



Giving in the Netherlands 2011

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Summary of principle findings

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I - Results for 2009

Total amount donated in 2009

About €4.7 billion was donated in the Netherlands (2009 estimate)

- ❑ The total figure is the sum of estimated contributions made in the course of the calendar year by households, bequests, foundations (both fundraising foundations and endowed foundations), businesses and lotteries. The amount is an underestimate because data on bequests and endowed foundations are known to be incomplete.

The Netherlands donates 0.8% of its Gross Domestic Product (GDP) (€572 billion in 2009).

- ❑ This low percentage seems to contradict the general impression that the Dutch are generous givers. The Dutch contribute, however, to public, social and charitable causes primarily by paying taxes. By comparison, Americans gave around 2% in the period 1965-2007, while the tax burden in the United States is considerably lower (*Giving USA 2008*: 28).

Sources of contributions in 2009

Households (money and goods)	€1,938 million	41%
Corporations (gifts and sponsoring)	€1,694 million	36%
Lotteries	€ 461 million	10%
Foundations: Fundraising foundations	€ 172 million	4%
Endowed foundations	€ 215 million	5%
Bequests	€ 232 million	5%
Total	€4,712 million	100%

- The figures for households and corporations are estimates based on surveys (n = 1,692 and n = 1,183, respectively). The figures relating to bequests and foundations (fundraising and endowed foundations) are based on archival records.
- Due to a lack of data, the figures for bequests are taken from the CBF annual report 2009, in which data are presented from financial statements from 202 national fundraising foundations. The total amount donated through bequests is likely to be much higher. Data on income from bequests from churches is missing, for example. Also there are no data available on bequests to local nonprofits such as schools and hospitals.
- In total, fundraising foundations contributed €3,089 million to good causes in 2009. The contribution of fundraising foundations as mentioned in the table above (€172 million) consists only of 'income from investments'. The remaining income – such as fundraising among the Dutch population, and the commercial sector – is included in the other sources (figures taken from CBF annual report 2009).
- Regarding endowed foundations, there is little information available in the Netherlands about these types of foundations. There is no official register of endowed foundations, and data on the total amount involved in grantmaking by endowed foundations is lacking. Due to the lack of information, therefore, an estimate has been made for the 2009 figures. The estimation is based on the grants made by a sample of 106 endowed foundations. However, these foundations constitute only a small proportion of the total number of charitable endowed foundations in the Netherlands, since many foundations operate anonymously.
- Lotteries supporting good causes: there are five national, permanent and semi-permanent gambling and lottery license holders who hand over the proceeds to good causes: De BankGiroLoterij N.V., de VriendenLoterij N.V. (formerly Sponsor Bingo Loterij), De Nationale Postcode Loterij N.V., (these 3 lotteries are classified under the N.V. Holding Nationale Goede Doelen Loterijen since 2004), De Lotto and Scientific Games Racing B.V. (figures taken from the Annual Report of the Supervisory Board for Games of Chance).

Recipient organizations in 2009

	million €	Percentage
Religion	891	19
Sports and recreation	715	15
Health	644	14
International aid	572	12
Public/social benefit	458	10
Culture	454	10
Environment, nature en animals	435	9
Education and research	285	6
Other (not specified)	253	5
Total	4,707	100%

- ❑ In 2009, the Netherlands gave the highest amount to religion (€891 million). The amount declined from €1,001 million in 2007.
- ❑ The amount donated to health increased from €479 million in 2007 (10% of total giving) to €644 million (14% of total giving) in 2009.
- ❑ Education and research remains the smallest sector (6%).

Sources and recipient organizations in 2009

The total amount donated by households, individuals (bequests), both fundraising and endowed foundations, businesses/corporations and lotteries to public or social causes is as follows:

	House- holds	Bequests	Foundations*			Corpo- rations	Lotteries	Total	%
(€ million)			FF	EF	Total				
Religion	826	3	3	4	7	55	–	891	19
Health	287	87	48	23	71	161	38	644	14
International aid	284	51	18	36	54	77	106	572	12
Environment/nature/ animals	182	47	33	3	36	85	85	435	9
Education/ research	41	–	–	12	12	232	–	285	6
Culture	33	2	18	58	76	296	47	454	10
Sports/recreation	47	–	2	2	4	598	66	715	15
Public and social benefit	180	42	49	27	76	100	60	458	10
Other (not specified)	58	–	–	51	51	90	54	253	5
Total	1.938	232	1711	216	387	1.694	456	4.707	100

* FF = fundraising foundations; EF = endowed foundations

- ❑ Individuals and households give the highest amount to religious organizations; bequests primarily benefit health.
- ❑ Fundraising foundations give from their own resources (investments), particularly to health and public and social benefit.
- ❑ Endowed foundations give most in the area of culture.
- ❑ Sports and recreation are the favored recipients of businesses and corporations.
- ❑ The lotteries supporting good causes give most money to international aid and environment, nature and animals.

