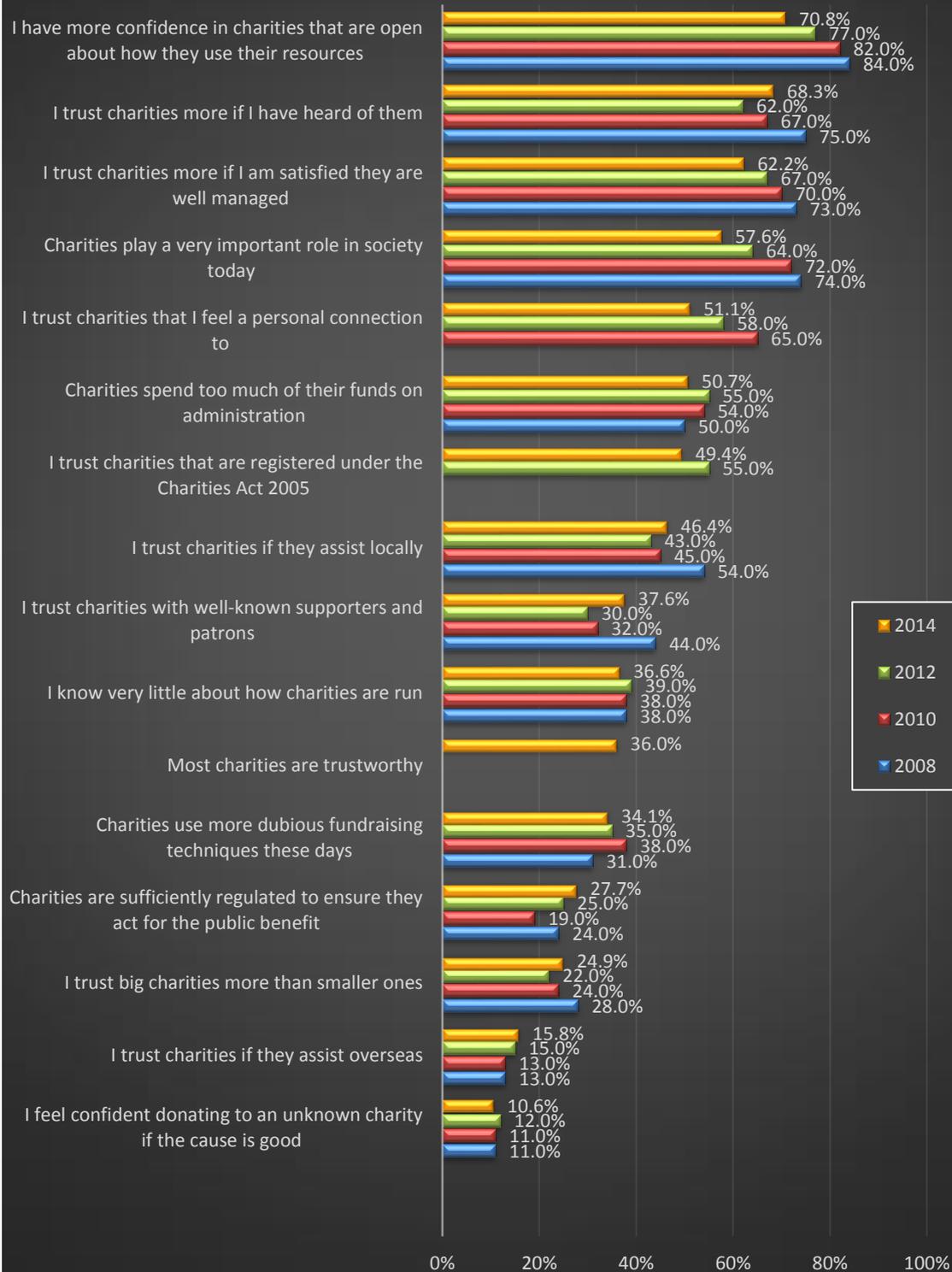
There is moderate correlation between “Charities play a very important role in society today” and both “I trust charities more if I am satisfied they are well managed” and “I have more confidence in charities that are open about how they use their resources”. This may suggest that respondents who believe charities play an important role expect them to be open about their resources and well managed.

There is also moderate correlation between “Most charities are trustworthy” and “Charities are sufficiently regulated to ensure they act for the public benefit”. Further work would be needed to establish the reasons for this correlation.

Lastly, there is a moderate correlation between “I trust charities with well-known supporters and patrons” and “I trust big charities more than smaller ones”.

The changes since 2008 are illustrated in the following chart:

On a scale from 0 to 10, where 0 means you don't agree at all, and 10 means you totally agree, how much do you agree or disagree with the following statements?
Ratings 7,8,9 or 10



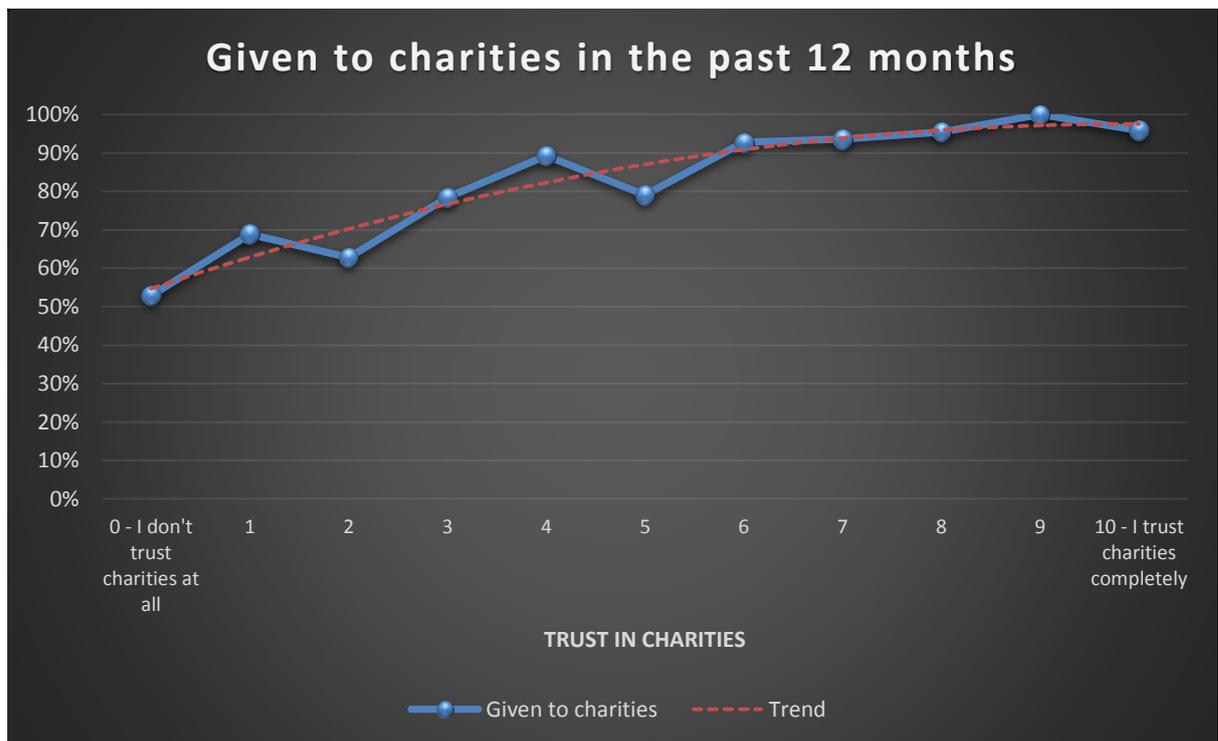
4. Percentage of New Zealanders giving to charities

84% of respondents said they had given to charities in the past twelve months. This is equivalent to 2,679,900 New Zealanders aged 18 years or over.

16%, equivalent to 518,100 New Zealanders 18 years or over, said they had not donated in the past twelve months.

As trust in charities increases, so does the percentage of respondents donating, as indicated in the following chart:

- As trust in charities increases, the percentage of people giving to charities increases.
- The percentage of respondents giving starts to plateau (see trend line on chart) around the average level of trust (6.00 as shown in Section 1).
- More than 90% of respondents who rated their trust in charities at the average level of trust or above reported giving to charities in the past 12 months.
- Even if people say they do not trust charities at all, around 50% of them will still give some level of donation.



5. Amount donated

Respondents were asked approximately how much money in total, if any, they had donated to charities in the past 12 months

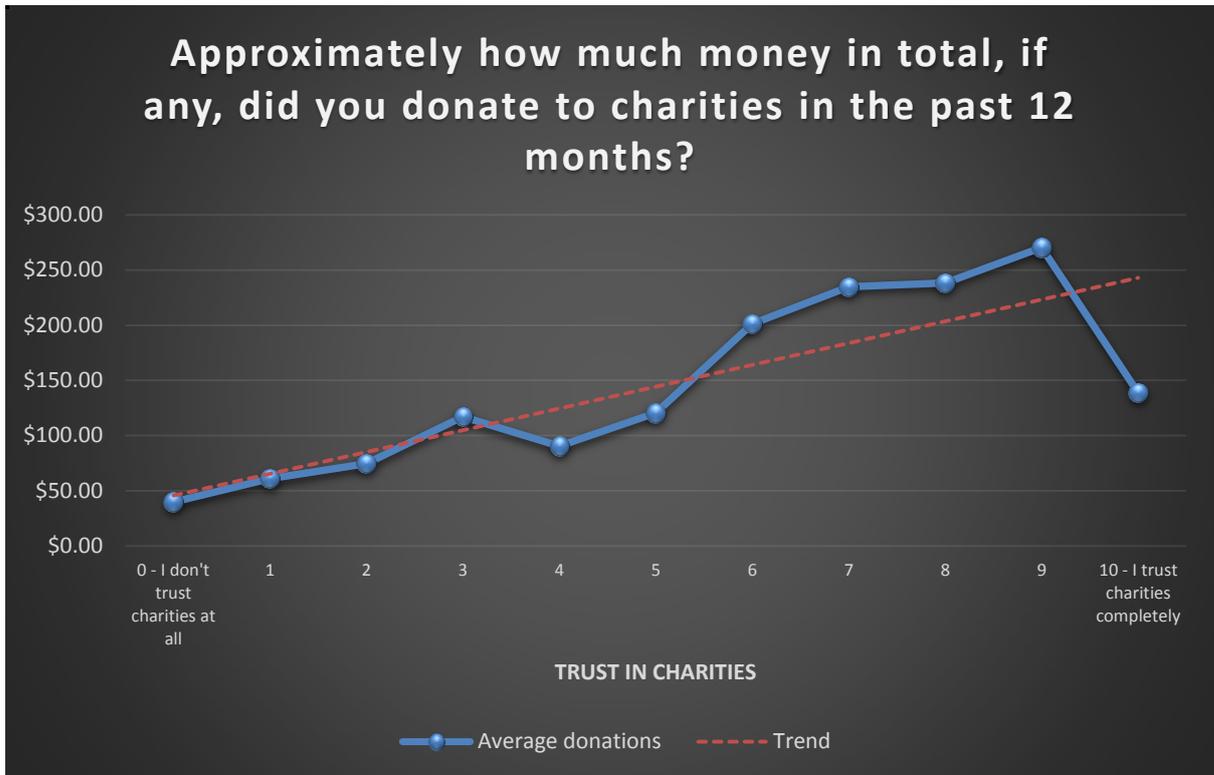
Fewer respondents than in 2012, 2010 and 2008 reported donating more than \$250. The average total donation was \$183, down 21% from \$239 in 2012 and \$243 in 2010.

Approximately how much money in total, if any, did you donate to charities in the past 12 months?	2014	2012	2010	2008
\$20 or less	25.3%	12%	15%	15%
\$21 - \$50	17.0%	15%	17%	21%
\$51 - \$100	14.6%	18%	19%	20%
\$101 - \$250	14.0%	8%	17%	16%
\$251* - \$400	7.0%	10%	9%	26%
\$401 - \$550	2.8%	6%	6%	-
\$551 - \$700	3.7%	4%	4%	-
Over \$700	8.3%	14%	13%	-
I'm really not sure	7.2%	3%	2%	2%
Total over \$250	21.8%	34%	32%	26%
N (unweighted) - Donated to charity in past 12 months	2,392	1,824	2,119	2,021

* "Over \$250" was the top value in the 2008 survey

As trust in charities increases, so does the average amount of money donated, as indicated in the following chart:

- The average amount given increases by \$20 for each point increase in the trust in charities rating (e.g. respondents rating their trust in charities as "5" will give \$21 more, on average, than respondents rating their trust in charities as "4").
- Even if respondents do not trust charities at all, some will donate and those who do give, on average, \$25 to \$45 per annum.



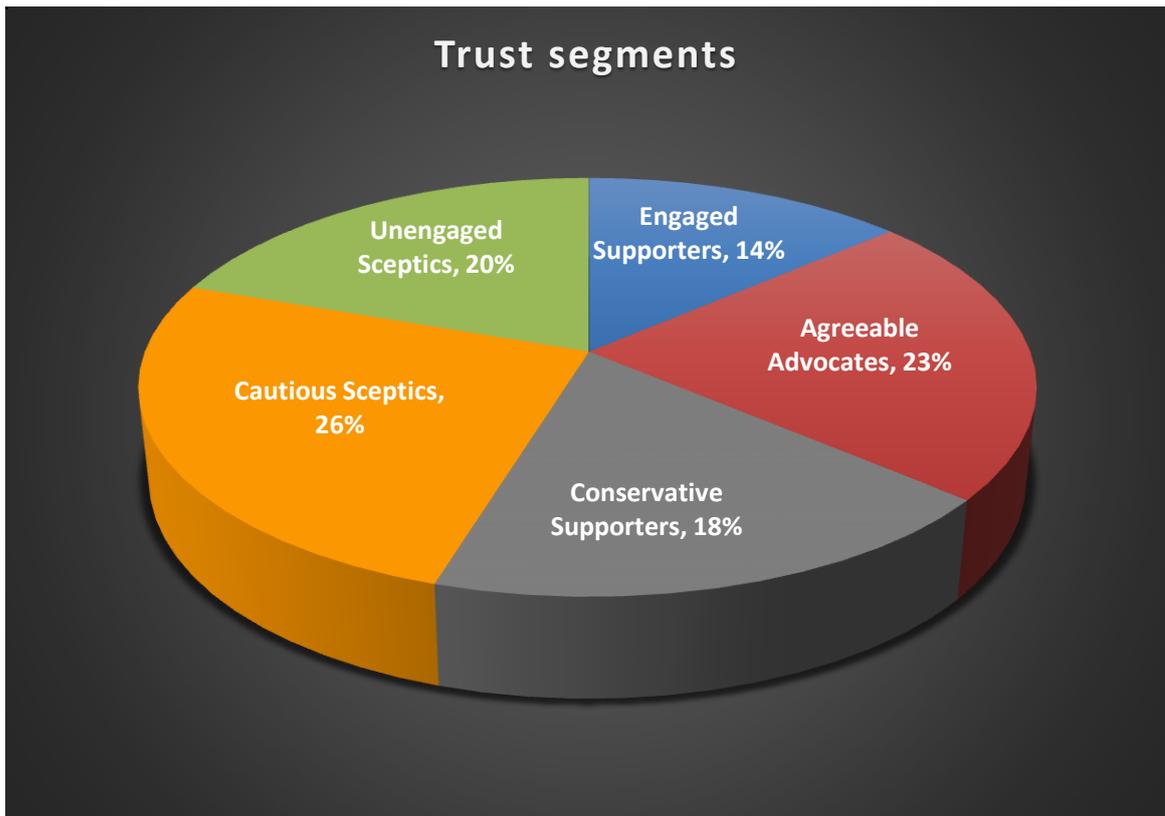
6. Segmentation: Trust in charities

For consistency between the 2014 and 2012 surveys, segmentation was completed emulating that done for the 2012 survey. This used the same attitudinal and behavioural questions as the segmentation done in the 2012 survey and results were similar. Sizes of the segments are also similar to those from the 2012 survey.

Note that this segmentation is, as in the 2012 survey, based on the characteristics that make respondents want to support a charity and their trust in charities to take certain actions. Segmentation is not an analysis of the drivers of trust. It identifies groups of respondents who have similar responses and characteristics and describes them based on those characteristics/responses.

For convenience, the segments were given the same names as the 2012 segments.

Respondents in the “Engaged Supporters” trust segment reported the highest average donations, at \$256 per annum, with those in the “Unengaged Sceptics” segment reporting the lowest average, at \$117.



Details of the identified segments are:

- **“Engaged supporters” (14%)**

Trust and confidence in charities

- **The people in this group are the most positive towards charities. They have a significantly higher level of trust in charities than average, with 76% of them scoring trust and confidence at 7 or above on the 0 (“I don’t trust charities at all”) to 10 (“I trust charities completely”) scale. Their average score for overall trust and confidence in charities is 7.47 in comparison with the all-respondent average of 6.01.**

Other characteristics:

- People in this group are more likely than average to be 25-34 years or 45-54 years; 72% of the members are in the age range from 25-64 years.
- They are more likely than average to have household income between \$20,001 and \$30,000 per annum or \$100,001 to \$150,000 per annum and are unlikely to be found in single-person or couple-only households.
- They tend to be more active in finding out about charities and are the most likely to claim a tax refund. They are supportive of charities running businesses and of charities having money in the bank. They are more likely than average to buy products and services where they know the purchase support charities and to support businesses that support charities.
- They are more likely to be tertiary qualified.

- They give to charities in more ways, on average, than people in other trust segments and, over the past twelve months, contributed 69% more to charities than the average respondent. They are more likely to give more in the next twelve months than people in any of the other trust segments and are most likely to be motivated to give where they know their donation will really help the charity.
- They tend to be more aligned to charities whose values and ethics align with theirs. They will avoid charities that don't appear to them to be very effective and are sensitive to the way they are approached and asked for a donation.
- They tend to trust charities more if they have heard of them.
- They are significantly more inclined than average to give to charities in telephone or mail/postal appeals or to set up an ongoing direct debit.
- For half of them, giving is intrinsically tied to their beliefs. Giving is significantly more likely than average to make members of this segment "feel good".
- Respondents in the "Engaged Supporters" trust segment reported the highest average donations, at \$256 per annum.

- **"Agreeable Advocates" (23%)**

- Trust and confidence in charities**

- **People in this segment have mid-range, but higher than average, trust and confidence in charities. 56% of them scoring trust and confidence at 7 or above on the 0 ("I don't trust charities at all") to 10 ("I trust charities completely") scale. Their average score for overall trust and confidence in charities is 6.52 in comparison with the all-respondent average of 6.01.**

- Other characteristics:**

- They have the lowest level of support for charities running businesses and lower than average support of charities having money in the bank. They are less likely than average to buy products and services where they know the purchase support charities and significantly less likely to support businesses that support charities.
 - They are most likely to give to charities in street collections and more likely than average to donate in mail/postal appeals. They gave a little under the average level of donations to charities over the past twelve months. As a group, they are unlikely to increase their donations to charities in the next twelve months and no single factors stand out as encouraging members of this group to give more.
 - They are most likely to donate where the charity is working in New Zealand, where they know the donation will really help the charity and where the charity is an organisation they trust (they tend to trust charities more if they have heard of them); they are much less likely than average to consider charities they hadn't heard of before.
 - Their beliefs are not a driver of their giving to charities.
 - They donated slightly less than the overall average in the past twelve months.

- Members of this segment will largely keep their donation levels the same in the next twelve months as in the past twelve months.
- They have a spread of age ranges but are more likely to be 45+, particularly 65+, with 65% of members in the range 45-74 years. There is little other demographic differentiation.

- **“Conservative Supporters” (18%)**

- Trust and confidence in charities**

- **“Conservative Supporter” segment members are the second most positive group about charities. 69% of them scoring trust and confidence at 7 or above on the 0 (“I don’t trust charities at all”) to 10 (“I trust charities completely”) scale. Their average score for overall trust and confidence in charities is 7.20 in comparison with the all-respondent average of 6.01.**

- Characteristics:**

- There tends to be slightly more males than females in this segment.
 - They are more likely than average to be 25-34 years and less likely than average to be 55+. 67% of members are aged 25-54 years.
 - Their members are significantly more likely to be employed than not employed and although they are more likely than average to be university qualified they are also more likely than average to either have mid-range household incomes of \$50,001 to \$70,000 or household incomes of \$150,000+ per annum.
 - Members of this segment are the most likely to give because it makes them feel like they are doing something good. They are most likely to donate where the charity is an organisation they trust (although 61% of them believe all charities are trustworthy), is helping children, and where they know the donation will really help the charity. They are the most likely to trust a charity if it is working locally and are the most likely to trust charities more if they have heard of them.
 - This group has the highest proportion of members who say they will definitely donate more in the next twelve months (nearly twice the overall average).
 - While they are the most likely segment to give in a street collection, they have the second highest variety of giving methods. Their donation levels are “average”.
 - They are slightly more likely than average to be driven by their beliefs, but are the least likely to take the effectiveness of the charity into consideration, even though they are more likely than average to believe that charities spend too much of their funds on administration.
 - They are strongly supportive of charities running businesses and of charities having money in the bank. They are the most likely to buy products and services where they know the purchase support charities and the most likely to support businesses that support charities.
 - They strongly believe charities spend too much on administration.

