

# *Brave idea: The changing shape of giving in New Zealand*

*John McLeod*



Philanthropy  
Summit 2019

*The Future of Trust*

*Te pono, te tika, te māramatanga  
me te aroha anō o tētehi ki tētehi*



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# The New Zealand Support Report

The changing shape of giving and  
implications for the recipients

John McLeod, JBWere Philanthropic Services

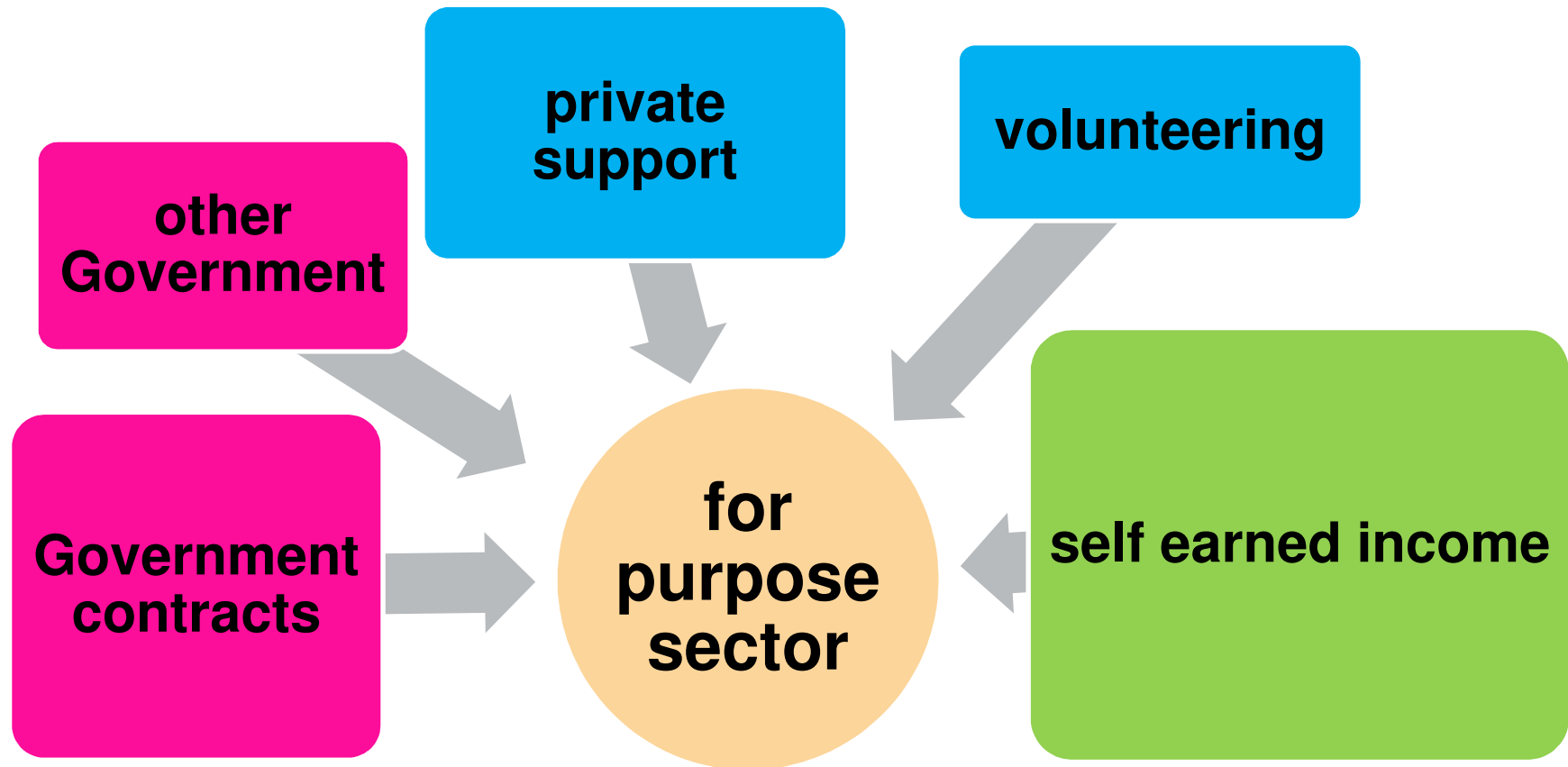
May 2019

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Support comes from various sources