Volunteer work in 2009/2010¹

In 2010 41% of the population was engaged as a volunteer in unpaid work for a social organization at least once in the previous year.

- ❑ Sports associations and church organizations attract the most volunteers.
- ❑ Volunteers spent an average of 19 hours a month on their volunteer work.
- ❑ Volunteers are more likely to be higher educated, persons without paid work (mostly retirees), regular churchgoers (particularly Protestants) and people with children in the household.
- ❑ Popular motives for volunteering are learning skills, feeling good about oneself and the expression of social values. Volunteers are less likely to report being motivated by self protection and resume building.
- ❑ Since the previous wave (2008), value expression and resume building have gained importance as motives for volunteering.
- ❑ Volunteers reported somewhat higher pride of their volunteering than in the previous wave. Pride as reported in the previous wave was associated with a lower likelihood of having quit volunteering in the current wave.

¹ In contrast to donation behavior, volunteer work has been measured for the years 2007/2008. In May 2008, respondents were asked if they had performed volunteer work in the previous 12 months. Figures are based on the 2010 Wave of the Giving in the Netherlands Panel Survey (GINPS), among 1,692 respondents, of whom 1,207 respondents had also participated in the 2008 GINPS wave.

II - Trends 1997-2007

Total amounts donated 1997-2007

Million €						
1997	1999	2001	2003	2005	2007	2009
2,163	3,422	3,615	4,924	4,376	4,557	4,712

- Despite the economic crisis, 2009 shows a small increase of the total amount of money that has been given to societal causes compared to 2007.

Giving as percentage of the Gross Domestic Product (GDP)

	Million €						
	1997	1999	2001	2003	2005	2007	2009
Gross Domestic Product	342,000	386,000	448,000	477,000	513,000	572,000	572,000
Total giving	2,163	3,422	3,615	4,924	4,376	4,557	4,712
Donations in % of GDP	0.63%	0.89%	0.81%	1.03%	0.85%	0.80%	0.82%

- As a percentage of the Gross Domestic Product, donations have hovered around 0,9% since 1999.

Sources of the contributions 1997-2009

	Million €						
	1997	1999	2001	2003	2005	2007	2009
Households	1,121	1,414	1,788	1,899	1,854	1,945	1,938
Corporations	693	1,466	1,359	2,271	1,513	1,639	1,694
Lotteries	-	-	-	369	396	394	461
Foundations	214	329	237	196	431	339	387
Bequests	135	213	231	189	182	240	232
Total	2,163	3,422	3,615	4,924	4,376	4,557	4,712

- After a steady increase in donations by households from 1997 to 2003, donations have stabilized at €1.9 billion.
- Data about bequests to charitable causes are still grossly incomplete. The value of bequests reported to the Central Bureau of Fundraising has stabilized.
- Because figures on foundations are lacking as well, it is difficult to make definitive statements about trends, but donations by foundations seem to be on the rise.
- Despite the economic crisis, total contributions by corporations increased to €1.7 billion.
- Donations by charity lotteries have increased to €461 million.

Recipient sectors 1997-2009

The recipient sectors in a time perspective: total amounts (in €million), and the ranking (1-8)

	1997	1999	2001	2003	2005	2007	2009
Religion	510 (1)	490 (4)	750 (1)	938 (1)	773 (1)	1,001 (1)	891 (1)
Sports and recreation	410 (2)	578 (2)	686 (2)	930 (2)	686 (3)	569 (3)	715 (2)
Health	290 (4)	640 (1)	406 (4)	589 (4)	477 (5)	463 (5)	644 (3)
International aid	299 (3)	540 (3)	531 (3)	469 (6)	742 (2)	520 (4)	572 (4)
Public and social benefit	257 (5)	422 (5)	373 (5)	555 (5)	522 (4)	617 (2)	458 (5)
Culture	87 (7)	165 (8)	335 (6)	610 (3)	326 (7)	352 (7)	454 (6)
Environment, nature, animals	183 (6)	308 (6)	251 (7)	309 (7)	356 (6)	360 (6)	435 (7)
Education and research	83 (8)	232 (7)	125 (8)	301 (8)	277 (8)	231 (8)	285 (8)
Other (not specified)	44 (-)	47 (-)	158 (-)	223 (-)	220 (-)	194 (-)	253(-)
Total*	2,163	3,422	3,615	4,924	4,376	4,559	4,707

* Due to differences in rounding off, the total amounts can deviate slightly from the total amounts given in the previous table.

□ Ranking of receiving causes, averaged over the period 1997 - 2009

- 1 Religion
- 2 Sports and recreation
- 3/4 Health / International aid
- 5 Public and social benefit
- 6/7 Culture / Environment, nature and animals
- 8 Education and research

Volunteer work 2002-2008

	2002	2004	2006	2008	2010	2010
Volunteer work	46%	41%	42%	45%	43%	*41%

* Estimate including non-native Dutch citizens.