- **“Cautious Sceptics” (26%)**

- **Trust and confidence in charities**

- **People in this segment have the second lowest level of trust and confidence in charities, with 49% scoring trust and confidence at 5 or below on the 0 (“I don’t trust charities at all”) to 10 (“I trust charities completely”) scale.**

- **Characteristics:**

- They are slightly more likely than average to have household income between \$70,001 and \$150,000 per annum. There is little other demographic differentiation.
 - They are supportive of charities running businesses. They are more likely than average to buy products and services where they know the purchase support charities and slightly more likely than average to support businesses that support charities.
 - Respondents in this group were significantly more likely than average to have given goods, put cash in a collection tin or box, or to have sponsored someone.
 - In the past twelve months they donated money at 75% of the overall national average level. Members of this group may donate more in the next twelve months than in the past twelve months, but will need to be motivated to do so.
 - They are most likely to donate where they know the donation will really help the charity. The charity needs to be one they know and trust (only a third of them think all charities are trustworthy) and working in New Zealand; they are the segment most likely to choose not to donate to charities working overseas.
 - They tend to be more aligned to charities whose values and ethics align with theirs.
 - They are the most likely to believe (81%) that charities spend too much of their funds on administration.

- **“Unengaged sceptics” (20%)**

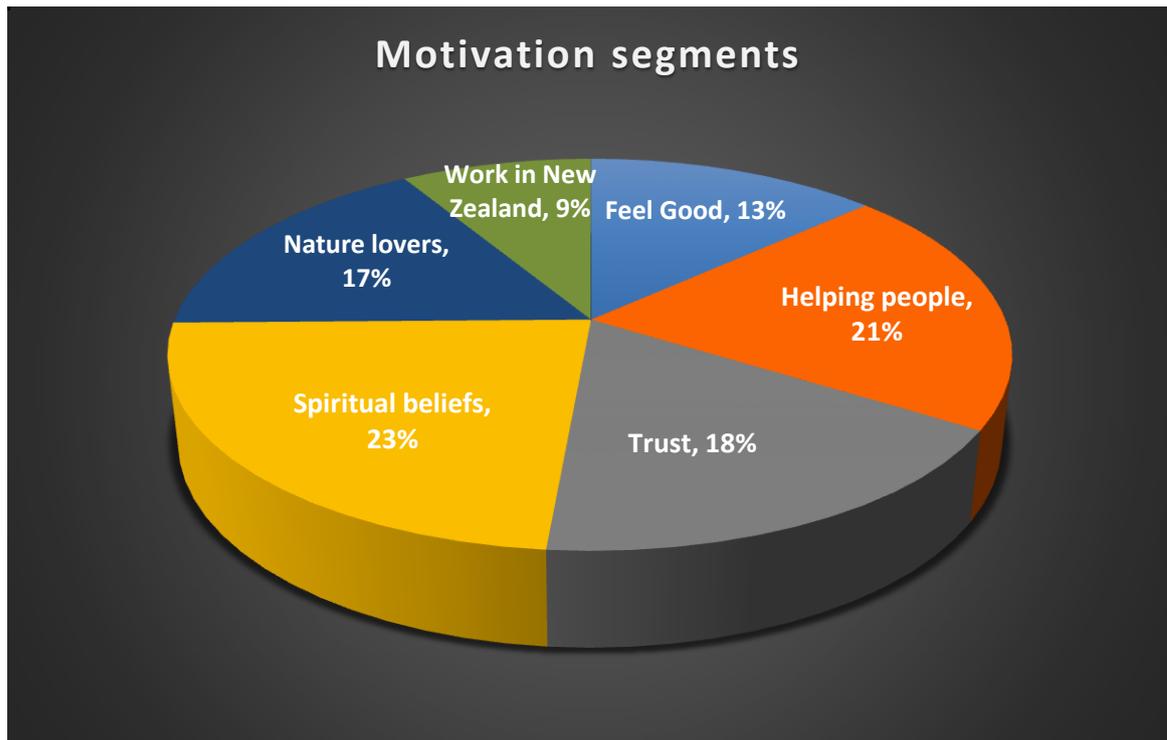
- **The members of this segment have the lowest level of trust and confidence in charities, with 72% of them scoring trust and confidence at 5 or below on the 0 (“I don’t trust charities at all”) to 10 (“I trust charities completely”) scale. Only 4% of them believe that most charities are trustworthy, and only 3% believe charities are sufficiently regulated to ensure they act for the public benefit.**
 - There is a higher proportion of males than females in this segment. Overall, segment members are more likely to be aged 45-74 years (67% of members), include more unemployed people or beneficiaries within their members than any other trust segment and tend to have household income less than \$50,000 per annum. Their education levels are generally lower than for other trust segments and they are significantly more likely than average to have only NCEA 1/School Certificate or no formal school qualifications.

- In the past twelve months this group's donations of money average less than 50% of the overall national average level. They have the least variety in donation methods and where they do give, they are most likely to give in street collections or door-to-door collections. The group's donation levels in the next twelve months are likely to be the same or less than in the past twelve months. In general, they do not get engaged at all by charities (hence the segment name).
- No considerations stand out as motivating donations from people in this segment. While they are most likely to give to charities they know they don't trust charities more because they have heard of them. Charities that are not working overseas will be more likely to get donations from this group.
- They are less supportive than average of charities running businesses and the least supportive of charities having money in the bank. They are the least likely to buy products and services where they know the purchase support charities and are considerably less likely than average to support businesses that support charities.
- Respondents in the "Unengaged Sceptics" segment reporting the lowest average, at \$117 per annum.

7. New segmentation: Motivations for giving to charities

A new segmentation was developed from the 2014 survey to explore what motivates donations to charities. It is based on Q13 "*Thinking about charities that you regularly give to (including any local groups, churches and other religious organisations), what are the reasons behind your giving?*"

Six key segments were identified as shown below. Note that this doesn't mean that people can't have more than one main motivation; most do. What it means is that to fall into one segment someone will identify with that group more than with other groups.



Details of the identified segments are:

- **“Feel good” (13%)**

- For 100% of this group, giving to charities “makes me feel like I'm doing something good”. They are significantly less likely to support charities for any other reason.
- People in this group are more likely to be 25-34 years or 45-54 years, to have household income greater than \$100,000 per annum and to live in a couple or two-parent family environment. There is no apparent relationship with household or personal income levels.
- They have average levels of trust in charities.
- People in this segment are the least worried about the way they are approached and asked for a donation, but as a group are more limited than most of the other motivation segments in the number of ways they give to charities. They are significantly more likely than average to give to charities by:
 - Ongoing direct debit; and
 - Workplace/payroll giving.

They may also be more inclined than average to give to charities in door to door collections. However, they are significantly less likely than average to give to charities by:

- Mail/postal appeals;
- Collection at places of worship;
- Donating time; and
- Giving goods of any sort.

- They are more likely to be aligned with the “Conservative Supporters” and “Cautious Sceptics” Trust Segments.
 - They are the least likely to join a charity as a member.
 - This is the second most likely segment to have Maori members, and Maori form a higher percentage of the overall members of this segment.
- **“Helping people” (21%)**
 - This segment is strongly people oriented, with more than 90% of this group saying they give to charities because “They help children”. More than 90% also say they give to charities because “They help women” and 84% say they give to charities because “They help men”.
 - The segment is the strongest on helping children.
 - 60% of the people in this segment are female.
 - 78% of the people in this segment are aged between 35 and 74 years, with just over 45% aged between 45 and 64 years. They are slightly more likely than average to have household income between \$70,000 and \$100,000 per annum and are significantly less likely than average to be of Asian, Indian or Middle Eastern ethnicities. Pacific Islanders are slightly more represented than average in this group.
 - Mapped against the Trust segments, they are significantly more likely than average to be “Cautious Sceptics” or “Engaged Supporters”.
 - They are less likely than average to give to charities they haven’t heard of or to organisations that “seem to have enough money”. They have an above average interest in charities that work in New Zealand or in the respondent’s local area, and are more likely to give to charities they trust and where they know their donation will really help the charity.
 - They are the least likely segment to give in their workplace or by payroll giving.
 - They are significantly more likely than average to give by:
 - Street collections (this group is the most likely to give to street collectors);
 - Mail/postal appeals; and
 - Collections at their place of worship.
 - This is one of two motivation segments whose members are the most likely to join a charity as a member (the other is “Spiritual Beliefs”).
 - They are the least likely to give through workplace or payroll giving.
 - **Trust (18%)**
 - 90% of the people in this segment said they give to a charity because “They are an organisation I trust”. Analysis suggests that to this group, it doesn’t matter that much whether the charity works in New Zealand or overseas, or what sort of charity they are.
 - 88% of the people in this segment are aged between 25 and 74 years, with 56% aged between 25 and 54 years. They are less likely than average to have personal or household income below \$30,000 per annum, are significantly more

likely than average to be of Asian or Indian ethnicities and significantly less likely than average to be Maori or Pacific Island ethnicities.

- Mapped against the Trust segments, they are more likely than average to be “Engaged Supporters”, “Agreeable Advocates” or “Conservative Supporters”.
 - Charity performance appears to be less important to the people in this segment: they are significantly less likely to be concerned about charities that “don’t seem very efficient with their money” and less likely than average to be concerned about charities that “don’t seem very effective”.
 - They are more likely than any other segment to avoid giving to charities where they cannot relate to the people the charity helps.
 - They are significantly more likely to give to charities where they “know my donation really helps them”.
 - They are significantly more likely than average to respond to collection tins/boxes, mail/postal appeals and ongoing direct debit. They are the least likely segment to respond to door to door collections.
- **“Spiritual beliefs” (23%)**
 - 86% of the people in this segment agree that "It's part of my beliefs that I should give". The group is significantly more likely than average to give to charities that:
 - Protect animals;
 - Protect the environment;
 - Help women; and
 - Help men.
 - They are the group that would most strongly support charities that work in their local area and people in this segment are the most likely to donate to charities that they believe are really helped by the donation.
 - People in this segment have a higher level of trust of charities than people in any other segment. They tend to be more aligned with the “Engaged Supporters” and “Unengaged Sceptics” trust segments than with other trust segments.
 - They are more likely than average to donate to an organisation they trust.
 - Note that they are slightly less likely than average to donate to charities that help children.
 - There is likely to be a higher proportion of men in this segment than in the general population.
 - Although 66% of the people in this segment are NZ European/Pakeha, this is below the population average. This is also the segment in which people of Indian ethnicity are least likely to be found. Maori representation in this segment is above the population average.
 - 80% of the people in this segment have personal income less than \$50,000 per annum.
 - They are significantly more likely to avoid giving to charities that “don’t seem very efficient with their money”.

- Respondents in the “Spiritual Beliefs” segment reported the highest average donations, at \$246 per annum.
- **“Nature lovers” (17%)**
 - People in this segment are strongly aligned with protection of animals (88%) and protection of the environment (74%).
 - There is little alignment to charities that help women or men, and significantly lower than average alignment to charities that help children.
 - People in this segment are significantly less worried than average about:
 - Whether they have heard of the charity before;
 - Whether they can relate to the people the charity helps (although as noted above, there is little alignment with charities that help people);
 - Whether the charity seems to have enough money; and
 - Whether their donation really helps the charity (which may explain why they are less worried about whether the charity seems to have enough money).
 - People in this segment have below average levels of trust in charities but are less worried than average about whether they are donating to an organisation they trust.
 - They tend to be aligned with the “Agreeable Advocates”, “Conservative Supporters” and “Cautious Sceptics” trust segments.
 - Segment members are more likely than average to be Asian or “Other European”.
- **“Work in New Zealand” (9%)**
 - 92% of the people in this segment say they support charities because “They work in New Zealand” (and so therefore “I trust them”). 56% of this group – the highest of all segments - will reject a charity if it works overseas.
 - Whether a charity is for animals, the environment, men, women or children is largely irrelevant; the driver is that they work in New Zealand, and for 58% of the people in this segment, in their local area.
 - People in this segment have the lowest level of trust in charities.
 - They are very strongly aligned with the “Agreeable Advocates” trust segment and are significantly less likely than average to be found in any other trust segment.
 - This segment has a lower than average level of NZ European/Pakeha members and a higher than average level of Maori and “Other European” members.
 - They are more female than male and this is the strongest segment with 18-24 year olds.
 - The segment has the youngest average age for its members; 50% of segment members are under 45 years and 74% under 55 years.
 - 79% of segment members have personal income below \$50,000 per annum.
 - Those in the “Work in New Zealand” segment reporting the lowest average donations, at \$77.

8. Collection methods

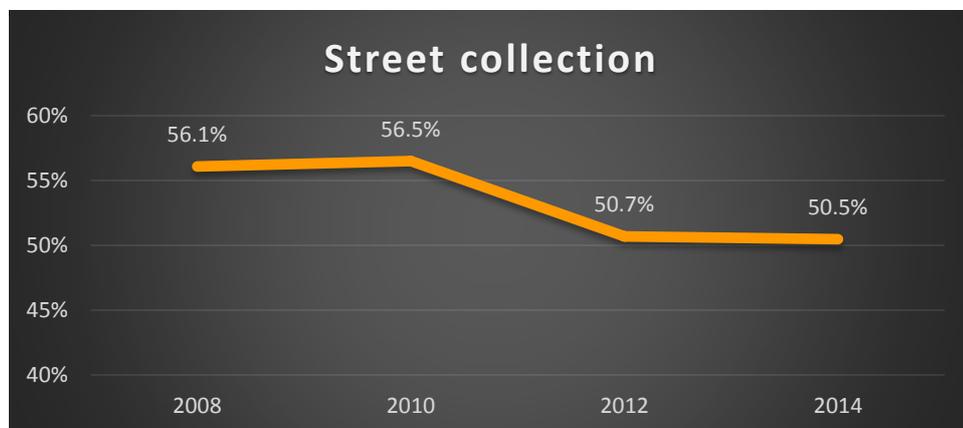
As noted from the results of previous surveys, the average number of donation methods used by those who donate to charity has continued to decline. In 2008, respondents reported donating in an average of 2.9 ways. Using the same options for the 2010, 2012, and 2014 survey indicates that today's New Zealanders donate in 1.9 of these ways – a 66% decline from 2008.

The following table compares the 2014 results with those from 2008, 2010 and 2012.

In which of the following ways have you given to charities over the past 12 months?	2014	2012	2010	2008
Street collection	50.5%	50.7%	56.5%	56.1%
Collection tin/box	26.3%	35.7%	39.6%	44.4%
Mail/postal appeal	19.5%	27.7%	31.2%	30.4%
Sponsored someone	17.8%	25.4%	31.3%	34.7%
Telephone appeal	17.5%	27.3%	33.4%	35.5%
Ongoing direct debit	17.2%	24.4%	23.2%	22.0%
Door to door collection	16.1%	22.6%	28.0%	34.3%
Church plate collection/collection at my place of worship	16.1%	19.2%	19.7%	N/A
Over the internet	15.0%	22.6%	16.6%	11.6%
Joined a charity as a member	7.0%	11.1%	15.1%	16.6%
Workplace/payroll giving	3.8%	6.3%	4.8%	7.5%
Given goods of any sort	32.0%	N/A	N/A	N/A
Donated my time	29.7%	N/A	N/A	N/A
I have given in another way	6.9%	N/A	N/A	N/A
N (unweighted) - have given to charities	2,462	1,824	2,119	2,021

Comments on the six largest donation methods follow:

8.1 Street Collection



Donation to street collections appears to be more stable than other donation methods. While there is a decline in the proportion of people donating via this method, the decline is less than other methods, at an average of 2% year on year.

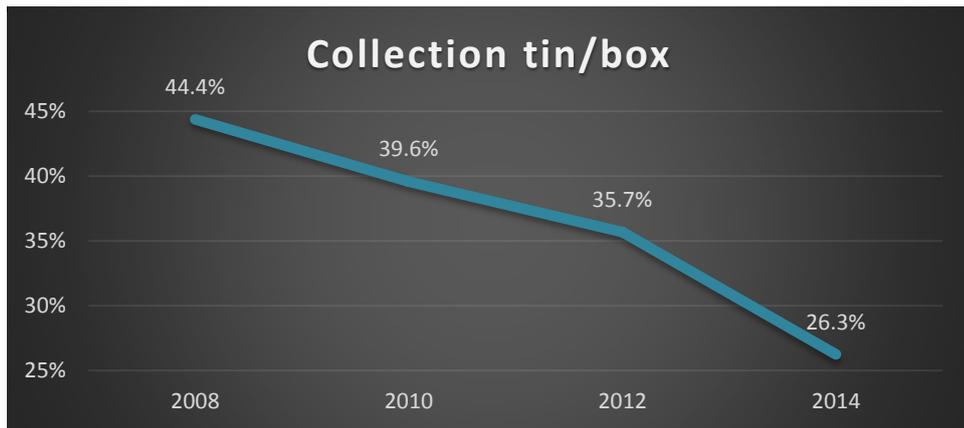
Street collections donators tend to be:

- More likely to be female than male
- More likely to be aged 35+, but street collections are still the most significant giving method for 18 to 34 year olds.
- Significantly more likely to have household income of \$100,000 per annum or more.
- More likely to be in a family or couple-only household.
- More likely than average to also respond to collection tins/boxes and door to door collections, to give goods and to donate their time.
- More likely to be in the “Agreeable Advocates” or “Conservative Supporter” trust segments.
- More likely to be people who are in the “Nature Lovers”, “Helping People” and “Spiritual Beliefs” motivation segments. Given the characteristics of these segments, this suggests that street collections are likely to be most effective for charities that:
 - Are generally trusted.
 - Protect animals or the environment.
 - Help people.
 - Work in New Zealand generally or the local area specifically.

Street collection frequency plateaus for ratings of trust and confidence in charities from 3 to 9 (trend line shown in white on the following chart).



8.2 Collection tin/box

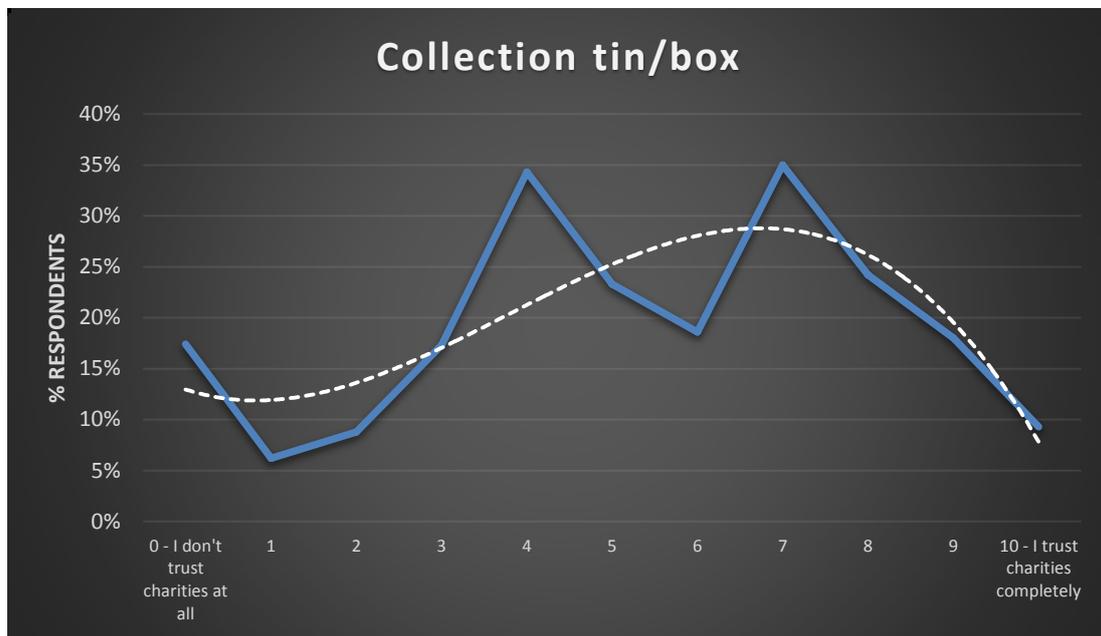


The proportion of respondents donating via collection tins or collection boxes has been declining since the 2008 measure at an average of 6% per annum. The current survey indicates an acceleration of the decline.

Collection tin/box donators tend to be:

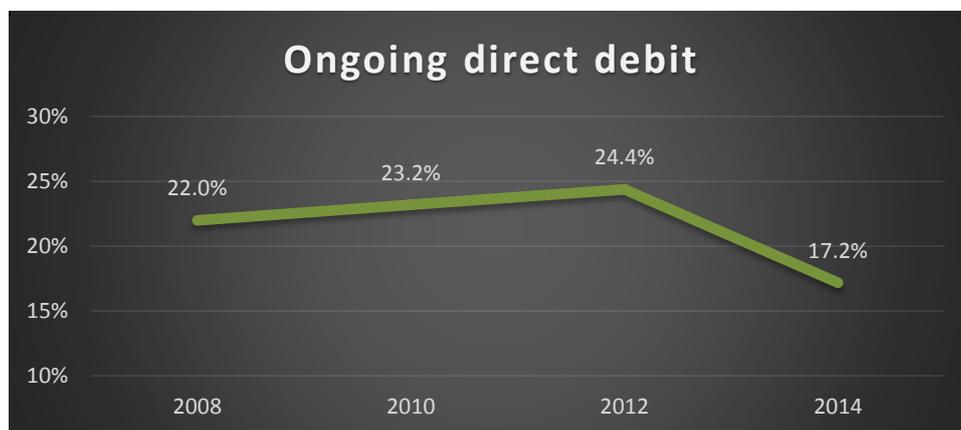
- More likely to be female than male
- Significantly less likely than average to be aged 65+.
- More likely to have household income of \$70,000 per annum or more.
- Significantly more likely to be employed rather than not employed, although students are above average donators via this method.
- More likely to have children in the household.
- Among the major cities, significantly more likely to be in Wellington, Christchurch Hamilton or Dunedin than in Auckland, Tauranga or Palmerston North.
- More likely than average to have NZ European/Pakeha, Maori, or Asian ethnicities.
- Less likely than average to be of Pacific Island or Other European ethnicities and unlikely to be of Indian or Middle Eastern ethnicities.
- Significantly more likely than average to respond to street and door to door collections, to sponsor someone and to donate via a church plate collection or a collection at their place of worship.
- Significantly more likely than average to feel their donation “really helps” the charity.
- Significantly more likely than average to be in the “Conservative Supporter” or “Cautious Sceptics” trust segments and significantly less likely than average to be in the “Unengaged Sceptics” trust segment.
- More likely than average to be people who are in the “Nature Lovers”, “Trust” and “Spiritual Beliefs” motivation segments. Given the characteristics of these segments, this suggests that collection tins/boxes are likely to be most effective for charities that:
 - Are trusted and relatively well known
 - Protect animals or the environment.
 - Help people.
 - Work in New Zealand generally or the local area specifically.
 - Are perceived to be efficient with their money.

