



# Annual Report 2015/16

An initiative of the Our Community Foundation Ltd



Funded by:

[ourcommunity.com.au](http://ourcommunity.com.au)

Where not-for-profits go for help



**Savings to not-for-profits,  
and dollars donated by  
Our Community Foundation**

**In 2015/16:**

**\$569,486**

**Since the beginning:**

**\$3,299,707**

# Annual Report 2015/16

## GiveNow.com.au Snapshot 2015/16:



**\$11,506,567**

collected in  
donations



**\$200,000**

was the biggest single  
donation



**\$111.28**

was the average  
donation

**GiveNow**



**103,405**

individual  
donations made

Since we first started off in 2000 as The Australian Giving Centre, GiveNow has gone from strength to strength. We have remained committed to our mission to inspire and transform giving in Australia. We host more than 3,500 organisations, have more than 31,000 donors from across the world choosing to use GiveNow as their preferred online donations platform, and have facilitated more than \$67 million in online donations.

### Why are so many people choosing GiveNow?

Our website is easy to use and secure and we are still the only commission-free donations platform in Australia. This means more money goes straight to the causes that matter most!

We know Australians are a generous nation and that the community rallies around causes they care about. The trends in giving over the past year saw a significant focus towards supporting asylum seekers and refugees, as well as international causes and health and wellbeing. We are proud that GiveNow offers people the opportunity to make a stand and take action by supporting causes they really care about.

A total of \$11.5 million dollars was donated to community organisations through GiveNow over the 2015-16 financial year. The end of the financial year really brought out the generosity, and we're thrilled that for a second straight year, we breached the \$3 million mark in donations for the month of June.

As the donations have flowed in, in the background we've been working hard designing new features to make GiveNow the best donations platform in Australia. During the past financial year, we launched SmartyFile, a ground-breaking portal that allows not-for-profit organisations to manage their online donations and assist with their compliance needs. GiveNow users have told us how helpful this management portal is and how much time it has saved them. But that's just for starters.

We have very ambitious plans for GiveNow during the 2016-17 financial year and into the future. We are committed to building cutting-edge technology so that all Australian organisations, regardless of size, location or budget can better connect with the public. Stay tuned, because the developments we have up our sleeve will be transformational for Australian not-for-profit organisations.

As the 2015-15 financial year closes, there are two groups of people that we need to thank. First are the many thousands of donors who have made a financial contribution to our shared aim of building a better world. The second group are the not-for-profit staff and volunteers that put in an enormous amount of (often underappreciated) effort into improving our society.

Together, we can make a difference to our communities. Our hope is that GiveNow plays an increasing role in making this task easier for everyone.

# Who do we give to?

At the end of June 2016, well over 2,000 individual cause pages were listed on GiveNow covering the gamut from animals to homelessness to youth. The categories that received the most financial support were Multicultural, International, Health and Wellbeing, and the ever mysterious Unknown category for those causes which span a number of categories, or those that don't quite know where they fit!

## Interest Areas that received the most donations: 2015/2016



**\$1.28m**  
**19587** donations  
 Multicultural



**\$1.21m**  
**10080** donations  
 International



**\$1.20m**  
**10267** donations  
 Health & Wellbeing



**\$848k**  
**3362** donations  
 Arts & Culture



**\$813k**  
**9331** donations  
 Evt & Heritage



**\$787k**  
**13871** donations  
 Animal Welfare



**\$553k**  
**2562** donations  
 Indigenous



**\$513k**  
**2806** donations  
 Faith & Spirituality



**\$467k**  
**4080** donations  
 Homeless



**\$453k**  
**3551** donations  
 Children/Families



**\$447k**  
**581** donations  
 Emergencies



**\$415k**  
**2516** donations  
 Education



**\$391k**  
**2887** donations  
 Advocacy



**\$280k**  
**2944** donations  
 Women



**\$240k**  
**1669** donations  
 Disability



**\$206k**  
**1339** donations  
 Youth



**\$132k**  
**1084** donations  
 Gay & Lesbian



**\$93k**  
**889** donations  
 Mental Health



**\$44k**  
**330** donations  
 Science/Technology



**\$36.6k**  
**319** donations  
 Rural/Regional



**\$32.3k**  
**246** donations  
 Older People



**\$15.3k**  
**123** donations  
 Sports/Recreation



**\$1.05m**  
**8980** donations  
 Unknown

# Where do we give?

Victoria leads the charge of the state and territories, raising \$4,777,473.50 from 50,194 donations over the financial year. Interestingly, despite New South Wales having roughly half the number of donations as Victoria, 25,215 to be exact, they managed to generate \$3,451,700.59.

