

Tuesday, 14 October 2025

Australians report donating almost \$8 billion to charity annually

According to new data from Roy Morgan, 58% of Australians aged 14+ - an estimated 13.2 million Australians donated an average of \$594 in a 12-month period to charity, contributing approximately \$7.9 billion.

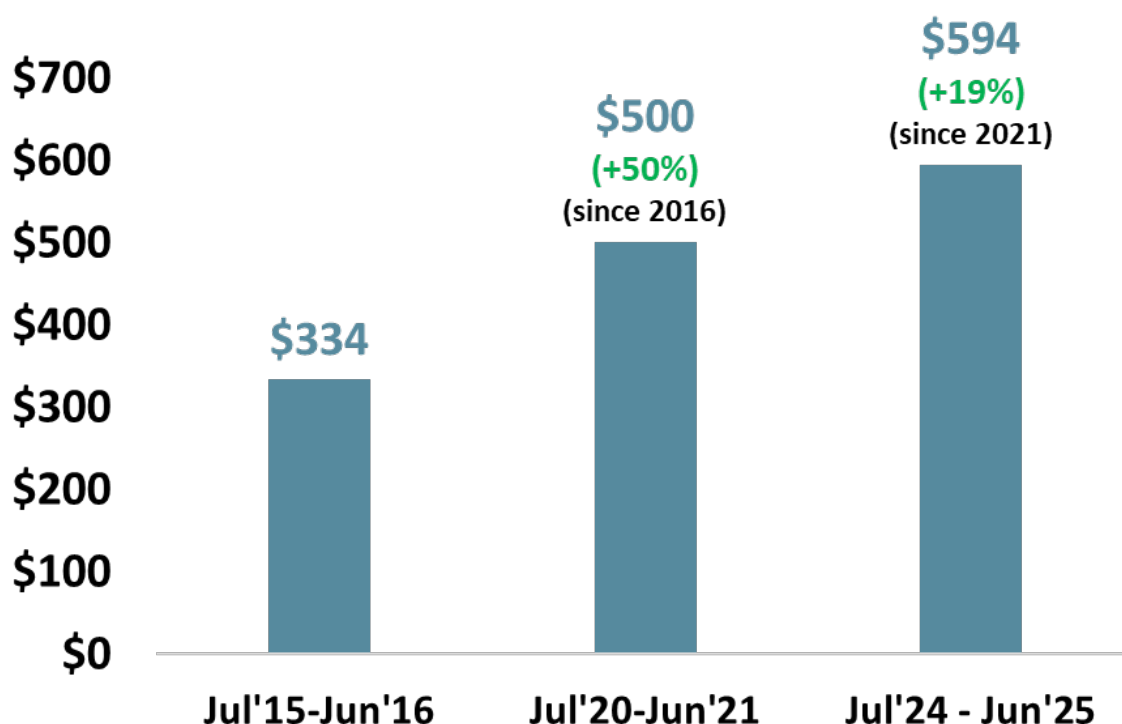
Donations have followed a steady upward trend since June 2015, with a few slight dips in recent periods over the last decade – including during the last year as cost-of-living concerns became prevalent, even as official inflation decelerated rapidly over the last two-and-a-half years.

Average annual charitable donations continue to grow – but at a slower pace since 2021

Over the last decade the average size of charitable donations made by Australians has grown significantly. In 2015-16 the average charitable donation per donor was \$334. The average charitable donation per donor increased by \$166 (+50%) in the next five years to an average of \$500 in 2020-21.

Since the COVID-19 pandemic, the growth in the size of the average charitable donation has continued, but at a slower pace, up by \$94 (+19%) over the last four years to \$594 in 2024-25.

Average amount donated per donor: 2015-16 vs. 2020-21 vs. 2024-25



Source: Average amount donated to charity – Roy Morgan Single Source Australia, July 2015 – June 2016, $n=10,269$, July 2020 – June 2020, $n=40,812$, and July 2024 – June 2025, $n=40,368$.

