

# Giving in the Netherlands 2009

## Highlights

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### Giving by households

- Donations of money and in-kind donations by households have declined from 0.41% of GDP in 1995 to 0.34% of GDP in 2007.
- The mean amount donated per household in the Netherlands in 2007 is € 270.
- This edition of Giving in the Netherlands is the first one to include a sample of five groups of non-western immigrants (Surinamese, Antillians, Morroccans, Turks and Afghans). Currently, about 10% of the Dutch population is of non-western origin. We have based our estimates of total giving on weighted generalizations of the native Dutch as well as the immigrant sample.
- Average donations by native Dutch households are € 277. Average donations by all immigrants are estimated at € 249 per household. Average donations by non-western immigrants are estimated at € 211.

### Corporate giving

- The proportion of corporations supporting charitable causes by sponsoring and/or donations has declined from 78% in 2005 to 66% in 2007.
- Corporations have shifted their contributions from sponsoring to donations.
- This shift may be interpreted from a changing perspective on corporate social responsibility. Although the majority of corporations still support charitable causes with donations and sponsorships, the proportion of corporations operating corporate volunteer programs has increased sharply. In such programs, companies organize activities in which employers contribute actively to social projects (e.g. in case of volunteers work for employers).
- For the first time, a number of questions about corporate social responsibility (CSR) were included in the survey.
- The term CSR is quite known by companies. About 60% is familiar with the term, 50% takes part in CSR and 15% has a CSR-policy.
- A large number of companies that engage in CSR reports energy saving and environmental measures. These are indeed the most popular CSR-activities.
- The attitude of companies towards CSR is quite positive, also among companies that do not develop activities.

### Volunteering

- The volunteer rate has increased from 42% in 2006 to 45% in 2008.
- Also the number of hours volunteered increased, from 13.3 hours per month in 2006 to 18.4 hours in 2008.
- Volunteers are increasingly specialized workers. In 2002, 26.5% performed only one type of activity. This proportion increased steadily to 48.9% in 2008.

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### Specials

#### *How and what do youth give?*

- The giving attitude of young adults (18-34 years, the 'next generation') differs little from the other age-groups.
- Younger households donate more often to charity when they are churchgoing, are home owners, and have more confidence in charity organizations. They give higher amounts when they are churchgoing, have a tertiary education diploma, have children and an income in the top quintile.

#### *The giving attitude of non-western immigrants*

- In total, remittances and charitable donations by non-western immigrants (Surinamese, Antillians, Turks, Moroccans, Afghans) in the Netherlands amount to nearly 400 million euro. More than the half of this amount (approximately 60%) is being sent to countries of origin (remittances).
- 80% 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 less often to charity.
- Giving by the Surinamese bears the strongest resemblance to giving by native Dutch, both in terms of the proportion making donations and the amount donated.
- The percentage of donors to religious organizations is highest among Turks and Moroccans. The average amount donated to 'religion' is highest among the Turks.

#### *The use of charitable deduction in the Netherlands, 1997-2007*

- In the period of 1997 to 2007, the use of the charitable deduction in the income tax has increased to some extent from 3,2% to 4,7%.
- The volume of charitable deduction has increased strongly, from €219 million to €698 million.
- We conclude that the gifts deduction is probably not treasury efficient, meaning that the amount of forgone tax revenue is probably less than the increase in donations caused by the use of the gifts deduction.

#### *Fundraising in economic downturns*

- What will be the results of the current economic crisis on fundraising income of charitable organizations?
- We analyzed the historical relation between fundraising income and economic indicators (Gross Domestic Product, currencies, house prices, savings, unemployment and the consumer confidence) since 1965.
- Economic slowdowns usually have a delayed and relatively small negative effect on fundraising income. A slight decrease in fundraising income is expected after one to three years.