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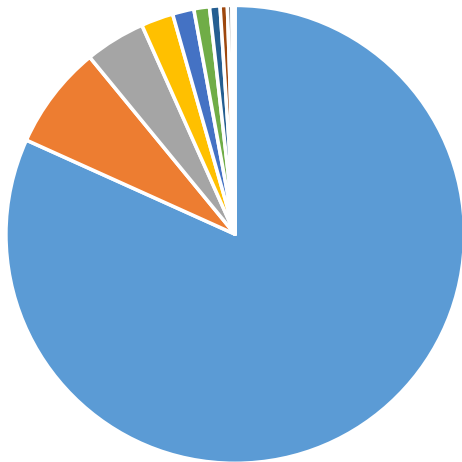
**The philanthropic dollar is different.** It can do things Gov't and self earned funding can't. Volunteering is also a vital part of the for purpose sector operating model

# Large recipient organisations dominate

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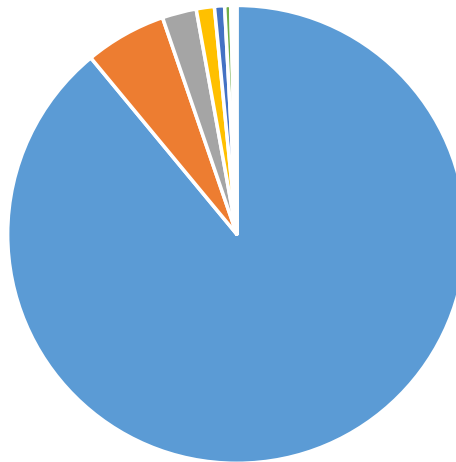
**Assets by decile**