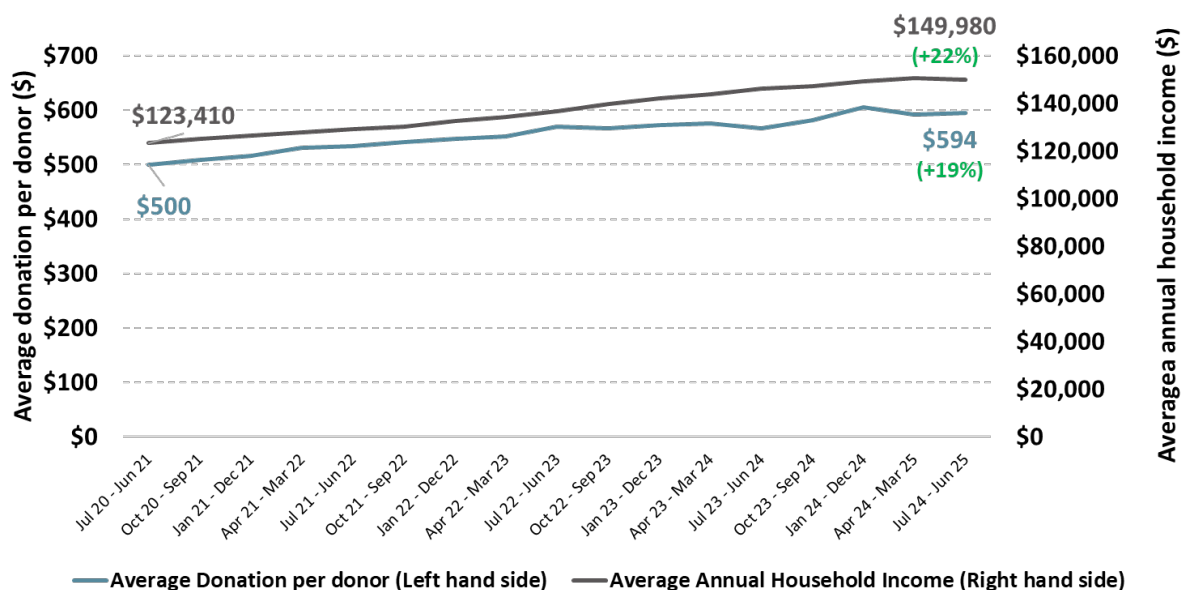
Base: Australians who have donated to charity in the last 12 months.

Household income growth outpaces growth in charitable donations since 2021

This trend is also evident when examining household incomes over the last few years which have grown by 22% since June 2021 to just under \$150,000 per household in June 2025.

This is marginally faster than the growth in average charitable donations over the same five-year period, up by \$94 to \$594, an increase of 19%. The divergence between the two – which generally track closely together – has opened up this year. Six months ago, average charitable donations were increasing at the same pace as household incomes, both rising by 21% from June 2021 to December 2024.

Growth in average household income and size of average charitable donations (2021-2025)



Source: Average amount donated to charity - Roy Morgan Single Source Australia, July 2020 – June 2025.
Base: Australians who have donated to charity in the last 12 months, average annual interviews – n=40,677.

Michele Levine, CEO of Roy Morgan, says:

"Australians now report donating around \$8 billion to charity in an average year, an amount that is up a massive \$2.1 billion (+36.3%) since 2015.

"A majority of 58% of Australians aged 14+ (13.2 million) donated an average of \$594 to charity in the year to June 2025, a figure that has increased significantly from a decade ago.

"However, growth in the size of donations has slowed since the pandemic as the cost-of-living crisis hit Australians in recent years. Over the five years to 2021 the average size of donations increased by a massive \$166 (+50%) to \$500, but since then donations have increased by only \$94 (+19%) in the last four years.

"The slowdown in the growth in average charitable donation size is no surprise given the cost-of-living crisis faced by millions of Australians in recent years as we faced the highest level of inflation in over three decades which peaked at 7.8% in the 12 months to December 2022."

For comments or more information about Roy Morgan's research into Australia's charitable sector and the people who donate money please contact:

Roy Morgan Enquiries
Office: +61 (3) 9224 5309
askroymorgan@roymorgan.com

About Roy Morgan

Roy Morgan is Australia’s largest independent Australian research company, with offices in each state, as well as in the U.S. and U.K. A full-service research organisation, Roy Morgan has over 80 years’ experience collecting objective, independent information on consumers.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2