

For immediate release  
3 January, 2017

## Aussies will donate \$4.2 billion to charity this year

- ➔ New finder.com.au research shows that three in five (62%) are planning to donate to charity this year
- ➔ On average, Australians will contribute \$336 each
- ➔ State by state analysis - NSW the most generous

**3 January 2017, Sydney, Australia** – Aussies are planning to be more charitable despite rising living costs, according to new research from finder.com.au, the site that compares virtually everything.

The research found that adults are expected to donate a whopping \$4.2 billion to charity this financial year – roughly 10% more than last year – with an average contribution of \$336 per person.

It could be thanks to charities finding innovative ways to fundraise with the help of social media and other technology.

But maybe Aussies are becoming more giving, says Bessie Hassan, Money Expert at [finder.com.au](http://finder.com.au).

“It’s really heartwarming to learn that Australians are planning to give more regular donations in 2018 even though a lot of people are squeezed.”

The new research shows a hefty two thirds of Aussies (66%) – 12.4 million people – already donate to charity annually.

One in five adults (20%) say they are planning to give more to charity in 2018 than they did last year.

“The country is in good hands with many Australians sharing their wealth,” says Ms Hassan.

“An added incentive to give is that all charitable gifts and donations over \$2 are tax deductible. Just remember to grab a receipt when you make a donation so you can benefit from the exemption come tax time.”

The research shows Generation X are having the biggest impact.

“Generation X are the most charitable age group, and are expected to give an average of \$400 each in 2018,” says Ms Hassan.

“Considering they are the most cash strapped group with mortgages and school fees to cover that says a lot.”

The highest amount will come from New South Wales with the average adult pledging \$383 a year to charity, compared to just \$227 per person in South Australia. The research shows 13% of Aussies will donate more than \$500 to charity next year.

Ms Hassan urges those who couldn't afford to donate money, to donate their time instead.

“Charities are very grateful for those who can give their time and skills which can all have a big impact on the services they provide,” she said.

<b>Reported giving by state</b>	
<b>State</b>	<b>How much are you planning to donate to charity in 2018?</b>
NSW	\$383
WA	\$351
VIC	\$342
TAS	\$329
QLD	\$311
SA	\$227

Source: finder.com.au survey of 2,017 Australians

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