**85/15**



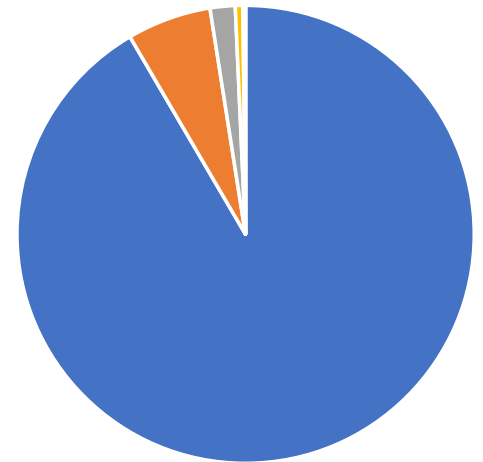
**Income by decile**

**89/11**



**Donations by decile**

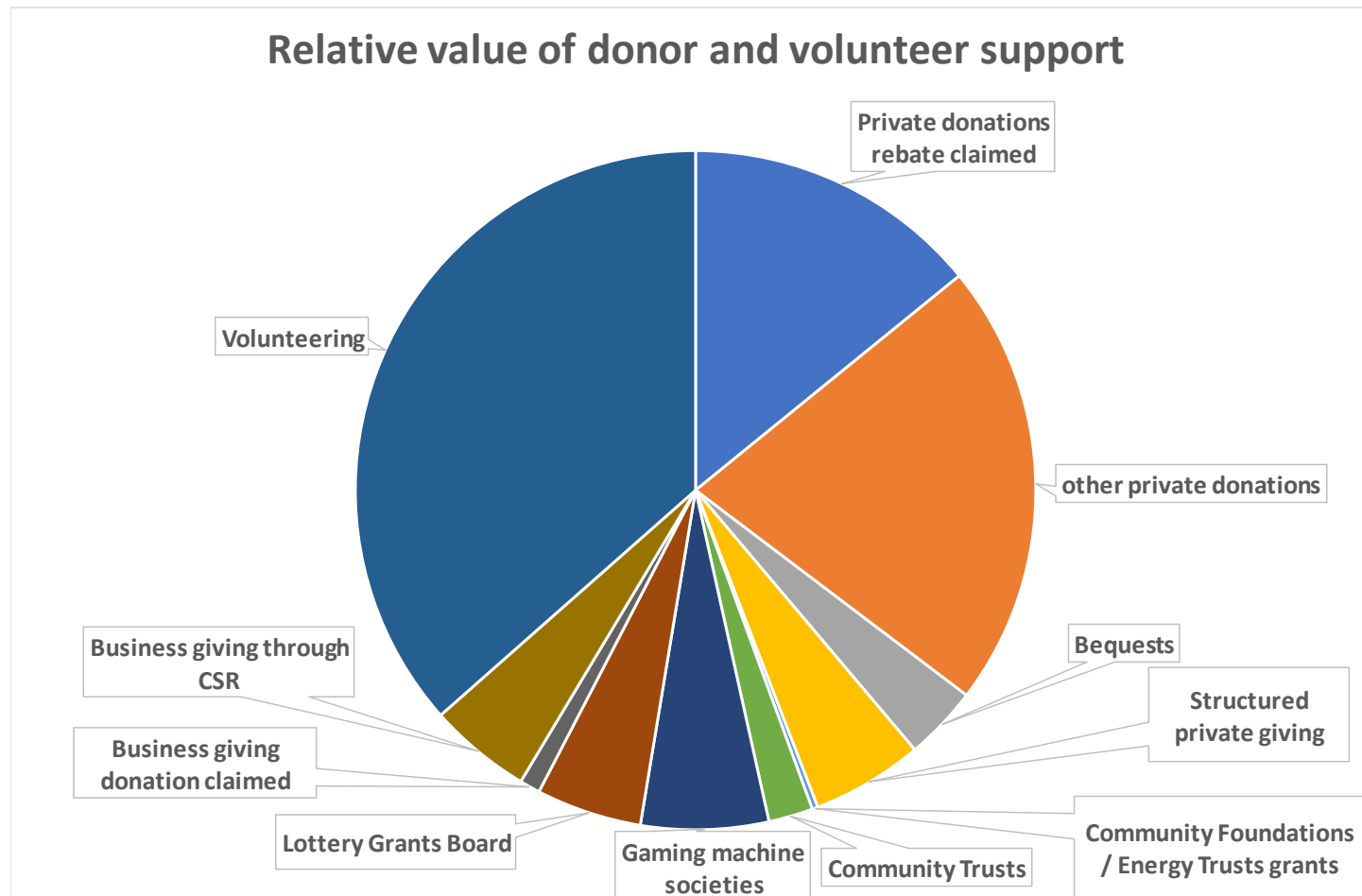
**91/9**



- The 80/20 rule usually rules in life where 80% of things go to 20% of the people
- For the charity sector it is more concentrated, especially for donations
- **OR to turn it around, 91% of organisations fight over just 9% of donations**