Respondent incidence of donating via collection tins/boxes peaks where ratings of trust and confidence in charities are between 4 and 8.



8.3 Ongoing direct debit

After growing in incidence from 2008 to 2012, the proportion of respondents donating via this method has dropped to below the 2008 level in the 2014 survey.

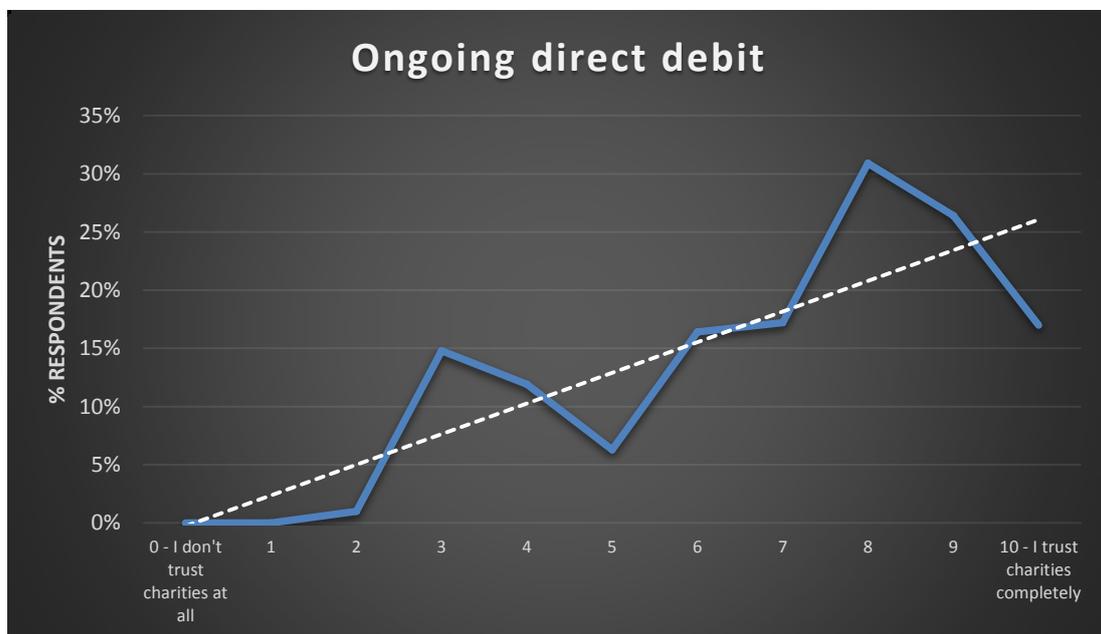


Ongoing direct debit donators tend to be:

- More likely to be female than male
- Less likely than average to be aged under 25 years or 75+.
- Significantly more likely to have household income of \$100,000 per annum or more.
- More likely to be employed rather than not employed, although retired people/superannuitants are above average donators via this method.
- More likely to have a tertiary education or at least 7th form.

- Unlikely to be in a single-person household.
- More likely than average to have NZ European/Pakeha, Other European, or Asian ethnicities.
- Less likely than average to be of Pacific Island ethnicity and unlikely to be of Indian or Middle Eastern ethnicities.
- Significantly more likely than average to donate over the internet, to respond to a mail/postal or telephone appeal, to sponsor someone, to donate via a church plate collection or a collection at their place of worship and to join a charity as a member.
- Significantly more likely than average to donate to charities that help children – in New Zealand or overseas.
- Significantly more likely than average to be in the “Engaged Supporter” or trust segments and significantly less likely than average to be in the “Unengaged Sceptics” trust segment.
- Significantly more likely than average to be people who are in the “Feel Good” or “Trust” motivation segments. Given the characteristics of these segments, this suggests that ongoing direct debit is likely to be most effective with charities that:
 - Are trusted.
 - Make the donator feel like they are doing something good.
 - Let the donator know that their donation really helps the charity.

Respondent incidence of donating via ongoing direct debit increases steadily with increasing trust and confidence in charities.



8.4 Mail/postal appeals

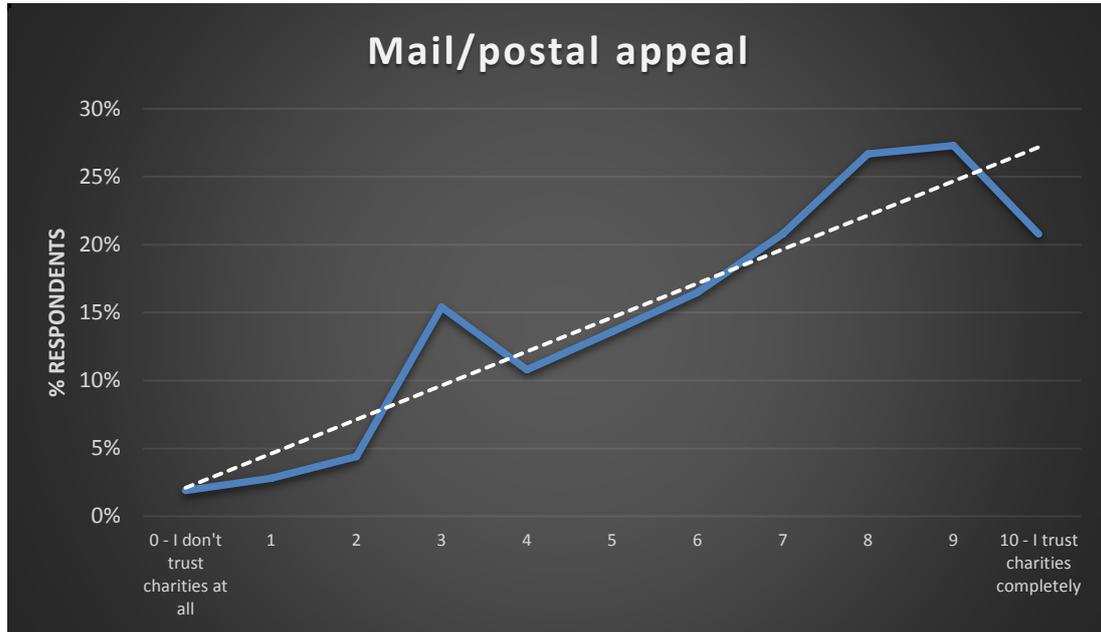


The proportion of respondents donating to mail/postal appeals has been declining since the 2010 measure at an average of 6% per annum.

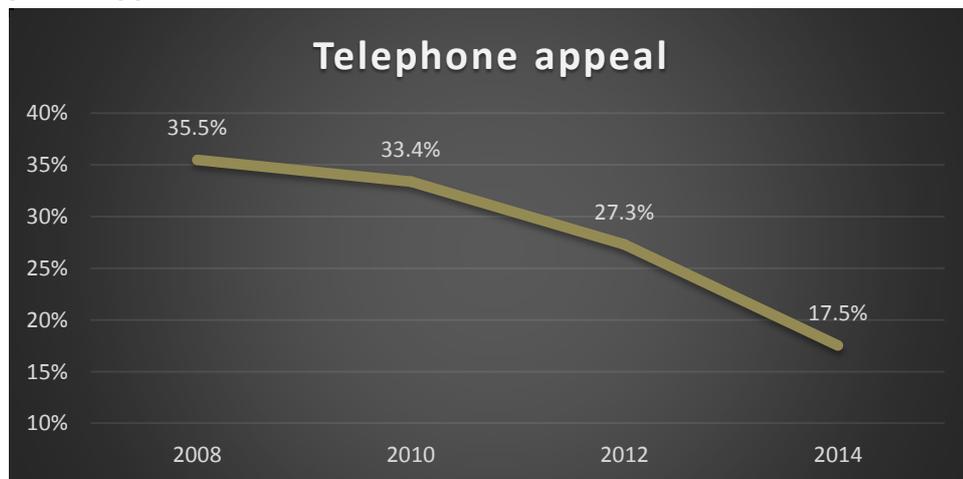
Donators to mail/postal appeals tend to be:

- More likely to be male than female
- Primarily aged 55+ and unlikely to be aged under 35 years.
- Significantly more likely to be not employed rather than employed, with retired people /superannuitants being the primary driver in this trend.
- Less likely than average to have children in the household. Where there are children, the households are more likely to be two-parent households.
- More likely than average to be in provincial/rural areas.
- More likely than average to have NZ European/Pakeha, or Pacific Island ethnicities.
- Significantly more likely than average to respond to telephone appeals, to donate over the internet, sponsor someone, join a charity as a member and to donate via a church plate collection or a collection at their place of worship.
- Significantly more likely than average to give to charities who “work in New Zealand” and where the donator feels their donation “really helps” the charity.
- Significantly more likely than average to be in the “Engaged Supporters” or “Agreeable Advocates” trust segments and significantly less likely than average to be in the “Unengaged Sceptics” trust segment.
- More likely than average to be people who are in the “Helping People”, “Trust” and “Spiritual Beliefs” motivation segments. Given the characteristics of these segments, this suggests that mail/postal appeals are likely to be most effective for charities that:
 - Are trusted.
 - Are known.
 - Help people – children, women and men.
 - Work in New Zealand and/or the local area specifically.
 - May have a role in protecting animals and the environment.
 - Don’t appear to have enough money.
 - Are perceived to be efficient with their money.
 - Are relatively well known.

Respondent incidence of donating via ongoing direct debit increases steadily at the average rate of 2.5% for each one point increase in respondent trust and confidence in charities.



8.5 Telephone appeal



The proportion of respondents donating via a telephone appeal has been declining since the 2008 measure at an average of 6% per annum. The past two surveys have indicated an acceleration of the decline.

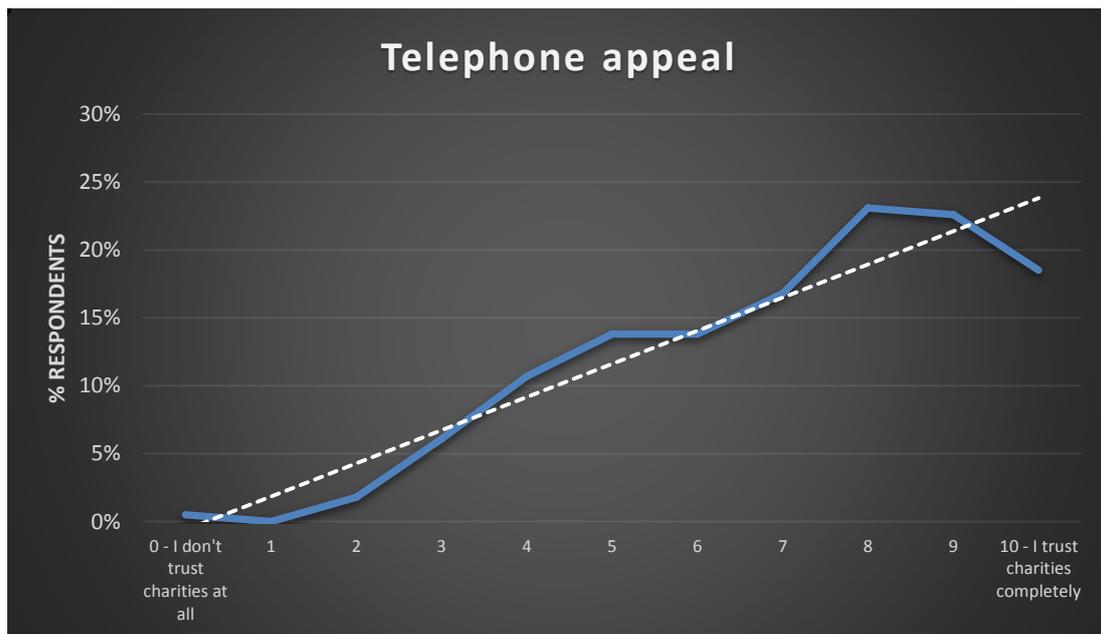
Telephone appeal donators tend to be:

- Slightly more likely to be female than male
- Significantly less likely than average to be aged under 35 years. This may be due to the increasing prevalence of smartphone use among those under 35: analysis of donation methods by smartphone users indicates that while they are 2.5% less likely to donate to

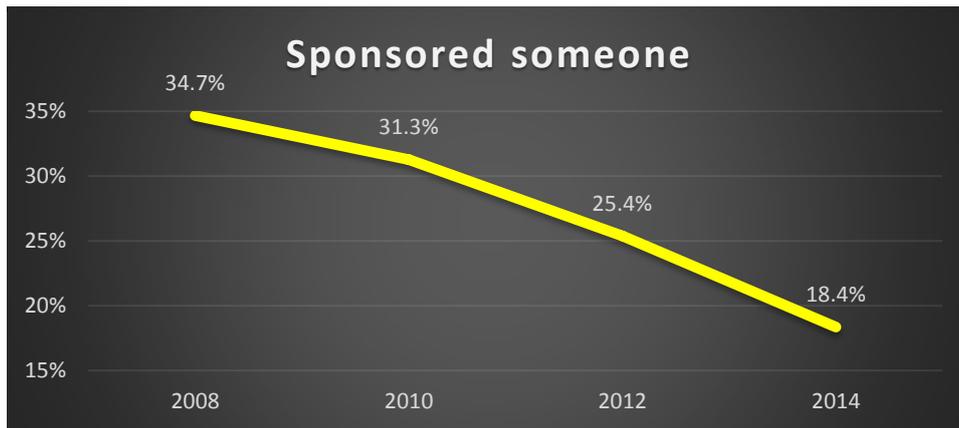
charities than the population aged 35+, they are 23% less likely to donate via a telephone appeal.

- More likely to be not employed rather than employed, but this is because retired people/superannuitants are significantly more likely than average to donate via telephone appeals; home-makers are slightly less likely than average to donate via telephone appeals and unemployed people donate to telephone appeals at an average level.
- Extremely unlikely to be people who are flatting or boarding.
- In general, more likely to be in provincial or rural areas than in metropolitan areas.
- More likely than average to have NZ European/Pakeha or Pacific Island ethnicities.
- More likely than average to also respond to street collections, postal/mail appeals, to donate over the internet and give goods and time.
- Significantly more likely to be in the “Engaged Supporters” trust segment and significantly unlikely to be in the “unengaged Sceptics” trust segment.
- More likely than average who feel their donation “really helps” the charity.

Respondent incidence of donating via ongoing direct debit increases steadily at the average rate of 2.4% for each one point increase in respondent trust and confidence in charities.



8.6 Sponsored someone

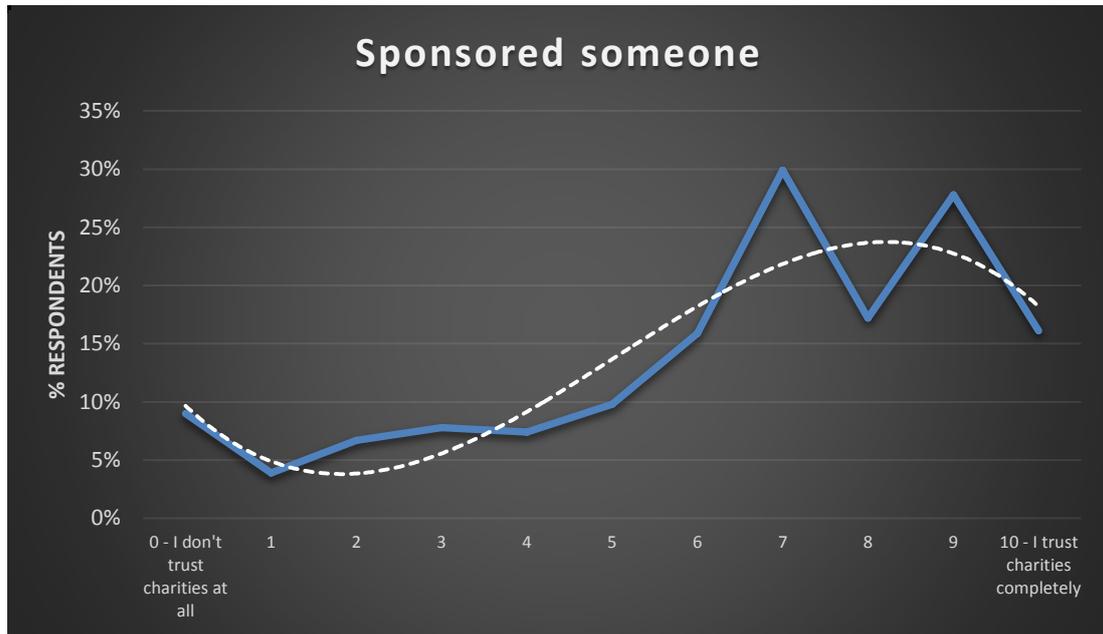


The proportion of respondents sponsoring someone has been declining since the 2008 measure at an average of 5.5% per annum.

Sponsors tend to be:

- Slightly more likely to be female than male
- A little less likely to be under 35 years, but sponsorship occurs at close to average levels across the age groupings.
- More prevalent where household income is \$70,000 per annum or more.
- Significantly less likely than average to have no formal education.
- Most likely to be in a two parent household or a one parent household with no more than two children at home.
- Significantly more likely than average to have Maori or NZ European/Pakeha ethnicities. Sponsorship is one of the top 4 methods of donation for Maori.
- Significantly more likely than average to respond to door to door or mail/postal appeals, to donate over the internet or via collection tins/boxes, give goods or time and to donate via a church plate collection or a collection at their place of worship.
- Significantly more likely than average to give to charities who “work in New Zealand” and where the donator feels their donation “really helps” the charity.
- Significantly more likely than average to be in the “Engaged Supporters” or “Conservative Supporter” or “Cautious Sceptics” trust segments and significantly less likely than average to be in the “Unengaged Sceptics” trust segment.
- More likely than average to be people who are in the “Spiritual Beliefs” motivation segment. Given the characteristics of these segments, this suggests that sponsorship is most effective for charities that:
 - Are trusted.
 - May have a role in protecting animals and the environment.
 - Work in New Zealand and/or the local area specifically.
 - Don’t appear to have enough money.
 - Are perceived to be efficient with their money.
 - Are relatively well known.

The incidence of respondents sponsoring someone peaks where trust and confidence in charities is rated at 7 or more.



9. Types of organisations donated to

Respondents were asked what types of organisations they had donated to in the past 12 months.

The following table shows the 2014 results with the percentage change from the 2012 results and the trend since 2008. Note that for most types of charitable organisations, the longer term trend is down.