- Participation in volunteer work in the Netherlands remains high. In 2010, 43% of the native Dutch population was engaged in unpaid work for a nonprofit organization at least once in the previous year. In 2006 this figure was 42% and in 2002 46%.
- Including citizens of non-Dutch descent, about 41% of the population is engaged in volunteer work on an annual basis.
- Particularly volunteering in sports has increased from 10% in 2004 to 12% in 2008.
- Compared to 2006, the native Dutch also spent more time doing volunteer work. In 2008, volunteers on average spent 19 hours per month doing volunteer work. In 2006 this was 13 hours per month.
- An increasing number of volunteers are active in only one type of task. In 2008 this was 49%, up from 27% in 2002.

III - Highlights

Households/individuals

- ❑ A total of 1,692 households were surveyed in the 2010 wave of the *Giving in the Netherlands Panel Survey* (GINPS). 1,207 respondents also participated in the GINPS 2008 wave.
- ❑ In this edition of *Giving in the Netherlands* the donation and volunteering behavior of immigrants was researched and combined with the behavior of Dutch households.
- ❑ An oversample of citizens of non-native Dutch descent was included (n=587) to study remittances, giving and volunteering among four groups of non-western immigrants (Surinamese, Antillians, Turks, Moroccans).
- ❑ The average amount donated in money and goods for all Dutch households in the calendar year 2009 was €10.
- ❑ Donations of money and goods by households stabilized at 0.34% of GDP. The proportion has decreased steadily since 2001 from 0.40%.
- ❑ Average giving among native Dutch households that made donations was €62. Immigrant households gave an average of €75. Among non-western immigrants this amount was €91.

Corporations

- ❑ 64% of the corporations donate money to nonprofit organizations in 2009; in 2005 this was still 78%. Total giving by corporations increased from €1,157 million in 2007 to €1,302 billion in 2009.
- ❑ In 2009 corporations made lower direct donations (€92 million) than in 2007.
- ❑ The value of sponsorships, however, increased to €1.3 billion.
- ❑ The number of corporations that supports nonprofit organizations through volunteer programs has increased further. These corporations organize activities in which employees contribute actively to social projects (as in the case in employee volunteering).

Specials

Corporate Social Responsibility

- For the second time, data on engagement in corporate social responsibility (CSR) activities have been collected in 2010 among a sample of 1,183 corporations. A subsample of corporations (n=250) also participated in the 2008 survey.
- The term CSR (“Maatschappelijk verantwoord ondernemen”) is reasonably well known among corporations. About 65% knows the term, 55% practices CSR and 16% has a CSR policy. While the former two figures have increased since 2008, the latter has not.
- The attitude among corporations towards CSR is fairly positive, also among corporations that are not engaged in CSR activities.
- Corporations rarely have a deliberate corporate philanthropy or CSR policy. The consistency in donations among the longitudinal sample is low.
- 91% of corporations reports having energy saving programs beyond legal obligations.
- Corporations report low levels of interest among customers, employees and banks in their CSR activities.

Philanthropy by high net worth households

- This edition of *Giving in the Netherlands* includes the first large scale investigation of philanthropy by high net worth households.
- A sample of 10,000 addresses from the Elite Research database was invited to participate in the survey. A total of 1,216 households responded to the full survey (response rate: 12%). An additional 978 households responded to a five item survey questionnaire included in the reminder.
- The inclusion criterion for net worth in the sample was a minimum of €60,000. Average net worth of respondents was €1.4 million.
- Except for health and sports & recreation high net worth households give more often to charitable causes in all sectors. 95% of high net worth respondents donates.
- Average giving by these high net worth households is almost €2,800, about 13 times the average among the entire Dutch population (€10).
- Little over half (52%) of high net worth households give to religion; the average donation is €1,200. In the random sample 31% gives €15 on average.
- High net worth households are particularly more likely to donate to local nonprofit organizations, such as hospitals, museums, and sports clubs.
- Correlates of donations among high net worth households strongly resemble correlates of donations among the random sample of the Dutch population.
- 76% has no specific policy regarding solicitations for charitable contributions; 14% has designated an annual budget for donations; only 3% gives away a fixed proportion of wealth each year.
- Subjective financial security and use of the charitable deduction are strongly associated with higher giving.

Giving by non-western immigrants

- An oversample of citizens of non-native Dutch descent was included (n=587) to study remittances, giving and volunteering among four groups of non-western immigrants (Surinamese, Antillians, Turks, Moroccans).
- 88% of the non-western immigrants donate to charity in the Netherlands.
- Non-western immigrants who send money or goods to their countries of origin, give higher amounts to charity. This correlation is a result not so much of a higher level of income or a better socio-economic position but of stronger altruistic values.
- Generational differences in giving by non-western immigrants are relatively small. First generation immigrants are giving slightly higher amounts than second generation immigrants.
- The percentage of donors to religious organizations is highest among citizens of Turkish (64%) and Moroccan (54%) descent.

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