# Giving and volunteering in New Zealand

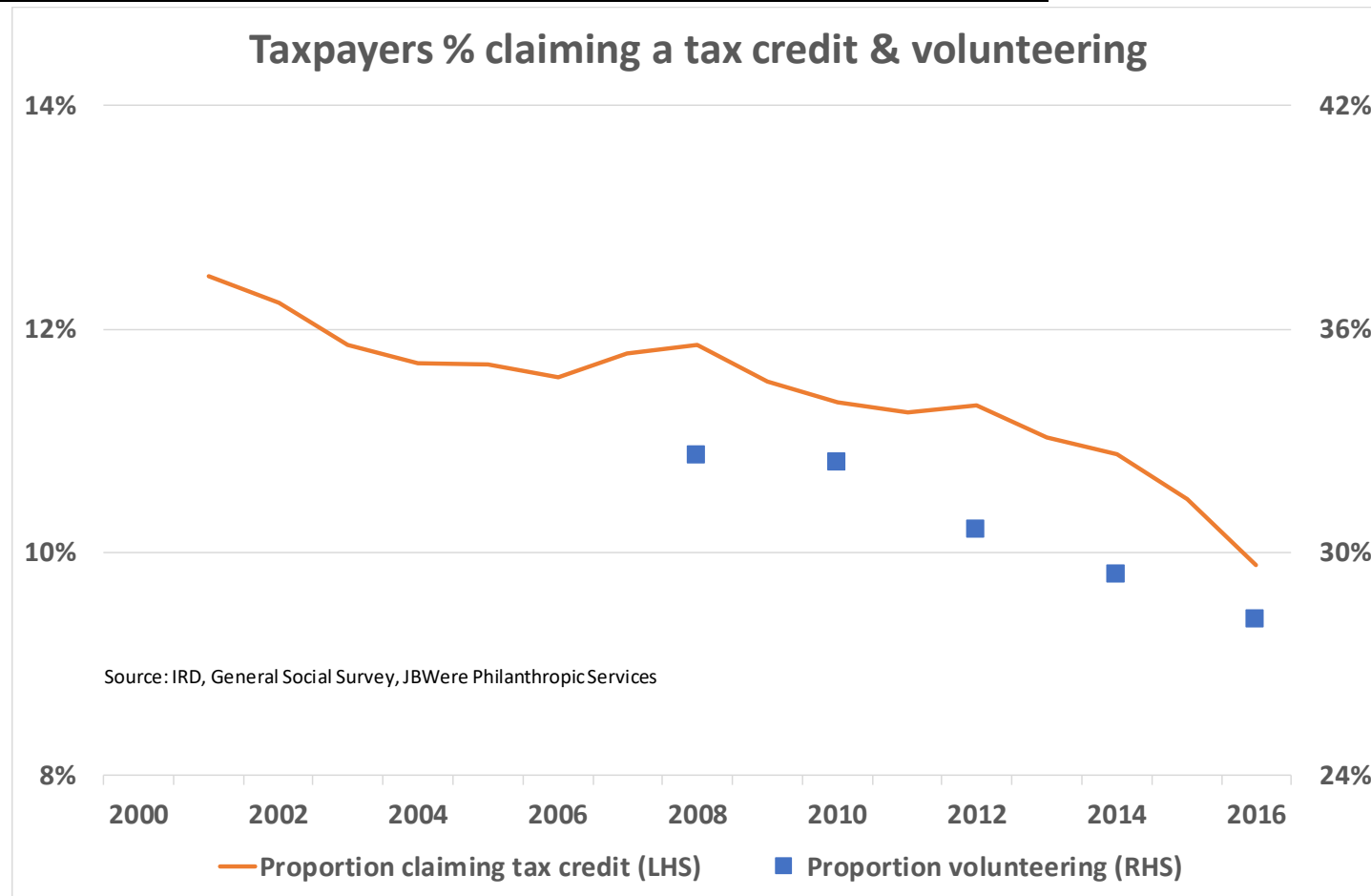
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The current support pie puts into perspective the importance of each segment. **The complexity is they are all growing at different rates and supporting different causes.**