Which of the following types of organisations have you donated to in the past 12 months?	2014	Change v 2012	Trend since 2008
Health and medical	54.3%	+16.5%	-0.6%
Animal care and welfare	37.0%	+18.2%	+0.3%
International aid e.g. disaster relief, child sponsorship	29.3%	-9.8%	-3.1%
Social and community development e.g. family support, welfare or rehabilitation services	24.6%	0.0%	-5.3%
Culture and recreation e.g. arts, culture, sports clubs	22.1%	+2.8%	-0.4%
Faith based or church related	19.3%	-9.0%	-1.4%
Education including preschool, Kohanga Reo, primary, secondary and tertiary education	19.8%	-21.4%	-4.5%
Environmental	10.3%	-44.3%	-2.0%
Political parties	6.6%	-5.7%	+0.6%
Marae or Marae related	4.3%	+53.6%	+0.6%
Another type of organisation	6.8%	-36.8%	-7.1%
I have not donated to any organisation	2.4%	-22.7%	+1.1%

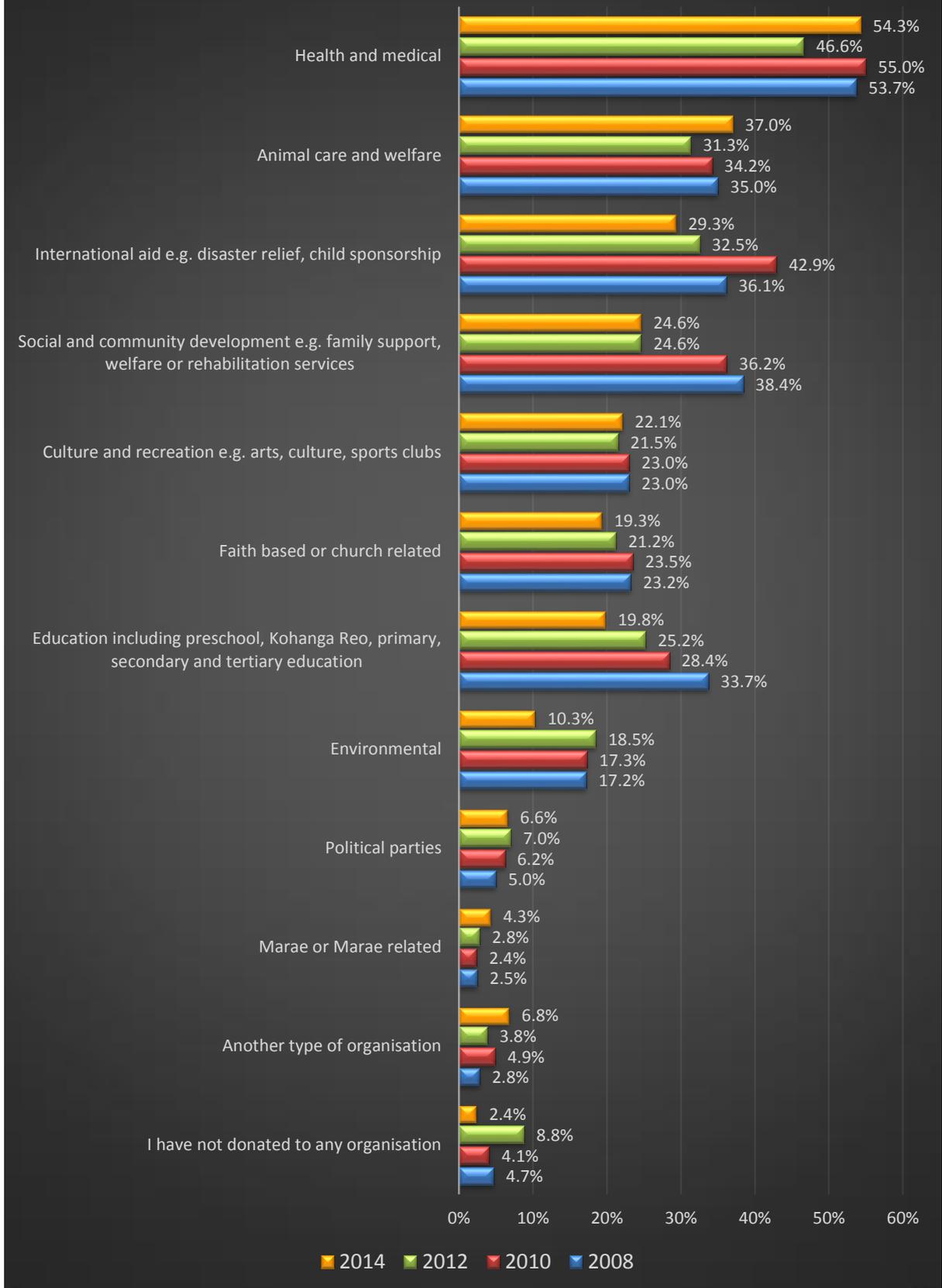
The chart shows the comparisons with 2012, 2010 and 2008. Note that:

- The level of respondents donating to health and medical charities has returned to 2010 and 2008 levels
- For donations to animal care and welfare charities, a longer term decline has been arrested in 2014, but that is not the case for international aid, education or social and community development charities.

Analysis by trust in charities indicated the following:

- The level of respondents donating to health and medical charities increases by 6% for each one point increase in trust in charities. The corresponding figure for international aid charities is 5%.
- The level of respondents donating to social and community charity organisations, culture and recreation charities, to faith-based or church-related organisations, animal care and welfare charities, education charities increases by 2% for each one point increase in trust in charities.
- The level of respondents donating to other types of charities is not significantly increased by increasing trust in charities.
- Increasing trust in charities has little effect on the level of respondents who have not donated to any organisation.

Which of the following types of organisations have you donated to in the past 12 months?



10. Actions when donating

Respondents were given a list of actions related to donations and asked if they had ever done any of them.

53% said they had not done any of the things on the list. The most common action was claiming a tax refund, but this was done at a lower level than in 2010, the last time this action was measured.

7.6% said they had used the Charities Register to check if a charity was genuine. This is a similar level to 2012.

An evident trend was a further reduction – to 3% - in the proportion of respondents who said they had given to a charity they hadn't heard of.

Note that asking for proof of identification is now just under half the level it was in 2008.

When you have given money donations, have you ever done any of the following?	2014	2012	2010	2008
Claimed a tax refund	26.3%	-	40.6%	40.9%
Asked for proof of identification of the person who has approached you	13.4%	20.0%	25.8%	27.8%
Asked how much of the money you donate would get to the charity	11.7%	-	-	-
Asked how your money would be spent	-	24.1%	25.8%	25.4%
Found out how the charity was run	8.9%	14.3%	13.3%	13.8%
Checked on the Charities Register that it was a genuine charity	7.6%	7.9%	-	-
Given to a charity you hadn't heard of	2.9%	8.3%	10.1%	10.4%
Requested if registered and asked for registration number	1.4%	3.9%	4.9%	-
None of these	53.6%	54.4%	31.0%	30.5%

N (unweighted) - Donated to charity in past 12 months	2,408	1,824	2,119	2,021
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As their trust in charities increased, respondents were more likely to have claimed a tax refund and checked on the charities register if a charity was genuine, but less likely to have asked how much of the money donated would get to the charity.

10.1 Claiming a tax refund after giving a money donation

Respondents who said they claimed a tax refund after giving a money donation tend to be:

- Aged 35+.
- More likely to have household income of \$30,000 or more per annum.
- Less likely than average to have no formal school qualification.
- More likely than average to be in a two parent household.

- More likely than average to be of NZ European/Pakeha or Other European ethnicity and extremely less likely to be of Pacific Island ethnicity.
- Significantly more likely to have donated in the past 12 months to faith-based or church-related charities (in fact, people who had donated to faith-based or church-related charities were the most likely to have claimed tax refunds after giving money donations), international aid charities, social and community development charities, environmental charities and political parties.
- Significantly more likely than average to be in the “Engaged Supporter”, “Agreeable Advocate” or Conservative Supporter” trust segments.
- Significantly more likely than average to be in the “Feel Good”, “Helping People” or “Spiritual Beliefs” motivation segments.

10.2 Proof of identification

Requiring proof of identification does not appear to be related to the level of trust respondents had in charities. Respondents who said they asked for proof of identification tend to be:

- Aged 18-24 years or 55+.
- Less likely to have household income of \$70,000 to \$150,000 per annum.
- More likely to be in Auckland, Christchurch, Dunedin and Hamilton than in Tauranga, Wellington or Palmerston North.
- More likely than average to be of Asian or Maori ethnicity and significantly less likely to be of Pacific Island ethnicity.
- More likely than average to have donated in the past 12 months to culture and recreation, education, marae and internal aid charities.
- Slightly more likely than average to be in the “Engaged Supporter” or Conservative Supporter” trust segments.
- Significantly more likely than average to be in the “Nature Lovers” motivation segment.
- Significantly less likely than average to be in the “Spiritual Beliefs” motivation segment.

10.3 Money getting to the charity

Respondents who said they asked how much of the money they donated would get to the charity were:

- More likely to be male than female.
- More likely to be 18-24 years or 75+.
- More likely than average to be Maori and less likely to be of Asian, Indian or Pacific Island ethnicity.
- Significantly more likely than average to be in the “Cautious Sceptics” trust segment
- Significantly more likely than average to be in the “Spiritual Beliefs” and “Work in New Zealand” motivation segments.
- More likely than average to have donated via a door to door collection of a collection tin/box.

- Significantly more likely than average to have donated in the past 12 months to education, marae or environmental charities or to political parties.

10.4 How the charity is run

Respondents who said they found out how the charity was run were:

- More likely to be female than male.
- Significantly more likely to be 18-24 years and least likely to be 35-44 years.
- More likely than average to have household income of less than \$20,000 or more than \$200,000 per annum.
- Significantly more likely to be flatting or boarding.
- Most likely to live in Dunedin City.
- Significantly more likely than average to be of Asian or Indian ethnicity.
- Most likely than average to be in the “Engaged Supporter” trust segment
- More likely than average to have donated via a door to door collection of a collection tin/box.
- Significantly more likely to have donated in the past 12 months to marae, faith-based or church-related, international aid s, social and community development and environmental charities.

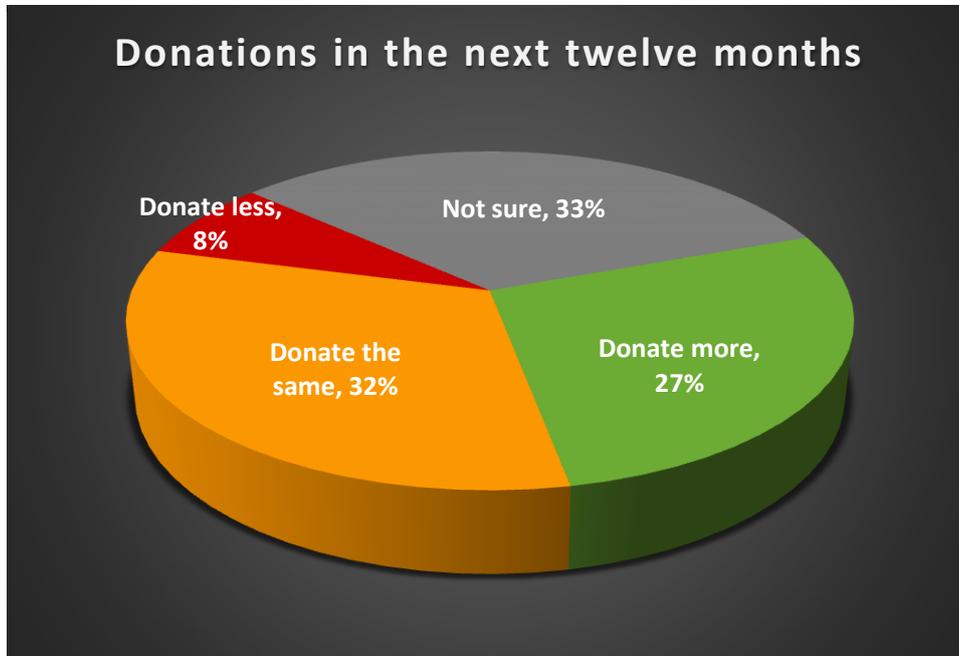
10.5 Checking on the charities register

Respondents who said they had “Checked on the Charities Register that it was a genuine charity” were:

- More likely to be male than female.
- Significantly more likely to be 18-24 years.
- More likely than average to have household income of less than \$20,000 or more than \$200,000 per annum.
- Significantly more likely than average to be of Asian, Indian or Maori ethnicity.
- More likely than average to be degree qualified.
- More likely to live in Auckland than in other cities.
- Significantly more likely than average to be in the “Engaged Supporter” trust segment
- Significantly more likely than average to be in the “Trust” motivation segments.

11. Donations in the next twelve months

On average, donations to the charitable sector could be expected to rise in the next twelve months. Asking respondents whether they thought they would donate more to charities in the next 12 months than in the past 12 months gave the following results:



Increased donations are more likely to come from people in the “Spiritual Beliefs” motivation segment than from people in other segments. People in the “Feel Good” and “Helping People” segments are more likely than average to donate the same amount of money.

11.1 Donating more

Key reasons for donating more in the next twelve months, together with some examples of related comments, are shown below:

Affordability

“I am in a better financial position, and am open to more regular commitment to an organisation that acknowledges that it values my contribution.”

“Depending on my personal financial position. Also, I tend to give more regularly when I am not being pressured to give more than I can afford.”

“Donations I give are dependent upon the amount of discretionary income I have, after all living expenses are taken care of.”

“Economy is improving so I expect my income to go up.”

"I am in a middle income bracket and while I am a volunteer in the local branches of two national organisations, I have the discretionary income to do so. Having said that, I believe that as a nation, we should be giving 5% in international aid."

"I am starting to pay off past debts and will have money that I could spare to those charities I care most about."

"I am getting older and don't need the cash so much. More people are in need in NZ."

"I can afford to do so now and this has reminded me."

"Now I have finished studying my income is significantly higher so I am able to give where I couldn't before."

"In the next 12 months we will be a two income family rather than a one income family."

"May have more to give."

"We have higher disposable income and our favourite charities need our support."

Right thing to do

"Because I am aware that a society is best judged by how it cares for its most vulnerable, and as successive governments in NZ had abrogated their responsibility in this regard, and in the past six years in particular done as much as they can to dismantle any vestiges of the previous Social Contract, charities have increasingly come under pressure to take up the slack. I am committed to an equitable society (an unfashionable value these days I am aware) and am therefore prepared to put my money where my mouth is."

"Because my needs are decreasing and I have enough and others often need more help, which I have received in the past, and now it is my turn to give."

"Because that is who I am. We need to consider (that) making a huge or small donation can help change someone's life."

"I believe if we all give a little to help charities, we all experience some benefit of that in the long run. The help we give in turn helps others, either directly or by just improving circumstances AROUND people. If all the giving stopped NZ would be a rather different place."

"As I'm getting older I feel more it is the right thing to do."

Aware of need to donate more/”Do better”

“Awareness of not having done enough of it in the past.”

“I was reviewing where my level lay - it had dropped in the last couple of years (more costs with kids at university), but need to make sure it's reasonable.”

“Awareness of not having done enough of it in the past :)”

“Because I haven't donated as much as I usually do in the last year.”

“Because there are so many important issues that need addressing to help people in need and the environment and I feel like it is time I contributed more than I have been able to over the past few years.”

Meeting needs/events

“To help those less fortunate than myself. Also you never know if something will happen to you and you will need the help of a charity! Plus the current government does not fund enough social services either, so any money they receive is helpful and appreciated.”

“I think the level of income inequality both within New Zealand and overseas is immoral. While my giving may not solve the societal problem, it may soften the effects of poverty for some. Hopefully it may also challenge the rampant individualism and self-centred selfishness that seems to be accepted as the norm for a market economy.”

“I'll donate more if I am asked to and given a specific reason why the extra money is needed. In general, my donations to charities have risen each year.”

“In the case of NZ and/or world disasters, I would donate more, e.g. Solomon Islands.”

“My awareness of need is growing.”

“There is a need to support your causes (that is different from charities). Government cannot fund them like it used to. Voluntary giving needs to pick up the slack.”

“Because there are a lot of disasters in recent times. I last year e.g. gave to the Red Cross for Philippines and Syria and if there is an appeal will give to the Solomon Islands really soon.”

“Depends on the circumstances - I would support something local, e.g., the Christchurch Earthquake appeal, rather than a world-wide charity.”

Charities need more community support

"Because the money available to some of the most deserved charities is getting less."

"Charities are requiring more funds, and are struggling to get them. Their costs are going up and the need is unfortunately getting greater, so we need to be prepared to give more."

"My income is steady or increasing - less and less government support of charities - needs community to give."

Increased donations depend on the charity

"Depends on the charity and my mood at the time. Also the frequency of disasters as I sometimes support the relief."

"Depends on the charity. Some I can't stand, they're too pushy and moralistic."

"Depends on the cause."

11.2 Donating less

Affordability/reduced disposable income was by far the largest reason for donating less in the next twelve months. Typical comments are shown below.

Affordability/Reduced disposable income

"Because my overall living costs are increasing more than my income."

"Because as old age sets in I consider that "paying it forward" was my contribution. When income is less substantial it is more difficult. However TIME is not difficult if that is the giving."

"Change in personal circumstances and expected drop in income :("

"Drop in income forecast for next year but bills stay the same or increase."

"Down to one income."

"My income is not increasing, while costs are.... It's a matter of affording to do it."

"Haven't had a personal pay rise for three years and minimum wage has already crept \$1.50 closer to my hourly wage. Not excluding the fact that petrol. Groceries, rates, mortgage rates, insurance, car registration and everything else has gone up also."

“Household income reduced due to one partner too sick to work.”

“I’m a single mother with 2 children, I used to sponsor a World Vision child for 8 years and when I had to apply for insolvency orders I realised I actually couldn’t afford to sponsor that child and should have been focussing on my own kids instead and making ends meet. They were never short on food but it just emphasised that even though I wanted to give to charity I needed to be realistic.”

“Must replace my car.”

“Restriction in income now that both my wife and I are both retired, and are living off National super and personal super.”

Money not being used for the cause

“From my observations most of the “popular” charities have overheads taking a big proportion of donated funds.”

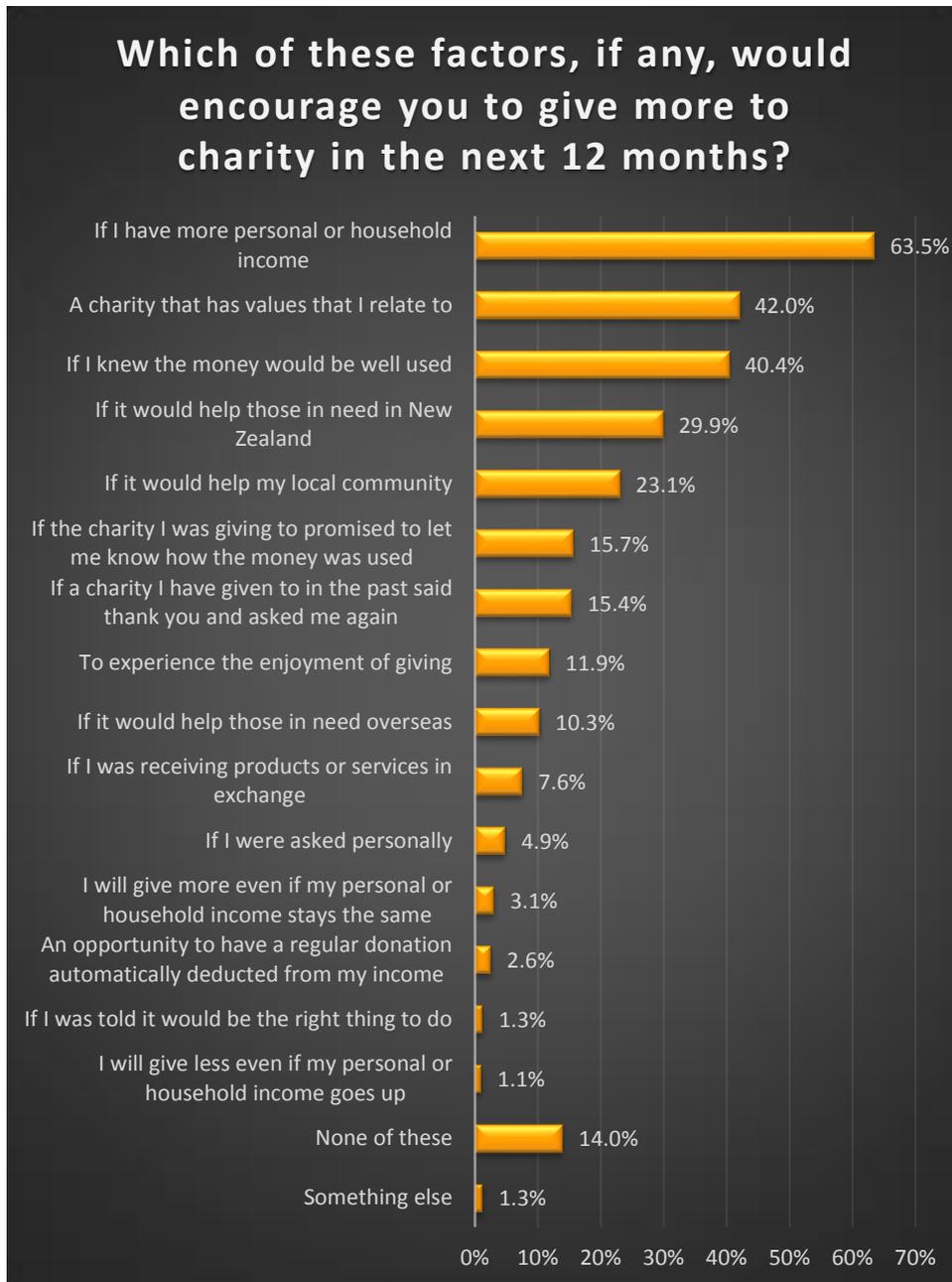
“I don’t have much spare money as work long hours to pay the bills and am sick of phone calls asking for donations so simply say no to everyone as can’t trust the money would really be going to charity or lining someone else’s pockets as so many scams.”

*“I have a distrust of most charities. When I see the charities CEO running about in a brand new *expensive* car I wonder how much of my donation actually goes to those in need.”*

“Too much money goes on administration.”

11.3 Encouragement to give more to charity

More personal income is the primary factor that 63% of respondents said would encourage them to give more to charity in the next twelve months.



Cross analysis suggests that there is a relationship between having more personal or household income and four other factors:

- A charity with values respondents can relate to.
- Knowing the money would be well used.
- Helping those in need in New Zealand.
- Helping respondents' local communities.

This suggests that having more disposable income, while rating as the top factor that would encourage additional giving, is not a sole major driver for increasing donations.