## Causes by Geographical Area: 2015/2016

### Victoria

Number of Donations: **50,194** Totalling: **\$4,777,473** Causes: **766**

### New South Wales

Number of Donations: **25,215** Totalling: **\$3,451,700** Causes: **594**

### Queensland

Number of Donations: **9,200** Totalling: **\$1,064,898** Causes: **281**

### Western Australia

Number of Donations: **8,237** Totalling: **\$736,934** Causes: **169**

### South Australia

Number of Donations: **3,527** Totalling: **\$379,066** Causes: **137**

### Australian Capital Territory

Number of Donations: **2,560** Totalling: **\$280,241** Causes: **66**

### Tasmania

Number of Donations: **1,642** Totalling: **\$132,539** Causes: **56**

### Northern Territory

Number of Donations: **1,466** Totalling: **\$183,711** Causes: **42**

### National

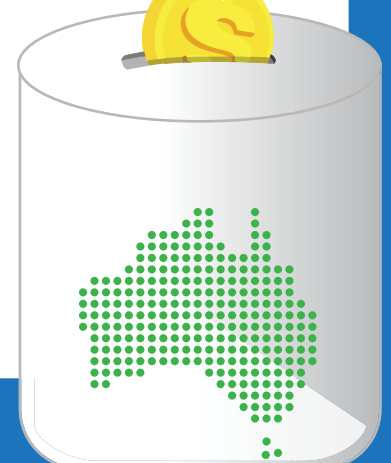
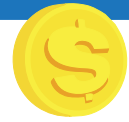
Number of Donations: **1,630** Totalling: **\$169,788** Causes: **57**

### Unknown

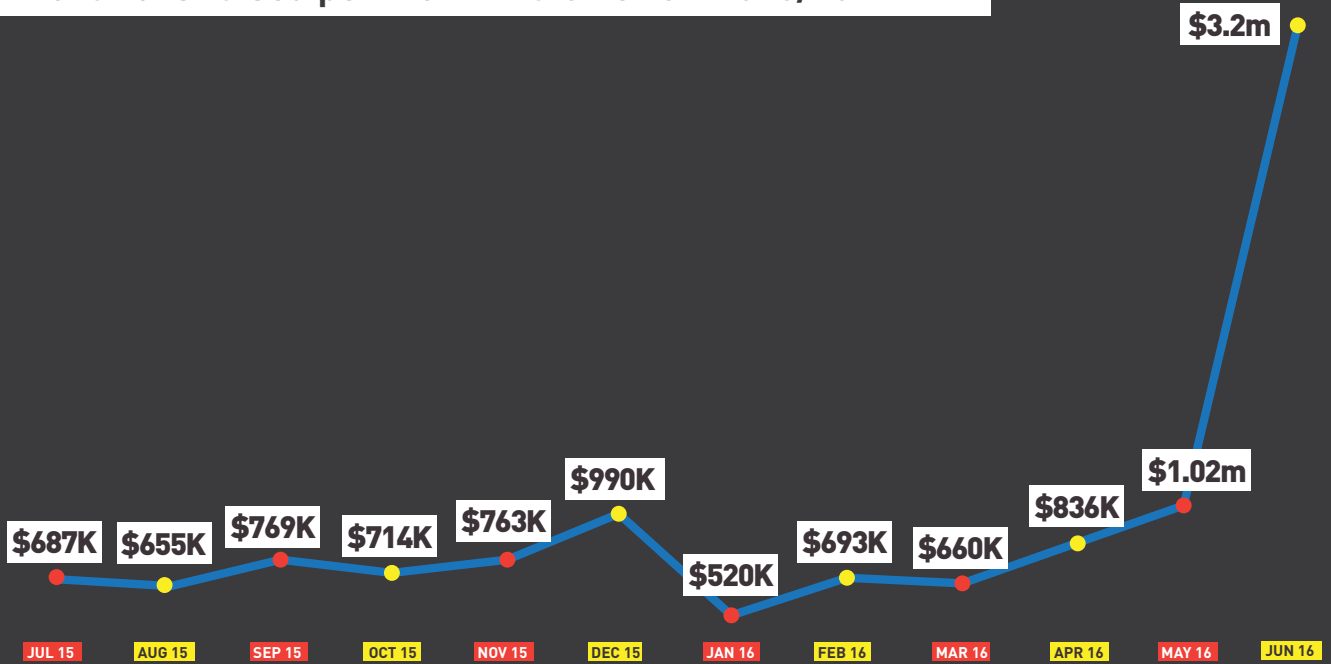
Number of Donations: **16** Totalling: **\$2,700** Causes: **2**

### International

Number of Donations: **731** Totalling: **\$149,381** Causes: **41**



## Donations raised per month via GiveNow 2015/16



Total raised in 2015/16 Financial Year

**\$11,506,567.17**

## GiveNow Team

### Our Community Foundation Directors

Carol Schwartz AM (Chair)  
Denis Moriarty  
Kathy Richardson  
Cathy Truong

### GiveNow Team

Cathy Truong  
Jarred Slomoi  
Mark Mehzad  
Amy Johannsohn  
Alex McMillan