# Mass market philanthropy and volunteering are both falling

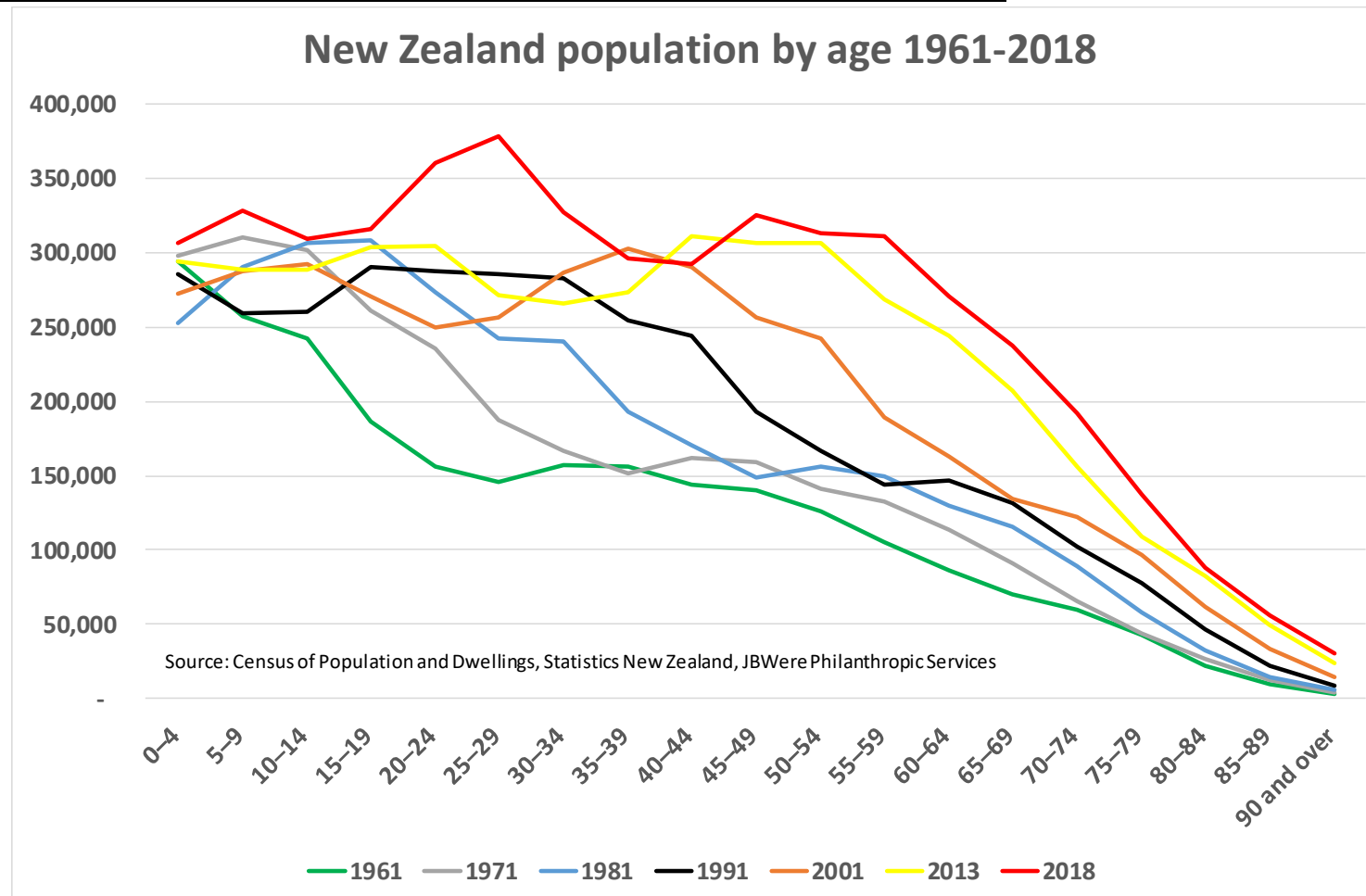
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This is a global issue. **A national generosity campaign for support can change attitudes.** Adding the thinking that “my life will be better” to the case for support is important.