Points to note:

- Male respondents, people in single person households and respondents of Indian ethnicity were less likely to be encouraged by any of these factors to give more in the next twelve months.
- Female respondents were significantly more likely than male respondents to be encouraged to give more by knowing the money would be well spent.
- Respondents under 25 years of age were the most likely to be encouraged to give more to charity in the next twelve months by having more personal or household income, but have a significantly above average need to know the money will be well used and that they can relate to the values of the charity.
- Having more personal income is rated at an above average level as an encouragement to give more to charity by those whose annual household income is under \$50,000.
- Increasing giving by people with household incomes of \$100,000 or more appears to be driven more by being able to relate to the values of the charity and knowing the money will be well used.
- The higher the respondents educational qualification, the more they selected “If I have more personal or household income”, “A charity that has values that I relate to” and “If I knew the money would be well used” as encouragements to give more in the next twelve months.
- Respondents in two-parent households were less likely to be encouraged by more of the factors measured to give more in the next twelve months.

Analysing by motivation segment suggests the following drivers for each segment:

- **“Feel Good”**
 - This group primarily consider disposable income (66%), but reinforced by a charity having values that they relate to (38%).
- **“Helping People”**
 - People in this segment are strongly likely to consider disposable income (69%), but they need to know the money will be well used (46%).
 - They are significantly more likely than average to consider whether it will help those in need in New Zealand (39%) or overseas (19%).
 - The charity needs to have values people in this group relate to (45%) and this group is looking for the charity to let them know how the money is being used (20%). If a charity they had given to in the past “Said thank you and asked me again” they would be encouraged to donate (20%).
 - This group is the most likely to select “To experience the joy of giving” as a reason for giving more in the next twelve months.

- **“Trust”**
 - People in this segment are the most likely in the motivation segments to be considering increased personal or household income as a reason for increased giving (73%).
 - This group is the most likely to be motivated by receiving products or services in return (11%).

- **“Spiritual Beliefs”**
 - People in this segment strongly consider disposable income, but like the people in the “Helping People” segment, are driven by a raft of other considerations.
 - They are the most likely to say they will give more even if their income stays the same, albeit at a low level (4%).
 - They are also the most likely to say they would be encouraged to give more by a charity that had values they relate to (58%).
 - They have a greater need to know the money would be used well (54%) than people in other segments and are the most likely to be encouraged by a charity letting them know how the money was used (24%).
 - They are also significantly more likely to be driven by:
 - Helping those in need in New Zealand (42%);
 - Helping their local community (31%)
 - Helping those in need overseas (16%)
 - They are the most likely to be encouraged to give again to a charity they have given to in the past (24%).

- **“Nature Lovers”**
 - The results for people in this group are nearly all at average levels.
 - This group primarily consider disposable income (69%), but need to know the money will be well used (43%).
 - They are significantly less likely than average to be encouraged to give more by helping those in need overseas (7%); their preference is for helping those in need in New Zealand (31%) and, to an average extent, in their local community (26%).

- **“Work in New Zealand”**
 - The results for people in this group are all at average or slightly below average levels.
 - This group consider disposable income at a lower than average level (59%).
 - They will be encouraged by:
 - Relating to the values of the charity (41%);
 - Helping those in need in New Zealand (31%) or in their local community (27%);
 - Knowing the money will be well used (41%).

Analysing by trust segment indicates:

- **“Engaged Supporters”**
 - People in this segment are the most likely in the trust segments to consider increased personal or household income as a reason for increased giving (79%). They want to know that the money will be well used (44%).
 - They are the most likely trust segment to respond to charities whose values they relate to (56%).
 - They have an above average requirement for charities to let them know how the money was used.
 - They have a slightly above likelihood to respond to charities helping people in New Zealand (35%).
 - They are significantly more likely than average to give again to a charity they have already given to (22%).
 - They are the most likely trust segment to respond to receiving products or services in exchange for donations (12%).

- **“Agreeable Advocates”**
 - The results for people in this group are all at around average or slightly below average levels.
 - This group consider disposable income at a close to average level (67%) and want to relate to the values of a charity (45%).
 - They will be encouraged at average levels to give to charities that are:
 - Helping those in need in New Zealand (33%)
 - Helping in their local community (25%);
 - They are less likely than average to be encouraged by knowing the money will be well used (12%).

- **“Conservative Supporters”**
 - People in this trust segment strongly consider increased personal or household income as a reason for increased giving (71%).
 - They will be encouraged at an above average level by being able to relate to the values of a charity (53%).
 - They want to know that the money will be well used (43%).
 - They are likely to respond at an above average level to charities that help those in need in New Zealand (37%).
 - They are the most likely trust segment to respond to charities helping those in need overseas (18%).
 - They are the most likely trust segment to be encouraged to give more in the next twelve months “to experience the joy of giving” (20%).
 - They are the most likely trust segment to be encouraged to give more by being thanked and asked to give again by a charity they have given to in the past (25%).

- **“Cautious Sceptics”**
 - People in this segment are strongly likely to consider disposable income (69%), but have the highest need of all trust segments to know the money will be well used (57%). They also have the highest need among all the trust segments to be encouraged to give more by charities letting them know how the money they donate is used (27%).
 - They have an above average need to be able to relate to the charity’s values (53%).
 - This is the most likely trust segment to be encouraged to increase donations to help those in need in New Zealand (39%) or in their local community (31%).

- **“Unengaged Sceptics”**
 - The results for people in this group are nearly all at below average levels, suggesting that this will be the most difficult trust segment to encourage to give more to charities.
 - This group considers disposable income at a lower than average level (56%).
 - While it appears that there are no significant factors that will encourage them to give more, their highest encouragement will come from knowing the money they give will be well used.

11.4 Charities and business activities

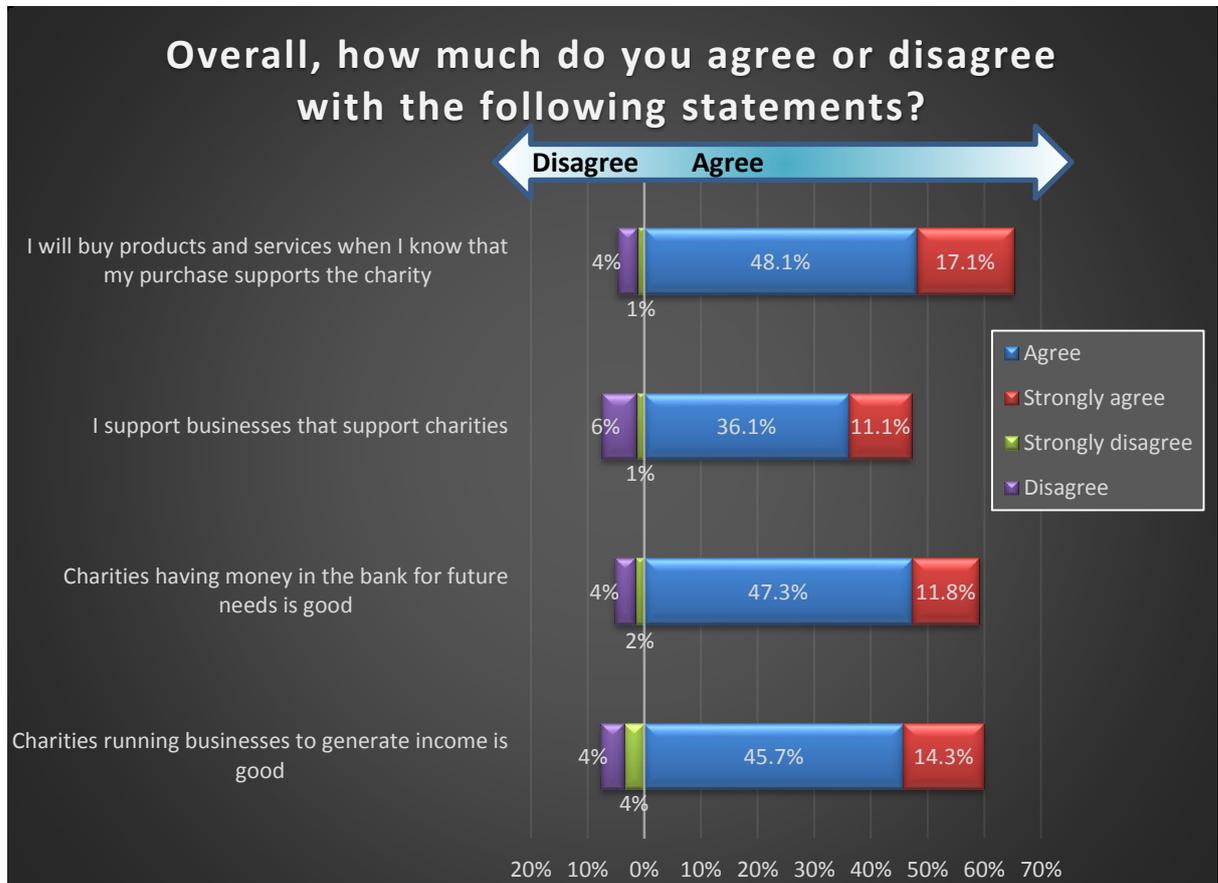
Respondents were asked how much they agreed or disagreed with four statements about business activities related to charities. A large proportion of respondents (33%, on average) was neutral on each statement, but agreement is significantly greater than disagreement in each case.

The overall results indicate general support of business activities associated with charities. They show majority agreement with “I will buy products and services when I know that my purchase supports the charity”, “Charities having money in the bank for future needs is good” and “Charities running businesses to generate income is good” are illustrated in the following chart. Note that the “Strongly agree” levels with each statement are relatively low. Correlation analysis suggests that those who agree that “Charities having money in the bank for future needs is good” are moderately likely to agree that “Charities running businesses to generate income is good”, and vice versa.

Respondents in the “Engaged Supporters” and “Conservative Supporters” trust segments tend to have the highest agreement with all the statements about business activities related to charities.

Correlation analysis indicates that respondents who buy products and services when respondents know that their purchase supports the charity are moderately likely to support businesses that support charities – and vice versa. However, only with the statement “I support for businesses that support charities” did agreement fail to reach a majority of respondents.

For that statement, 44% of respondents were “Neutral”, suggesting that support for a charity by a business does not necessarily ensure a majority of New Zealanders will, in turn, support the business.



11.4.1 Buying products and services that support a charity

Overall, 65% of respondents agreed that they would buy products and services when they know their purchase supports the charity. This is particularly true of people in the “Conservative Supporter”, “Cautious Sceptics” and “Engaged Supporter” trust segments and people in the “Helping People” and “Nature Lovers” motivation segments.

Agreement with this statement is strongest among the following respondent groups:

- Females;
- Respondents aged 35 to 54 years;
- Household income over \$50,000 per annum;
- Employed respondents;
- Respondents in one-parent families; and
- Respondents of Maori and Pacific Island ethnicities.

11.4.2 Supporting businesses that support a charity

As noted previously, 43% of respondents were “Neutral” on this statement. 47% agreed and 8% disagreed; 2% were unsure.

Points to note:

- 18-24 year old respondents were the least neutral and the only age group to have majority agreement with this statement.
- Respondents with household income over \$100,000 per annum are the most likely to agree with this statement.
- Respondents who were not employed – particularly students – were slightly more likely to agree with the statement than those who were employed.
- Respondents of Maori, Asian and Pacific Island ethnicities were the most likely to agree with the statement.
- Respondents in the “Engaged Supporter” (66% agree) and “Conservative Supporter” (83% agree) trust segments are the most likely to agree with this statement. People in the “Agreeable Advocates” and “Unengaged Sceptics” trust segments are the most likely to be neutral (63% and 56% neutral respectively) and the most likely to disagree (12% and 17% respectively).
- The “Spiritual Beliefs” segment is the only motivation segment where a majority of segment members agree with this statement. Members of the “Work in New Zealand” motivation segment are the most neutral (56%), have only 28% agreement with the statement and the highest disagreement: 14%.

11.4.3 Charities having money in the bank for future needs

Overall, 59% of respondents agreed that “Charities having money in the bank for future needs is good”. Agreement with this statement is strongest among the following respondent groups:

- Females;
- Respondents aged under 35 years;
- Household income over \$150,000 per annum;
- Employed respondents, particularly managers and professionals;
- Respondents in one-parent families; and
- Respondents of Maori, Asian and Pacific Island ethnicities.
- Respondents in the “Engaged Supporter” (89% agree) and “Conservative Supporter” (82% agree) trust segments are the most likely to agree with this statement. Again, people in the “Agreeable Advocates” and “Unengaged Sceptics” trust segments are the most likely to be neutral (41% and 43% neutral respectively) and the most likely to disagree (9% and 11% respectively).
- Respondents in the “Helping People” (70% agree) and “Feel Good” (69% agree) motivation segments are the most likely to be supportive of charities having money in the bank for future needs. Respondents in the “Nature Lovers” and “Work in New Zealand” segments, while still having 52% agreement, are the least likely to agree and the most likely to be neutral on this statement (33% and 43% neutral respectively).

11.4.4 Charities running businesses to generate income

Overall, 60% of respondents agreed that “Charities running businesses to generate income is good”. Agreement with this statement is strongest among the following respondent groups:

- Respondents aged 55 years or more.
- Respondents with household income of \$30,001 to \$50,000 per annum or over \$100,000 per annum.
- Respondents who were business managers/executives, trained service workers or farm owners/managers.
- Respondents who were flatting or boarding or in couple-only households.
- Respondents of Maori and Asian ethnicities.
- Respondents in the “Engaged Supporter” (83% agree) and “Conservative Supporter” (82% agree) and “Cautious Sceptics” (79% agree) trust segments are the most likely to agree with this statement. Again, people in the “Agreeable Advocates” and “Unengaged Sceptics” trust segments are the most likely to be neutral (43% and 40% neutral respectively) and the most likely to disagree (13% and 15% respectively).

12. Support for charities

Respondents were asked which of a list of characteristics of charities made them want to support a charity.

On average, respondents selected 6.5 different characteristics, with male respondents nominating an average of 5.9 and female respondents nominating an average of 7.1.

Seven characteristics were selected by more than 50% of respondents overall:

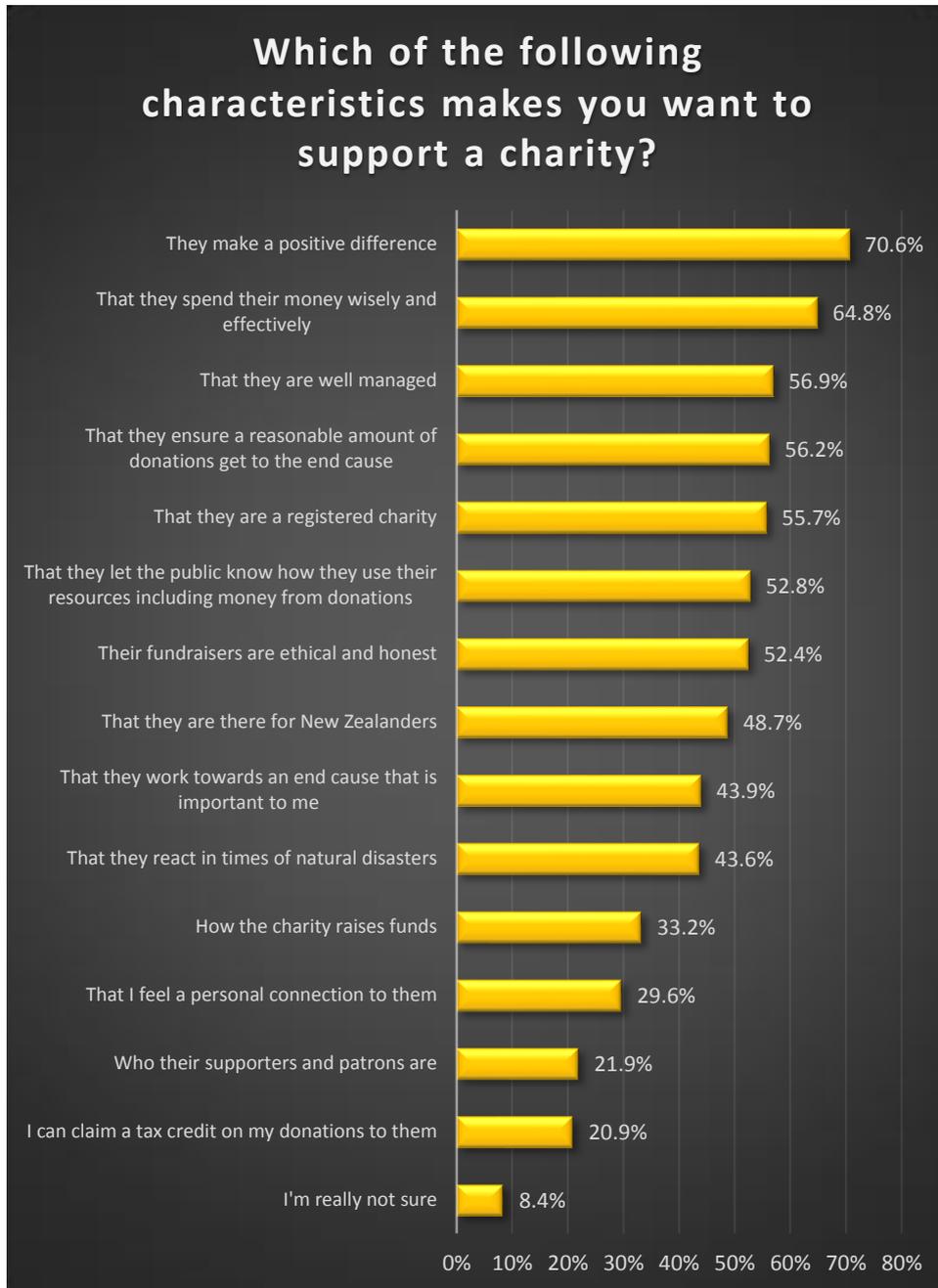
- **“They make a positive difference”** was the most important characteristics, nominated by 70% overall and significantly more important to:
 - Respondents who donated more than \$100 in the past twelve months.
 - Respondents who definitely intend to donate more or may donate more in the next twelve months than in the past twelve months.
 - Female respondents.
 - 18-24 year olds.
 - Respondents with household income greater than \$70,000 per annum.
 - Asian respondents.
 - Respondents in the “Engaged Supporters”, “Conservative Supporters” and “Cautious Sceptics” trust segments.
 - Respondents in the “Feel Good”, “Helping People”, “Spiritual Beliefs” and “Nature Lovers” motivation segments.
- **“That they spend their money wisely and effectively”** was the second most important characteristics, selected by 65% overall and significantly more important to:
 - Female respondents.
 - Respondents aged 18-24 years or 75+.
 - Respondents with household income greater than \$100,000 per annum.
 - Respondents from households with 3 or more children.

- Respondents who donated more than \$100 in the past twelve months.
 - Respondents who definitely intend to donate more or may donate more in the next twelve months than in the past twelve months or donate the same amount.
 - Respondents in the “Engaged Supporters” and “Cautious Sceptics” trust segments.
 - Respondents in the “Spiritual Beliefs”, “Nature Lovers” and “Work in New Zealand” motivation segments.
- **“That they are well managed”** was the third most important characteristics, selected by 57% overall and significantly more important to:
 - Female respondents.
 - Respondents with household income greater than \$100,000 per annum.
 - Respondents who donated more than \$100 in the past twelve months.
 - Respondents who definitely intend to donate more or may donate more in the next twelve months than in the past twelve months.
 - Respondents in the “Engaged Supporters” and “Cautious Sceptics” trust segments.
 - Respondents in the “Helping People” and “Spiritual Beliefs” motivation segments.
- **“That they ensure a reasonable amount of donations get to the end cause”** was fourth, selected by 56% overall and significantly more important to:
 - Female respondents.
 - Respondents aged 18-24 years or 35-44 years.
 - Respondents with household income of \$100,000-\$200,000 per annum.
 - Respondents from two-parent households.
 - Respondents who donated more than \$100 in the past twelve months.
 - Respondents who definitely intend to donate more or may donate more in the next twelve months than in the past twelve.
 - Respondents of “Other European” ethnicity.
 - Respondents in the “Engaged Supporters” and “Cautious Sceptics” trust segments.
 - Respondents in the “Helping People”, “Spiritual Beliefs” and “Nature Lovers” motivation segments.
- **“That they are a registered charity”** was fifth, selected by 56% overall and significantly more important to:
 - Female respondents.
 - Respondents aged 18-24 years or 75+.
 - Respondents with household income of \$100,000-\$200,000 per annum.
 - Respondents who were not employed – specifically, homemakers, retired/superannuitants, and students.

- Respondents who donated \$101 to \$400 or \$551 to \$700 in the past twelve months.
 - Respondents who may donate more in the next twelve months than in the past twelve.
 - Respondents in the “Agreeable Advocates” and “Cautious Sceptics” trust segments. This was the only measure that was significantly more important than average to people in the “Agreeable Advocates” trust segment.
 - Respondents in the “Helping People” and Spiritual Beliefs” motivation segments.
- **“That they let the public know how they use their resources including money from donations”** was sixth, selected by 52% overall and significantly more important to:
 - Female respondents.
 - Respondents aged 18-24 years or 65-74 years.
 - Respondents with household income greater than \$100,000 per annum.
 - Respondents who were not employed – specifically, homemakers, retired/superannuitants, and students.
 - Respondents of “Asian” ethnicity.
 - Respondents who donated \$101 to \$700 in the past twelve months.
 - Respondents who may donate more in the next twelve months than in the past twelve.
 - Respondents in the “Engaged Supporter” and “Cautious Sceptics” trust segments.
 - Respondents in the “Helping People” and Spiritual Beliefs” motivation segments.
- **“Their fundraisers are ethical and honest”** was the last factor selected by a majority of respondents - selected by 52% overall and significantly more important to:
 - Female respondents.
 - Respondents aged 18-24 years.
 - Respondents with household income greater than \$100,000 per annum.
 - Respondents who donated \$251 to \$400 or \$551 to \$700 in the past twelve months.
 - Respondents who definitely intend to donate more or may donate more in the next twelve months than in the past twelve months or donate the same amount.
 - Respondents in the “Engaged Supporter” and “Cautious Sceptics” trust segments.
 - Respondents in the “Helping People” and Spiritual Beliefs” motivation segments.