# Bequests – baby boomers are moving on

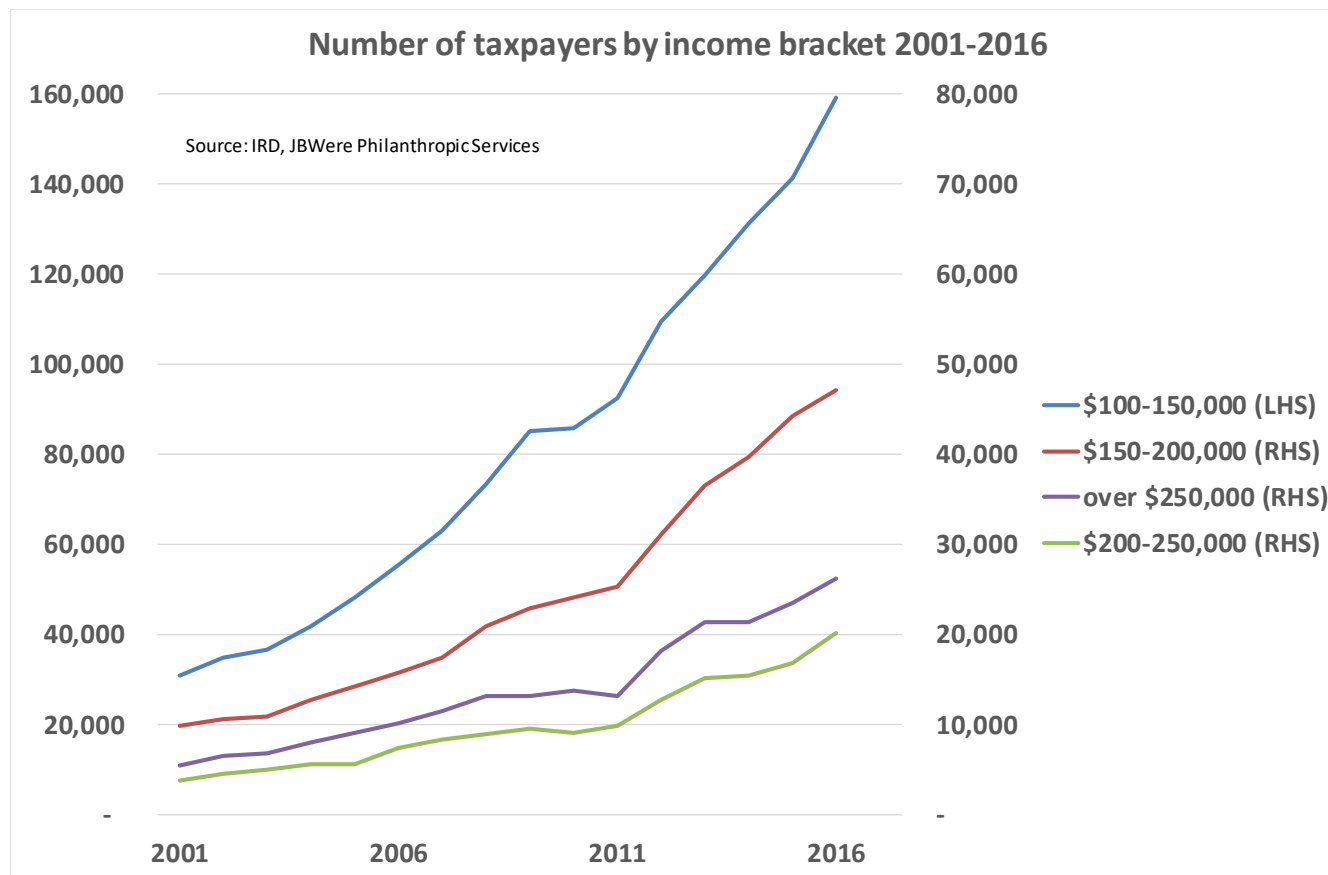
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**Currently 33,000 people die each year with around 1.4% of assets left to charity. The next decade will see \$150 Billion change hands. **Living bequests would raise giving.****

# High net worth philanthropy upside

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Net wealth of New Zealanders - 2018	
\$1-5 million	140,299
\$5-10 million	9,150
\$10-50 million	4,637
\$50-100 million	302
\$100-500 million	153
over \$500 million	16
Source: Credit Suisse Research Institute	

There is good opportunity for further growth in giving from the wealthy. **Both tax and structuring changes plus “friendly competition” have been catalysts elsewhere.**