Importance of these characteristics generally increases with increasing trust and confidence in charities, with the rate of increase ranging from 2% to 5% for each one point increase in trust

rating. The relative overall importance of the various charity characteristics is shown in the following chart.

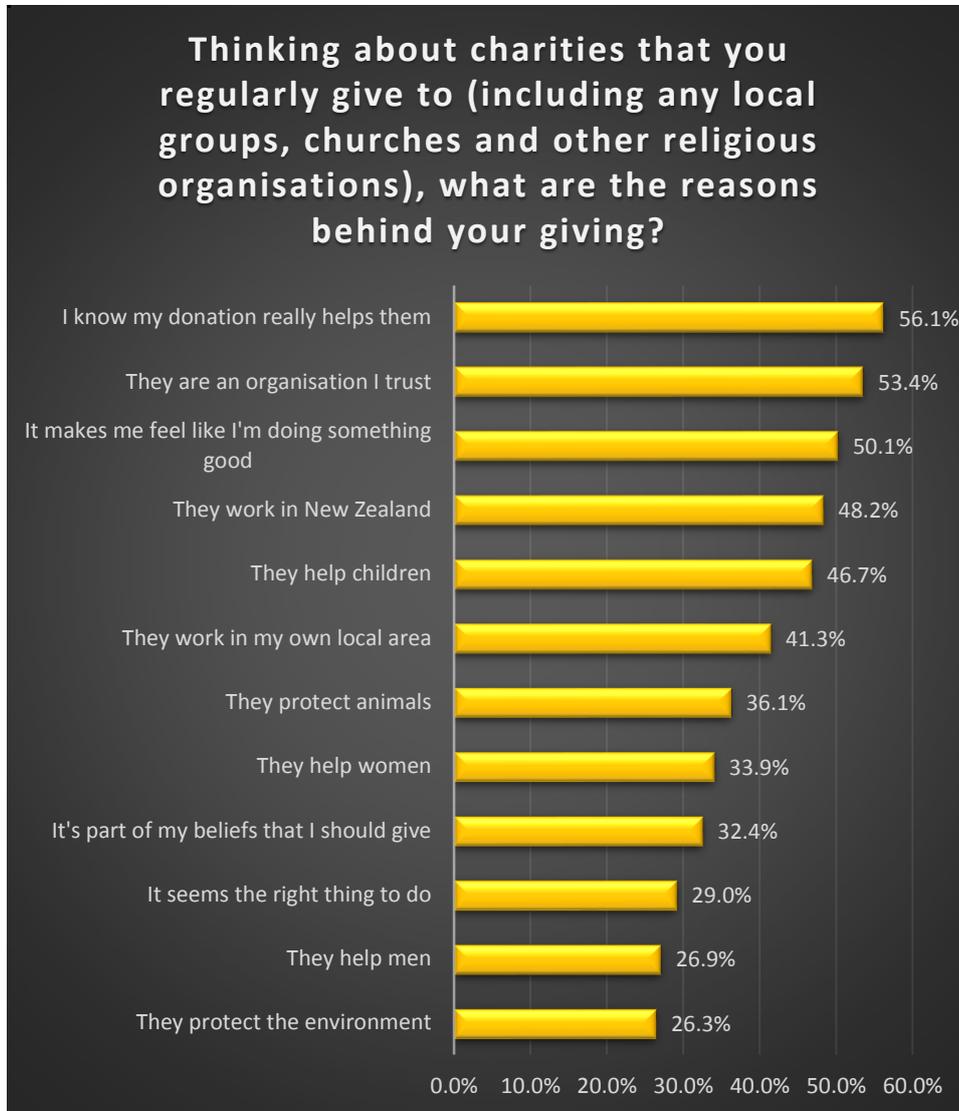


13. Reasons for giving and not giving to charities

Two questions were asked to develop the motivation segments. These questions were not included in previous surveys.

The development of segments from these questions is discussed in Section 2.2.

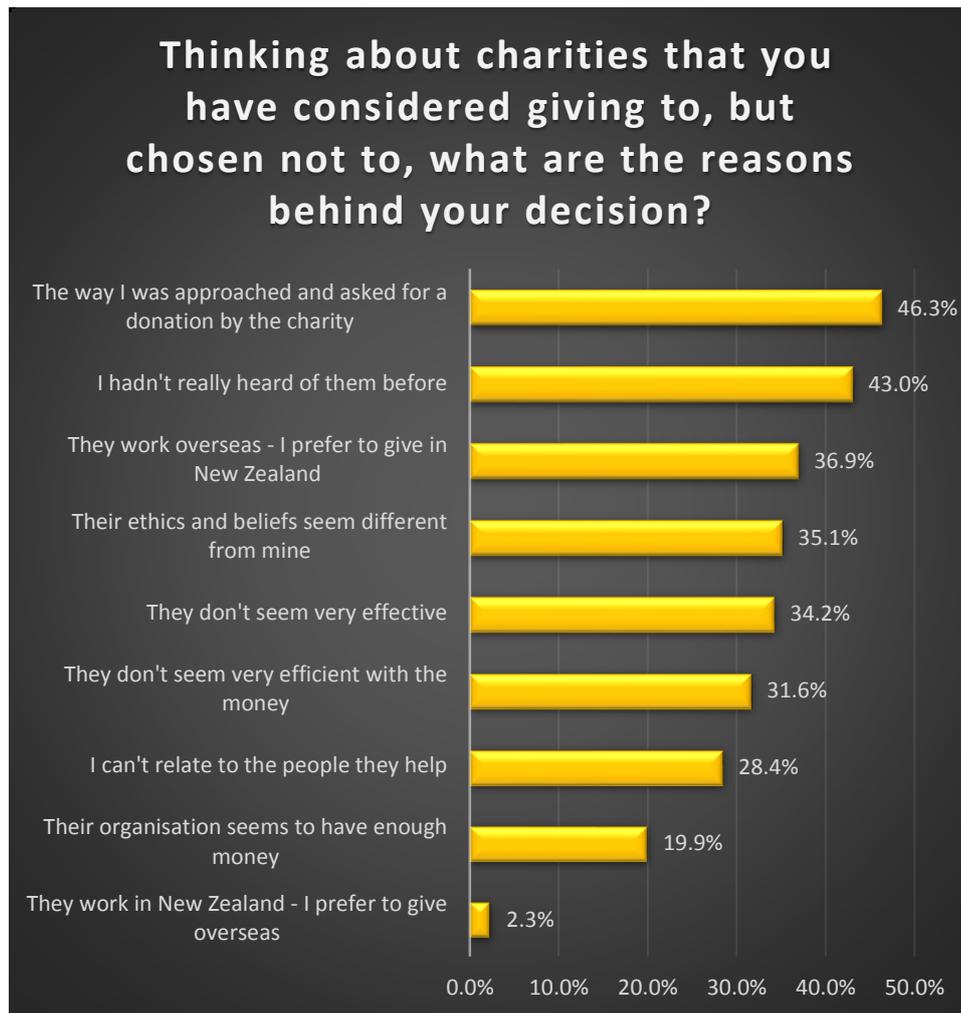
The first question presented a list of reasons why people might give to charities. Importance of these reasons increases with increasing trust and confidence in charities, with the rate of increase ranging from 2% to 4% for each one point increase in trust rating. The following chart illustrates the overall results:



To give a rounded picture of the reasons for giving or not giving to a charity, the second question asked about reasons why respondents may have considered giving to a charity, but chose not to.

Only one reason – “I can’t relate to the people they help” – increased in importance with increasing trust in charities. All other reasons declined in importance with increasing trust in charities, at rates of decline of between 2% and 4% for each one point increase the rating of in trust and confidence in charities.

The following chart illustrates the overall results:



14. Fundraising organisations

Asked whether they felt there was a role for fundraising organisations that help charities to raise money, rather than charities raising money themselves, 34% of respondents thought there was, 23% thought there was not and 43% were unsure.

52% of those who said they would definitely donate more to charities in the next twelve months felt there was a role for fundraising organisations. Among the trust segments, members of the “Engaged Supporters” (48%) and “Conservative Supporters” (46%) segments were significantly more likely than average to feel there was a role for fundraising organisations. In the motivation segments, only respondents in the “Nature Lover” segments (43%) were significantly more likely to feel that way.

23% of respondents had given to a fundraising organisation that was helping a charity to raise money. 37% said they had not, and 40% were unsure. 59% of those who had given to a fundraising organisation felt that there was a role for these organisations.

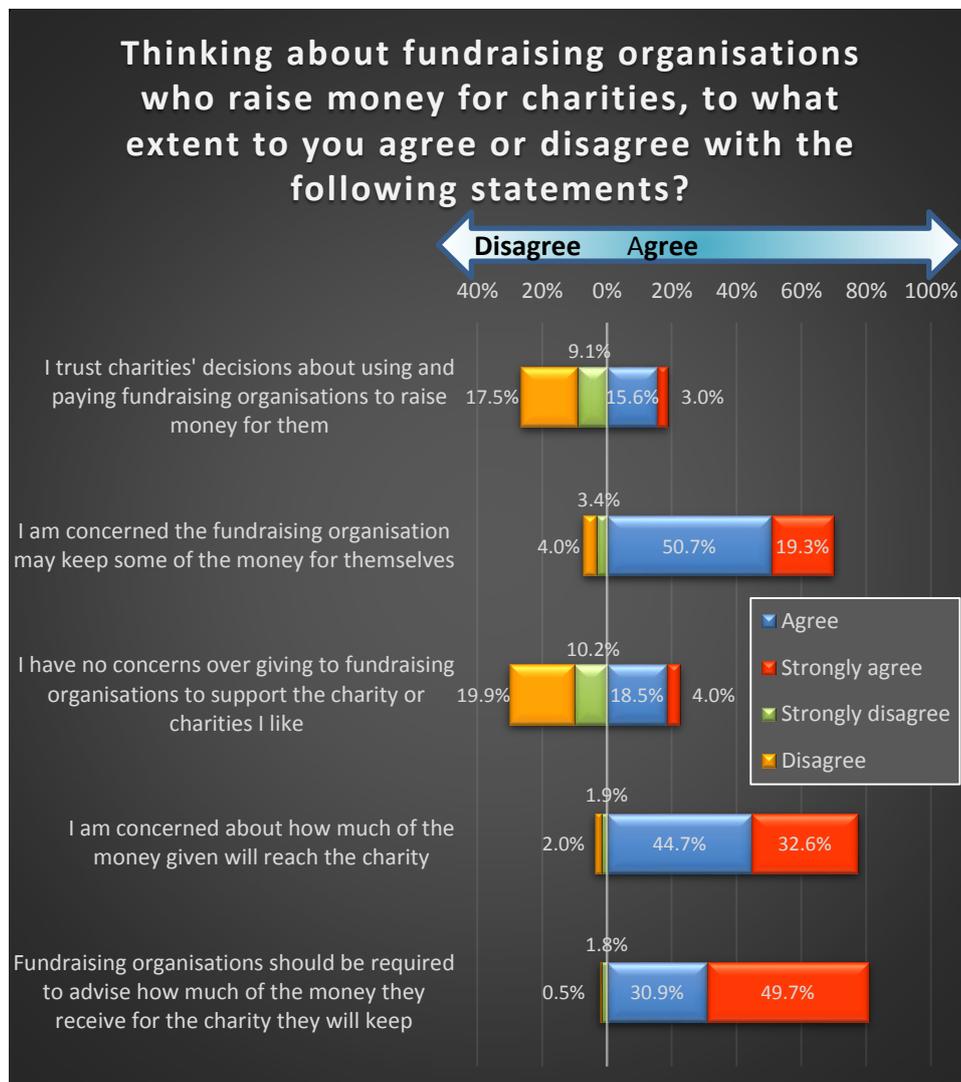
14.1 Concerns about fundraising organisations

Respondents were given a list potential concerns about fundraising organisations and asked how strongly they agreed or disagreed with each statement. Responses suggest clear concern over fundraising operations. While 22% agreed that they had no concerns over giving to fundraising organisations to support the charity or charities they like, 30% disagreed, with 47% neutral.

77% of respondents agreed they were concerned about how much of the money given would reach the charity. Only 4% disagreed, with 19% neutral.

70% were concerned the fundraising organisation may keep some of the money for themselves. Again, disagreement with this statement was low, at 7%.

81% of respondents agreed that fundraising organisations should be required to advise how much of the money they receive for the charity they will keep. Disagreement was only 2%.



Respondents who had given to a fundraising organisation were less likely to have concerns about giving to them, but still held concerns about how much money was reaching the charity or being retained by the fundraising organisation.

The results suggest that familiarity with fundraising organisations and openness about the amount of donations that reach charities may help to overcome the current concerns.

Donations going to fundraisers

“After recently finding out some of the charities I have given to in the past use fundraisers, I have ceased contributions to them. Some years ago, a prominent charity in NZ employed a fundraiser who said he could raise \$5m for them and his fee was to be \$300k. He ended up raising \$100k, insisted in receiving his \$300k and left the charity in debt. This is the side to fundraising for charities that generally donors don’t know about.

“Administration’ costs frequently exceed the amount finally handed over to the charity. In fact one overseas charity gets less than 10% of the money raised.”

“All the money given should go to the cause, not to pay some ones wages.”

“Better that charities do their own fundraising with helpers, rather than hiring organisations to help, as the organisations will want to be paid a fee.

“Big ones may need that help but then they have more contacts and repeat givers may be asked to help raise funds. On the other hands small ones are more efficient sometimes because they are smaller and easier to run. Very small ones cannot afford the cost of a fundraising organisation and depend on building up their reputation for their own cause themselves. Fundraising organisations are really another sometimes addition cost so are a loss to the bigger objectives of the cause.”

“I appears to be factual that some of these organisations use up most of the money they raise, with the charity receiving little”

“I have heard scare stories of fundraising organisations keeping the bulk of the money raised - while the charity might be better off just in that it gets a percentage, most people donating would be horrified and would rather donate directly. I have also heard of occasions where the fundraising organisation kept all the money, as not enough was raised to have a surplus for the charity (might be an urban myth...). I know it's difficult...”

“If I am giving to a charity I do not expect someone else to be taking that funding into their coppers at the expense of the reason for the charity. The majority of the funds raised should be used for the purpose it's exists and not administration costs.”

“Too much goes on salary, commissions and media - and end user can get little as these are fixed costs/contracted and the charity only gets what is over - the fundraising organization has no incentive over and above making sales to cover their costs.”

Trust and ethics

“About as trustworthy as a snake oil salesman at a herpetologists convention.”

“Absolute transparency would be vital if a charity uses a fundraising organisation to raise funds. And the means of fundraising would have to be ethical also - I do not give to any organisation that uses lottery grants, for example.”

“By its very definition, no one should receive from charity except those collected for, therefore if you gain by collecting, the money was for you all along.”

“Don't like the idea at all, it seems to me they are capitalizing on, and making money from, other people disadvantage.”

“I am very uncomfortable about it. It's sort of parasitic. It's one reason why I stopped giving to Greenpeace which developed collecting into a business model which has been deployed out to other charities. I believe that Greenpeace has quite a predatory relationship with its collectors.”

“I don't like it and one of the charities I support uses them and I often think about cancelling the donation because of this. It is Greenpeace and I feel maybe I would be better to support Sea Shepherd. I believe that the outsourcing of the fundraising makes it really difficult to get transparency over the organisation. I support 2 other charities that I actively work for. The ones that use fundraisers seem to have less responsibility to report what they are doing to their members.”

“It seems that raising money is just a way of earning a living for some people, which is like making money from other people's suffering (off the people that need all the charity) and swindling the people giving the donations. It's like stealing money from a donations box.”

Now a necessity

“A modern necessity.”

“Charities often do not have the staff expertise nor the time to run fundraising events but need the money this generates as well as the publicity it generates so they need assistance.”

“As a long-time volunteer for several charitable organisations I realise how difficult it is these days to find enough people to do the collection, raffle selling or run a fundraising event of any kind. So my views on paid fundraising companies have had to change a bit over the last decade or so. I still believe that I will not give to an obvious 'stranger' face to face, preferring to know or at least recognise the collector. I have declined glib, pushy salesmen raising funds for an organisation I would probably have given to otherwise. I suspect that using fundraising organisations will be the only way lots of charities will manage in the future.”

“Having been part of a charity which did work with professional fundraisers (a couple of decades ago) - although it took a while to develop a relationship of trust because we were very different, I believe this was a win-win situation. We learned a lot and succeeded in our fundraising campaign.”

“Charities are busy doing what they should be doing - their job. Fund raising organisations would be part of the business plan for the charity to run smoothly and achieve their vision.”

“Depending on the organisation this can be a huge benefit to the charity as they can have their staff spend more time on actual things, instead of fundraising. I suspect they are a necessary evil. But more transparency is needed. They also need to identify themselves as being from the fundraising organisation instead of the charity.”

“Charities should use the most appropriate method to get funds. Some charities don't have the resources to organise fund raising themselves.”

“I am very supportive of it. Many charities lack the resources to professionally fund-raise, so just as businesses call on accountants and lawyers and advertising agents for help so must charities call on expert 3rd parties. To do telemarketing or face to face fundraising in-house is very expensive to set up, train and manager. It is often cheaper and more professional to do it through a reputable 3rd party.”

“I think that some of the smaller charities just don't have the means (e.g.: infrastructure and enough volunteers) to do a successful fundraising without help.”

Methods

“I hate "chuggers" (charity muggers assume you have heard the term - must be fairly prevalent to have made it into the vernacular) the student /backpacker in the street paid to approach me and ask me if I have heard of a charity etc...”

“They are often very aggressive.”

“In general it's a fair idea, but it's not always enjoyable to be contacted by them by phone, in fact it's irritating. They need to find new ways to connect with the public. NON INTRUSIVE ONES. I would rather be asked online, where I can think about it.”

“I must say I am beginning to feel charity fatigue as I am annoyed now that ring up charities when ask you for a donation, and you say I will donate \$15.00 and they say could you increase it up to \$20.00 which annoys me so I am not going to say yes in future. I am on a very limited income and cannot afford it.”

“People who I know who have done fundraising as a job keep extraordinary amounts of the money they collect. It's terrible. Also, they have people on the street trying to get money off people (Red Cross and green peace) and they are just horrible. They try and make you sign contracts for giving and they are just really obnoxious. I cross the street when I see them because they are just so awful to be around. They are just uni students and travellers who just can't get any other job and they are desperate.”

11.2 The effect of fundraising organisations on donating

Using a list of views about fundraising organisations, respondents were asked how strongly they agreed or disagreed with each statement in relation to being asked for a donation by a fundraising organisation.

Correlation analysis shows no direct relationship between the feelings about fundraising organisations and trust in charities.

There appears to be a moderate relationship between the cause being more important than the collection method and supporting fundraisers to help charities to raise more money. This suggests that if New Zealanders think the cause is sufficiently important, using fundraisers would not be a major issue.

Similarly, a moderate relationship is evident between only donating to charities who conduct their own fundraising and only donating when donations are sought for specific purposes. This suggests that if a charity is fundraising to address a specific issue, they would be best to be seen to do it themselves.

Overall, 57% of respondents felt that **fundraisers put too much pressure on people to donate:**

- Male respondents and respondents aged 55+ felt this more than other respondents.
- Less pressure appears to be felt by those giving up to \$50.
- Those who may donate more to charity in the next twelve months are more likely than average to agree that fundraisers put too much pressure on people to donate.
- Those who had given to a fundraising organisation helping to raise money for charity and those who felt there was a role for fundraising organisations are less likely to agree with this.