# A rich list for philanthropy

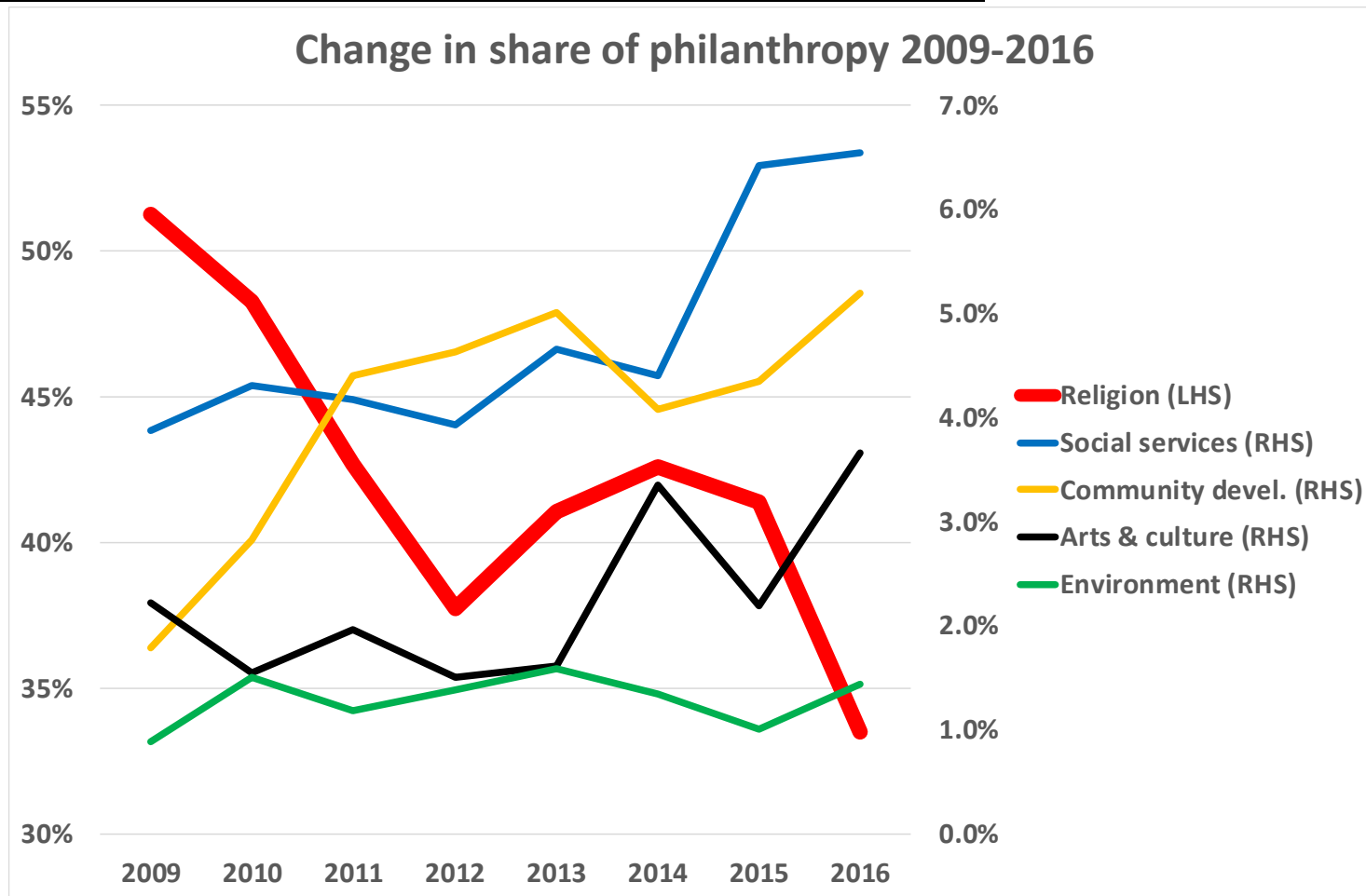
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Now in its 3<sup>rd</sup> year, the total rose 20% this year, there are new names, philanthropy is on the front pages and **people are talking about their giving and inspiring others.**

# The causes growing in New Zealand are different

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Falls in philanthropic support for some causes in New Zealand have seen gains for other causes with **social services, community development and arts growing**