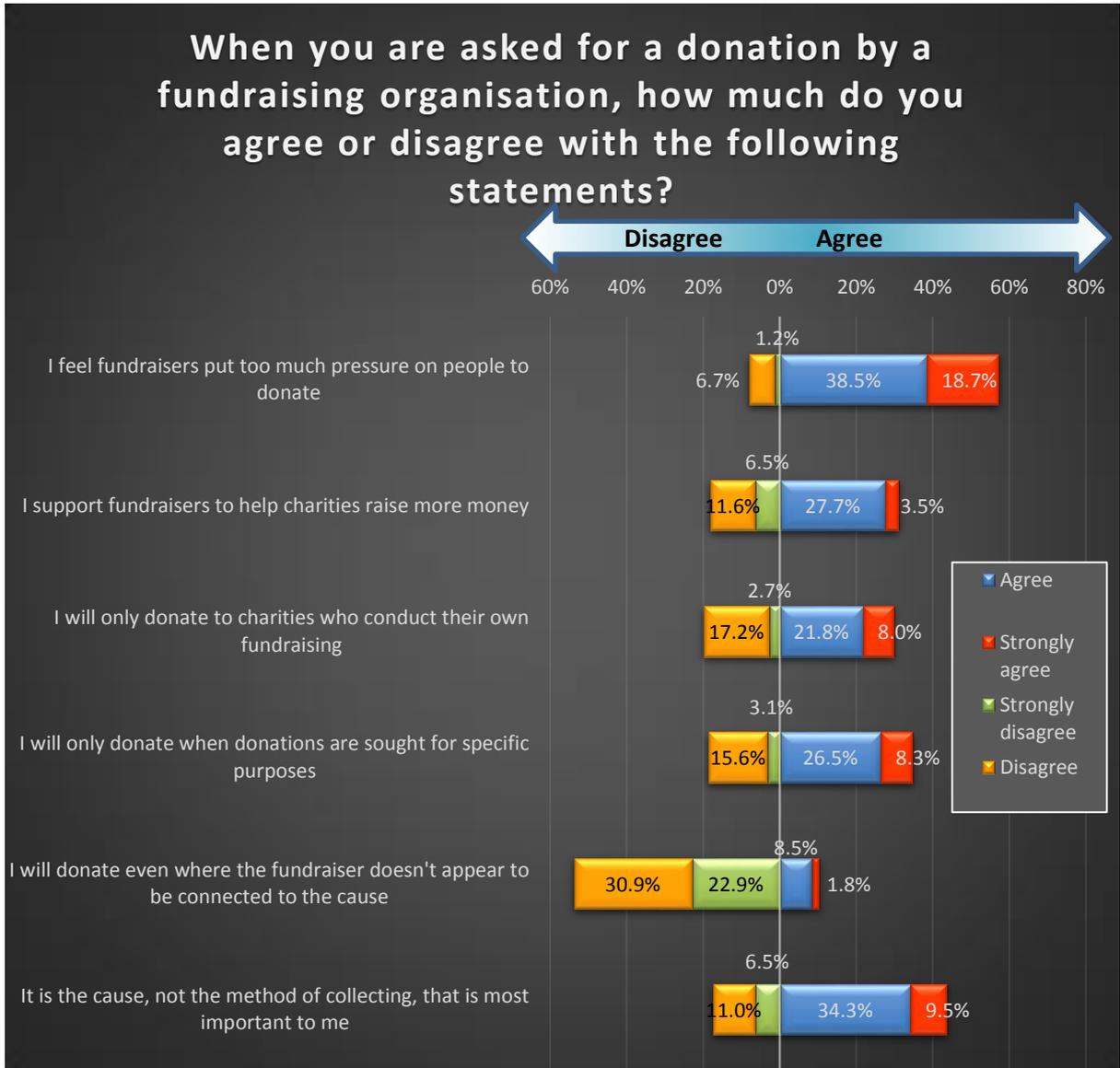
- People in couple-only households or two-parent households with 3 or more children at home were significantly more likely to agree.
- Maori and Asian respondents appeared to feel more pressured than other respondents.
- South Island respondents generally appeared to feel more pressure than North island respondents, and Aucklanders appeared to feel less pressure than average.
- Despite the lack of correlation between trust in charities and feelings about fundraisers, those who strongly agreed that fundraisers put too much pressure on people to donate had lower than average trust in charities.
- Respondents in the “Conservative Supporters” and “Cautious Sceptics” trust segments are significantly more likely than average to agree with this statement and respondents in the “Engaged Supporters” segment are significantly more likely than average to disagree (14%).
- Respondents in the “Spiritual Beliefs” and “Nature Lovers” motivation segments are significantly more likely to agree with this statement.

A majority of respondents (54%) disagree that they will **donate even where the fundraiser doesn't appear to be connected to the cause:**

- There is no difference between male and female respondents on this factor.
- Disagreement is highest among 55 to 74 year olds; to convince them to donate appears to require a connection.
- Those who donated \$51 to \$250 in the past year – around 29% of people 18+, are more likely to disagree.
- Those who may donate less to charity in the next twelve months are more likely than average to disagree. Those who say they will definitely donate more or may donate more are less likely than average to disagree.
- Those who had given to a fundraising organisation helping to raise money for charity and those who felt there was a role for fundraising organisations are less likely to disagree.
- Business Managers/Executives and Professionals/Senior Government Officials are significantly more likely to disagree with this, suggesting that the connection needs to be made clear for them to feel comfortable to give.
- People in couple-only households or one-parent households with 3 or more children at home were significantly more likely to disagree.
- Asian and Pacific Island respondents are significantly more likely than average to donate even when the fundraiser doesn't appear to be connected to the cause, but not because the cause is more important to them than the method of collecting.
- Auckland respondents appear to be more relaxed about donating when the fundraiser doesn't appear to be connected to the cause.
- Respondents who will donate even when the fundraiser doesn't appear to be connected to the cause are no more likely than average to trust charities.
- Respondents in the “Conservative Supporters” and “Cautious Sceptics” trust segments are significantly more likely than average to agree with this statement and respondents

in the “Engaged Supporters” segment are significantly more likely than average to disagree (14%)

- Respondents in the “Spiritual Beliefs” motivation segment are significantly more likely to agree with this statement (15%). Those in the “Helping People” and “Trust” motivation segments are significantly more likely to disagree. Those in the “Nature Lovers” motivation segment are a little less likely than average to disagree.



15. Charities registration

15.1 Awareness

A lower percentage of respondents (45%) than in 2012 (48%) were aware of the Charities Register. The decline in awareness is statistically significant. Note that the increase in those who said they were not aware of the Charities Register may have been caused by removing the “unsure” option in the 2014 survey and forcing a “Yes/No” choice. Comparison is therefore on the response to the “Yes” option.

Have you heard of the Charities Register?	2014	2012	2010	2008
Yes	45.0%	48%	48%	50%
No	55.0%	40%	31%	28%
Unsure		12%	21%	22%

N (unweighted)	2,448	2,000	2,210	2,121
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A lower percentage of respondents than in 2012 were also aware that registered charities are required to have, and make available, a charities registration number on request to prove they are a registered charity. The decline in awareness is statistically significant.

Under the Charities Act 2005, registered charities are required to have, and make available, a charities registration number on request to prove they are a registered charity. Were you aware of this?	2014	2012	2010	2008
Yes	36.6%	41%	38%	28%
No	63.4%	57%	58%	68%
Unsure		2%	5%	4%

N (unweighted)	2,461	2,000	2,210	2,121
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69% of those who were aware of the register were also aware of the requirement for registered charities are required to have, and make available, a charities registration number on request to prove they are a registered charity.

Respondents who were aware that registered charities are required to have, and make available, a charities registration number on request to prove they are a registered charity were more likely than average to be:

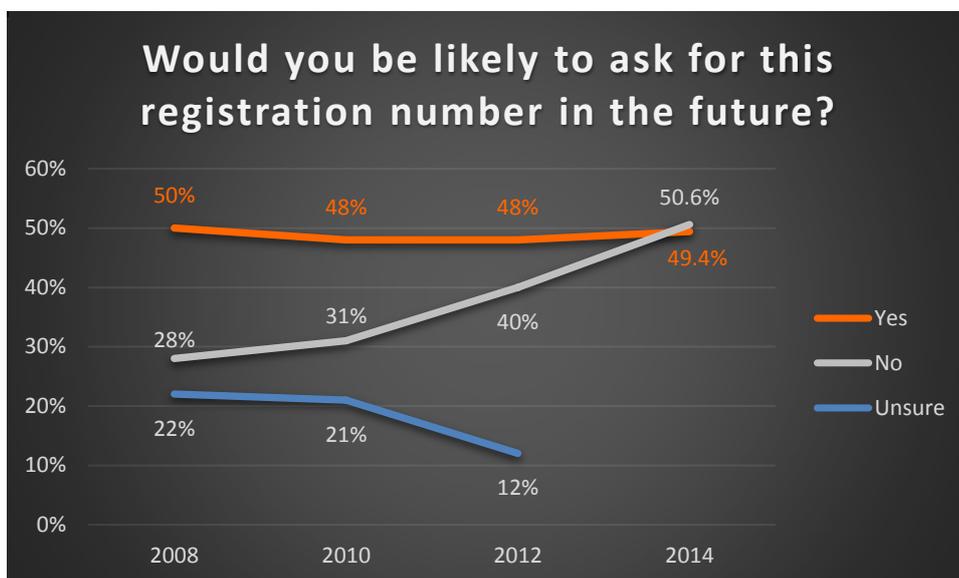
- Under 25 years of age or 65+.
- Household income of \$100,000 per annum or more.

- Business Managers/Executives, Business Proprietors/Self-employed, Professionals/Senior Government Officials or Retired people.
- Tertiary qualified
- Of Asian ethnicity. Respondents of Indian ethnicity were significantly less likely to be aware of this.
- Donators of more than \$250 in the past twelve months.
- Likely to donate more in the next twelve months than in the past twelve months.
- A member of the “Engaged Supporters” trust segment.
- A member of the “Spiritual Beliefs” motivation segment. Members of the “Nature Lovers” segment were significantly less likely to be aware of the need for charities to have, and make available, a charities registration number on request to prove they are a registered charity.

15.2 Asking for the registration number

49% of respondents said they would ask for the charities registration number in the future. There is no statistically significant change in this level since 2008, as shown in the following chart.

Again, note that the increase in those who said they were not aware of the Charities Register may have been caused by removing the “unsure” option in the 2014 survey and forcing a “Yes/No” choice. Comparison is therefore on the response to the “Yes” option.



Respondents who had not been aware of the need for charities to have, and make available, a charities registration number on request to prove they are a registered charity were slightly more likely to ask for the registration number in the future than those who were aware of the need.

Respondents who said they ask for the registration number in the future were more likely than average to be:

- Male
- 55 years of age or over.
- Either having no formal school qualifications or holding NCEA 1/School Certificate.
- In couple-only households.
- Of Indian, Maori or Pacific Island ethnicity.
- Donators of more than \$250 in the past twelve months.
- Likely to donate more in the next twelve months than in the past twelve months.
- A member of the “Conservative Supporters” or “Cautious Sceptics” trust segments.
- A member of the “Helping People” or “Nature Lovers” motivation segments.

15.3 Awareness of content of the Charities Register

35% of respondents were aware that information about charities registered under the Charities Act 2005 is publicly available on the Charities Register. While this is a decline from the 2012 result, the change is not statistically significant.

Information about charities registered under the Charities Act 2005 is publicly available on the Charities Register. Were you aware of this?	2014	2012	2010
Yes	34.7%	37%	27%
No	65.3%	62%	69%
Unsure		1%	4%

N (unweighted) - All respondents	2,437	2,000	2,210
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15.4 Referring to the Charities Register

31.5% of respondents who were aware of the Charities Register said they had referred to it. This is not a statistically significant change from the 30% 2012 result.

Have you ever referred to the Charities register?	2014	2012	2010
Yes	31.5%	30%	30%
No	68.5%	70%	69%
Unsure		-	1%

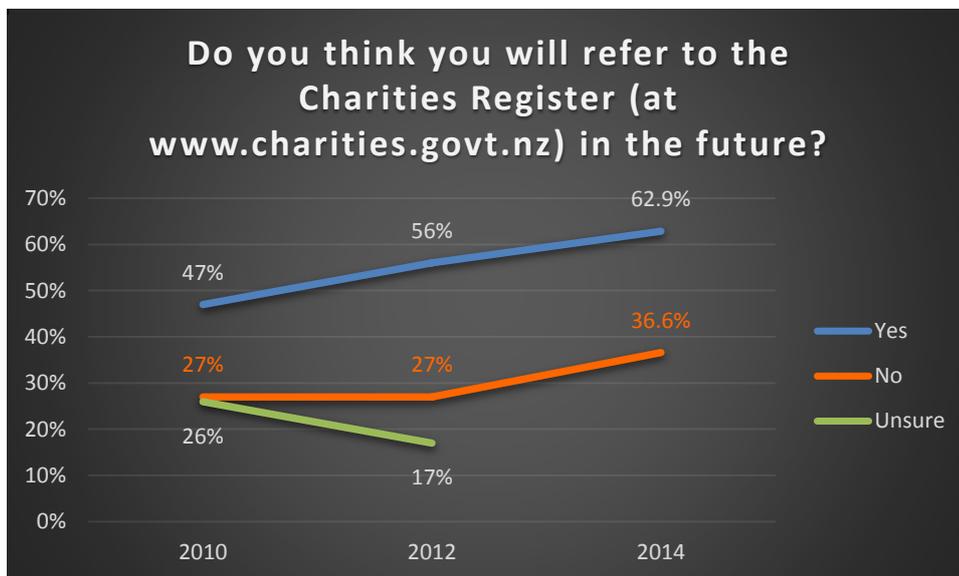
N (unweighted) - Aware of Charities Register	909	738	605
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Respondents who said they had never referred to the Charities Register were more likely than average to be:

- Female
- 45 years of age or over.

- With household income of \$30,000 or less per annum. Reference to the Charities Register by respondents with household income over \$150,000 per annum was at more than twice the overall average level.
- In single-person households.
- Likely to donate less in the next twelve months than in the past twelve months.
- A member of the “Cautious Sceptics” trust segment. Note that 31% of members of the “Engaged Supporters” trust segment had referred to the register. This is the highest level for any identified group in this survey.
- A member of the “Feel Good” or “Nature Lovers” motivation segments. Members of the “Spiritual Beliefs” and “Work in New Zealand” motivation segments were significantly more likely to have referred to the register (16% and 20% respectively).

63% of those respondents who were aware of information on registered charities being publically available on the Charities Register said they would refer to the register in future. This is a statistically significant increase, continuing the growth evident from 2010 to 2012.



58% of all respondents (including those who had not previously been aware that information on registered charities was publically available on the Charities Register) said they were likely to refer to the register in future.

Those who were more likely to refer to the Charities Register in future were more likely than average to be:

- Female.
- 18-24 years of age.
- Significantly more likely to not be in paid employment.
- Maori.
- Possibly (not definitely) intending to either donate more or donate less in the next twelve months than in the past twelve months.

- A member of the “engaged Supporters”, “Conservative Supporters” or “Cautious Sceptics” trust segments.
- Members of the “Feel Good” or “Helping People” motivation segments.

Key characteristics of those who were unlikely to refer to the Charities Register in the future are:

- 25-44 year olds.
- Respondents with household income of \$200,000 or more per annum.
- Employed respondents who are not in management or senior roles.
- Those who have not referred to the register in the past.
- Respondents of Indian or Other European ethnicities.
- Members of the “Unengaged Sceptics” trust segment.

15.5 Charities Register content

Respondents who had referred to the Charities Register were asked if it had contained enough information to assist in their decisions. The 2014 survey question was worded slightly different from the 2012 question (“Did the Charities Register have the right information you were looking for?”) but the questions are similar and the two results are compared in the following table.

84% of respondents who had referred to the Charities Register said it contained enough information. This is 6% lower than the 2012 result.

You said you have referred to the Charities Register; has it contained enough information to assist you in your decisions?	2014	2012
Yes	83.8%	90%
No	16.2%	7%
Unsure		3%
N (unweighted) - Aware of AND referred to Charities Register	473	220

Those respondents who felt the Register did not contain enough information for them were significantly more likely than average to be:

- Male.
- 18-24 years of age.
- Have household income between \$30,001 and \$50,000 per annum.
- Of Asian or Indian ethnicity.
- Donators of \$251 to \$550 in the past twelve months.
- Possibly (not definitely) intending to either donate more or donate less in the next twelve months than in the past twelve months.

- Members of the “Agreeable Advocates” trust segment.
- Members of the “Spiritual Beliefs” motivation segment.

15.6 Use of advanced search functions.

Respondents who had referred to the Charities Register were asked if they had used the advanced search function on the Charities Register for research or to answer more general questions about charitable activity.

49% of respondents who had referred to the Charities Register said they had used the advanced search function, 22% higher than the 2012 result.

Have you used the advanced search function on the Charities Register for research or to answer more general questions about charitable activity?	2014	2012
Yes	49.3%	27%
No	50.7%	65%
Unsure		8%

N (unweighted) - Aware of AND referred to Charities Register	473	220
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Respondent age was not a factor in use of the advanced search function.

Those who had not used the advanced search function were significantly more likely than average to be:

- Workers (e.g. clerical, sales, labourers, agricultural, domestic workers) rather than managers, business owners, professionals or people in senior roles.
- University graduates.
- Of NZ European/Pakeha ethnicity.
- Members of the “Unengaged Sceptics” trust segment.

Note that 56% of respondents who said the Charities Register did not contain enough information to assist them with their decisions had used the advanced search function.

16. Charities sector strengths and weaknesses

16.1 Strengths of the charities sector

Respondents were asked to say, in their own words, what they thought were the key strengths of the charities sector in New Zealand.

15% of respondents didn't know what the strengths were. However, there was a wide range of strengths given, with the following being the key areas. They are shown with example comments (all comments are available online from the Horizon Research system):

Targeted assistance

"Distribution of funds to the needs in New Zealand."

"Diversity. Small local such as schools and children's clubs to churches belonging to worldwide denominations. Large medical charities. The strength connection is stronger in a smaller town I find."

"Each has been established to respond to an area of need in our society. Those involved are genuinely committed to making a positive difference. Most rely on the generosity of volunteers to carry out the work they do. They provide an encouraging balance to the apparently prevalent political and economic atmosphere that value and cost can only be measured in dollar terms."

"Fill a gap where public funding is insufficient and help focus on minority/undervalued/under supported parts of the community."

"Fund essential services - some of which should probably be government funded. Volunteers - many rely on them and many of these volunteers are not high earners in their working lives - they are so giving of their time."

"Help those in need (e.g. St John ambulance, air ambulance etc.)."

"Helping communities/people that do not receive sufficient or any government funding. Many people need assistance when or after a serious illness or condition and they have no immediate family or close friends to help - this is where Charity organisations help and give hope."

"Helping people in need. Drug addicts, family violence victims etc."

"They help where the government tends not to help. So there are a lot of little people that miss out on funding from the government - not because that they aren't important - but there is only so much money to go around - and without charities some of the little would miss out - so charities are a huge part on playing a big role for the little people that would miss out if it wasn't for them."

"In most cases, they support the community in ways the Government cannot or is unwilling to do so."

Accountability/Honesty

“Generally I think they are honest and fill a very much needed role especially as Government doesn’t seem very interested in needy people.”

“Good endeavour, honesty, integrity.”

“I have general positive beliefs on NZ charities that they are honest and trustworthy. They are there for good causes and play important roles in the society covering areas that the government cannot or is not able to support.”

“Many, such as the Salvation Army are known and recognised for their good works. I do believe that most charities in NZ are bona fide.”

“More ethical than those based in 3rd world.”

“Mostly their intentions are honourable.”

“No apparent corruption, they help people where the Government can't or won't.”

“Typically they are motivated by the Common Good rather than individual wealth. It is a very large sector which contributes significantly to the country's overall well-being.”

Public support

“Making public aware of urgent needs, involving public and by asking for donations they get public to acknowledge ownership of issues.”

“New Zealanders feel they want to give, even if they themselves cannot always afford to give at a certain time.”

“New Zealanders like to help folk in need.”

“They mobilise New Zealanders' desire to help others and causes they are interested in.”

“Ability to raise funds when needed, engage with the public and lift their profile.”

“Tremendous support from community members and businesses.”

“Donations from the public.”

“Generally well looked upon by the NZ public. Main strengths have always been good volunteer bases which are now sadly dwindling.”

People

“Generally the management of charities is in the hands of people who are passionate about that issue.”

“Hugely passionate committed people making a huge difference as Government retreats from, or creates, social needs.”

“Majority of volunteers who collect donations are great in personality and attitude towards the cause. Some are in your face. Key strengths are people skills, knowledge of charity needs and services and not only major changes they have made but also the little ones. In the community they are familiar face and it’s good for the public to always match the face with the cause and learn a little about what the charity has made changes towards.”

“Most charities in New Zealand are run by earnest people who believe they are making an actual difference. I think most people who would give to charities understand the sacrifices those running and organising charities go to.”

“New Zealand society would collapse if it were not for the help of volunteers. There are many men and women donating countless 1000 of hours to help communities.”

“Work of volunteers.”

“Volunteer involvement.”

“Volunteers working in our communities display passion in our society to get things done and be as self-reliant as possible.”

“When a New Zealander supports a cause it's normally with their whole heart and soul. So the people themselves, I guess.”

16.2 Issues to be addressed

Respondents were also asked what they thought needed to be addressed within the charities sector in New Zealand to help them achieve their purposes.

While there was a wide range of issues given, the following were the key areas. They are shown with example comments:

Accountability, Transparency, Honesty

“Accountability and transparency are always needed. As far as I am aware, the systems are in place to make sure charities act honourably and justly with the monies donated to them. However there will always be individuals who abuse the

trust that is placed in them, when they take on a key role with a particular charity. Adhering to proper accounting systems helps to mitigate that risk of abuse.”

“Accountability for where money goes.”

“HONESTY!! They MUST be Honest and put the money to the intended use. Not to pocket it for themselves.”

“Address the question of why big businesses such as Sanitarium can be a charity and yet give only a very MICRO amount to charity. They are not the only big business to look good and do mean.”

“Although they appear to be transparent they are not. Even if they present their statistics as to how they spend their funds I know how to represent statistics to say whatever I want them to prove. It is taught to accountants, scientists, engineers and managers in statistical analysis at university. Charity commission to fully audit accounts and work done and give them a rating as to how effective they are on a scale of 1 to 10. This to be published each year so we know how good the charity is at delivering on promises. When I see a child crying on TV because I have not donated \$5 a month I want to know how well that money has been used to help her. If she is still crying next month I want to know.”

“Honesty, robustness, openness, no pressure, acceptance of refusal with a smile, taking “No” for an answer.”

“Just that in order to be successful, I believe that total transparency is the way to go. People want to know they can trust that the money they donate actually helps those in need, not the CEO's with their million dollar salaries.”

Administration Costs

“Combine the admin side so one admin runs them all but what is given to one charity stays with that charity.”

A much tighter focus on what they need to follow to qualify as a genuine charity. A certain percentage should be the maximum allowed for admin. The rest should be able to be proved as spent on the things for which the charity was formed.”

“Administration fees transparent.”

“Better regulation to ensure donated money goes to help the cause and not to administrators or fundraising organisations.”

“Educate public about their administration costs. Need to be more self-supporting in creating funds.”

“Full accountability of money raised compared to retained funds for administration.”

Consolidation

“Charities tend to operate independently and tend to be a number of different charity groups for similar causes. With the scarcity of funds charities need to come together in a geographical area to share resources so that this sector is more effective in the local communities.”

“I think there are too many charities with similar interests chasing a dollar that is becoming harder to part with. Perhaps they should join forces for the common good.”

“Less competing with each other.”

“Charities with similar aims should work together so that all areas in their particular concern are covered, rather than missing an area and doubling in another.”

“Perhaps merge a few which have the same goals in mind which would cut down on overheads.”

“Charities need to look at merging especially with less money available and so many organisations out there.”

“Do we really need so many cancer charities - strikes me that 27 or whatever it is, is far too many. These organisations basically need to merge.”

“If there are charities both fundraising for the same thing then they could be merged 27000 charities seems like a lot.”

“Maybe less charities but supporting the same amount of causes - i.e. amalgamate so overheads are less and the money saved goes to the cause instead of overheads.”

Government involvement/support

“More support from Central Government where applicable. If all the charitable organisations in New Zealand stopped doing their work tomorrow, the health sector in particular would fall apart.”

“More support from charities office particularly for small charities in helping them meet their goals, for example supplying cheaper accounting/auditing services or providing mentoring.”

“Government needs to support established charities more rather than starting competing services.”

“Better funding from the Government and commercial management (definitely not Government).”

“A government or independent auditor”

“A lot of them need more government funding so they can do what they do best rather than worrying about money to do it.”

“Better lobbying of central government to increase funding in areas that are experiencing higher demand e.g. Cancer Society.”

“Charitable organisations should be able to claim from the government and percentage of the money that they pay out to fundraising organisations; i.e. 33 %”

“How funds are raised - or working together - using one funding agency for all the charities. Is the Government moving away from a job they should be doing rather than charities!!!???”

“More consistent funding from Government.”

16.3 Increasing confidence in donating

Finally, respondents were asked what charities could do, if anything, to make them feel more confident about donating.

Key areas, with example comments, are shown below:

Achievements/Success stories

“Simple information about what they do, real life examples of their achievements.”

“Show the direct link of donations to outcomes.”

“Show definite benefits rather than making people feel good.”

“Show an outcome of what the money is being used for, show that it is making a difference from just saying it is, but 5yrs down the track they are still saying the same thing.”

“Share past story's with making a difference in people's life.”

“Publicise what they've actually done, not just what they want.”

Transparency

“State the amount donated, the return to the charity, the return to the company to equate the real return.

“Open and honest about where the money goes... with evidence to prove it.”

“State what portion of donations go to the real place and what portion is on advertising and on admin and paid staff including the large amounts CEOs get and their like.”

“More transparency and public reporting of funds collected and comprehensive breakdown of expenses/deductions paid from collected funds, and to demonstrate an actual net benefit to the cause.”

“Show what percentage of the money goes where.”

“Be honest about how much will be paid to management, reduce their management expenses, often you can read about job vacancy for a charity with a salary well above average, this is not acceptable, will never donate to those.”

“Publish how much of their fundraising goes to administration and professional fundraising fees; send less mail with promotion; keep it simple and clean; don't clutter the environment with unwanted mail.”

“Public statements showing how much was donated and what proportion was used for the defined purpose and how many were helped as a result, and these figures should be available on a per year basis”

“Just be clear about what they do with the money and how much goes to the cause as opposed to management etc.”

Methods

“Stop acting like beggars in the street some well-placed collectors are fine, but don't hassle people who walk past!!”

“Let me make my own decisions about who I give money to. I don't like being accosted on the street by aggressive people armed with clipboards.”

“Stop asking for a specified amount to me a donation is any amount you can afford some ask for donations of a minimum \$20; this puts me off - I would rather give smaller amounts to a few charities than large amounts to one. The Haemophilic Society telephone canvasses and if you don't send your agreed donation on time you

receive a bill, a donation is given not billed I will never give to them again for this reason.”

“Really don't like the cold calling and the almost begging nature that goes with these calls (and in some cases you feel as though you're being railroaded into donating), which is why I will give on the street but not over the phone. Be able to choose what I want to give each month if I want to do a regular payment.”

“Stop door to door collections and make it easier to donate online or by credit card.”

“Stop judging me; if I say I can't give, I can't give then. I do not want to hear snide remarks about my purchases when I come out of the shop.”

“Not to request specific amounts when sending out donation envelopes - if unable to meet their request it gives one a bad feeling. Remember the widow's mite”

“Not phone me at home - do not donate to charities who phone asking for money I prefer sighting a person before I give”

“Not be so pushy, especially when asking for donations on the street. I find that most of the reps can be quite rude, especially if you say you can't afford to donate.”

A group of respondents indicated that nothing charities could do would make them feel more confident about donating. This was a mixed group; most had confidence in charities already, others did not. Some examples illustrate this:

“Nothing, as far as I am concerned. I donate where I can from a limited income source, to those charities which I feel need to be supported which, largely, are well known and publicised charities.”

“Nothing! As long as there is plenty of info on the respective charity, I am intelligent enough to sort out whether my ideals and philosophy matches theirs and whether I have enough money to support them as well as the ones I currently support. You can only support a limited number and I've decided on my priority charities and will not likely add to them no matter how good they might try and pressure me to respond.”

“Nothing really, I choose my charities carefully and contribute to the same ones year after year.”

“Nothing they can do -- I don't have the money.”

“Nothing, got soured off them when living in Asia. Great when you see Red Cross parcels for sale in the local market.”

“Nothing - they do a great job.”

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17. Services provided by charities

10% of respondents said they had received services received services from a charity in the past 12 months, up from 8% in 2012 and 2010.

Have you received services from a charity in the last 12 months?	2014	2012	2010
Yes	10.0%	8%	8%
No (<i>includes unsure for 2012 and 2010</i>)	80.1%	92%	92%
Unsure	9.9%		
N (unweighted) - All respondents	2,440	2,000	2,210

The most commonly noted service providers were:

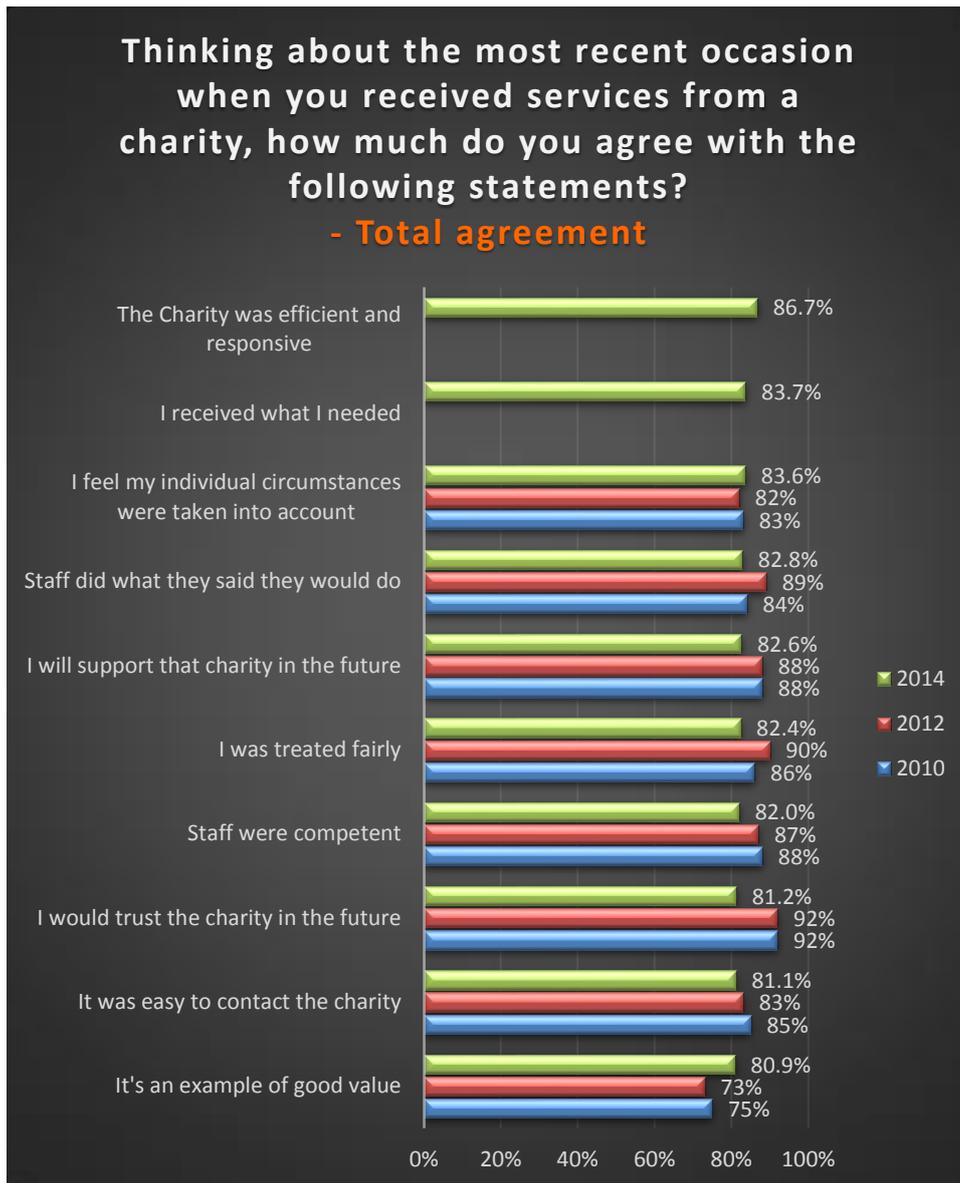
- St John New Zealand
- Hospices throughout New Zealand
- The Salvation Army
- Churches and associated church organisations
- Cancer Society and Cancer-related organisations
- Blind Foundation
- Red Cross
- Heart Foundation.

17.1 Rating aspects of services received

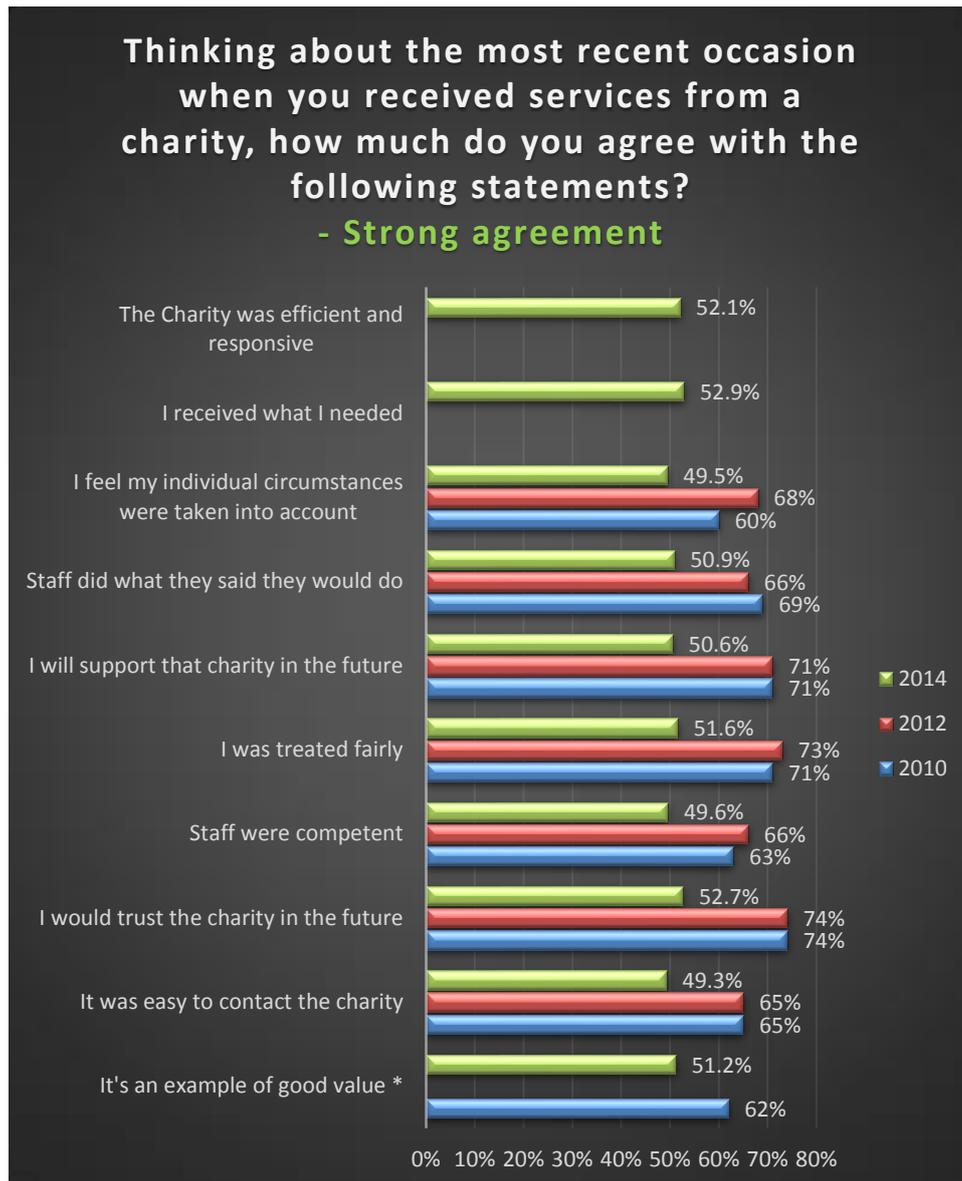
Respondents were asked to think about the most recent occasion when you received services from a charity and say how strongly they agreed or disagreed with a list of ten general statements about the service.

Ratings of 6 of the 8 factors measured in 2010 and 2012 were lower than in 2012. On average, the difference between the average ratings in 2014 and the average ratings in 2012 was 4%.

The following chart shows the total percentage of those who agreed and those who strongly agreed with each statement.



Looking at total agreement, however, does not give the full story. The following chart compares the level of Strong agreement with each statement and demonstrates a significant difference between the 2014 result and the 2012 and 2010 results. It indicates that not only has the overall agreement with each of these statements declined, but so has the overall strength of the agreement.



* The 2012 "Strong agreement" figure for "It's an example of good value" was not included in the 2012 research report.

17.2 Satisfaction with overall quality of service

Respondents who had received services from a charity in the past twelve months were asked how satisfied they were overall with the quality of service delivery.

80% were either satisfied or very satisfied with the quality of service received but overall satisfaction was lower than in 2012, accelerating the decline noted between 2010 and 2012.

It was evident that not only had overall satisfaction declined, but as noted in the Section 14.1, the percentage of respondents who said they were very satisfied had declined more markedly, as shown in the following table.

How satisfied were you with the overall quality of service delivery?	2014	2012	2010
Very dissatisfied	10.1%	4%	1%
Dissatisfied	1.3%	5%	1%
Neutral	8.8%	5%	3%
Satisfied	31.3%	18%	27%
Very satisfied	48.4%	68%	63%
Unsure		1%	5%

Total dissatisfied	11.4%	9.0%	2.0%
Total satisfied	79.7%	86.0%	90.0%

N (unweighted) - Received services from a charity in past 12 months	262	164	185
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Comments did not disclose any systemic trends in service delivery related to the ratings; they were generally comments on one-off events.

17.3 Expectations of service

Respondents who had received services from a charity in the past twelve months were asked how the service provided by the charity had compared with their expectations.

53% said the service was better than expected, down from 79% in 2012. 6% said the service was worse than expected – double the level of 2012. 41% - up from 15% in 2012 - said the service was about the same as expected. The following table shows the comparisons between the 2014, 2012 and 2010 survey results.

Looking back, how did the service you got from the charity compare to what you expected?	2014	2012	2010
Much worse than I expected	0.1%	1%	0%
Worse than I expected	5.7%	2%	1%
About the same as I expected	41.5%	15%	19%
Better than I expected	23.2%	34%	32%
Much better than I expected	29.4%	45%	45%

Total worse than expected	5.8%	3.0%	1.0%
Total better than expected	52.6%	79.0%	77.0%

N (unweighted) - Received services from a charity in past 12 months	262	164	185
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APPENDIX 1 – SAMPLE

Sample

2,722 members of the HorizonPoll National Panel, representing the New Zealand population 18+, responded to the survey between 11 and 30 April 2014.

The sample is weighted on age, gender, ethnicity, education, personal income and, to ensure balance across the political spectrum, party vote at the 2011 New Zealand general election. The sample has a maximum margin of error at a 95% confidence level of $\pm 1.9\%$ overall.

Raw sample counts and the weighted percentages on which the results are based are shown below:

	Raw Count	Weighted %
<u>GENDER</u>		
Male	1,008	49.0%
Female	1,404	51.0%
<u>AGE GROUP</u>		
Under 25 years	51	9.0%
25-34 years	187	19.9%
35-44 years	326	12.6%
45-54 years	543	27.0%
55-64 years	557	13.6%
65-74 years	574	13.3%
75 years or over	174	4.6%
<u>PERSONAL INCOME</u>		
Less than \$20,000 per year	519	39.0%
Between \$20,001 and \$30,000 per year	393	14.0%
Between \$30,001 and \$50,000 per year	466	21.0%
Between \$50,001 and \$70,000 per year	344	9.5%
Between \$70,001 and \$100,000 per year	227	4.3%
Between \$100,001 and \$150,000 per year	115	1.6%
Between \$150,001 and \$200,000 per year	27	0.3%
More than \$200,000 per year	23	0.4%
Don't know/ prefer not to say	283	10.0%
<u>HIGHEST QUALIFICATION</u>		
Postgraduate degree (Masters' degree or PhD)	252	3.6%
Undergraduate (Bachelor) degree	584	10.4%
Vocational qualification (includes trade certificates, diplomas etc)	603	13.5%
University Bursary or 7th form	145	4.5%
Sixth form/UE/NCEA Level 2	226	19.6%
NCEA Level 1 or School Certificate	247	21.4%
No formal school qualification	200	17.0%
Prefer not to say	53	10.0%

	Raw Count	Weighted %
<u>REGION</u>		
Northland	96	3.7%
Auckland region	672	33.9%
Waikato/Coromandel	171	7.9%
Bay of Plenty/Central Plateau	150	3.5%
Taranaki/Wanganui	79	3.8%
Manawatu/Horowhenua	92	4.0%
East Coast/Hawkes Bay/Wairarapa	141	6.2%
Wellington region	417	13.3%
Nelson/Tasman/Marlborough	81	2.4%
Buller/West Coast	19	1.1%
Canterbury	292	12.5%
Otago	150	5.0%
Southland	37	2.9%
<u>ETHNICITY</u>		
Maori	168	17.5%
NZ European/Pakeha	1,811	64.3%
Asian	48	6.6%
Indian	17	2.2%
Pacific Island	36	4.4%
Other European	191	4.6%
Other	4	0.3%

Respondent comments

All comments from respondents are captured as entered by respondents and are available from the Horizon Research system.

Contact

For more information about this survey or additional analysis, please contact Grant McInman on 021 076 2040, email gmcinman@horizonresearch.co.nz.

APPENDIX 2 – MULTIPLE REGRESSION OUTPUT - DRIVERS OF TRUST AND CONFIDENCE IN CHARITIES

SUMMARY OUTPUT

<i>Regression Statistics</i>	
Multiple R	0.680577
R Square	0.463185
Adjusted R Square	0.461307
Standard Error	1.661522
Observations	2582

ANOVA

	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	9	6126.506	680.7228	246.5802	0
Residual	2572	7100.404	2.760655		
Total	2581	13226.91			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	1.834177	0.129414	14.17292	5.83E-44	1.58041	2.087943	1.58041	2.087943
Make a positive difference to the matters they address	0.278175	0.02524	11.02105	1.24E-27	0.228681	0.327668	0.228681	0.327668
Ensure that their fundraisers are ethical and honest	0.125442	0.024515	5.116966	3.33E-07	0.077371	0.173513	0.077371	0.173513
Spend their money wisely and effectively	0.10579	0.028414	3.723223	0.000201	0.050074	0.161506	0.050074	0.161506
Ensure a reasonable proportion of donations gets to the end cause	0.088311	0.021777	4.055274	5.16E-05	0.045609	0.131012	0.045609	0.131012
I trust charities more if I have heard of them	0.085959	0.014193	6.056485	1.59E-09	0.058128	0.11379	0.058128	0.11379
I trust charities that I feel a personal connection to	0.013563	0.013187	1.028546	0.30379	-0.01229	0.039421	-0.01229	0.039421
They protect the environment	0.193438	0.078267	2.471513	0.013519	0.039965	0.346911	0.039965	0.346911
They help children	0.057372	0.089868	0.638403	0.523268	-0.11885	0.233594	-0.11885	0.233594
They help women	0.108447	0.096253	1.126696	0.259976	-0.08029	0.297188	-0.08029	0.297188