



Press Release

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Germany: Donations significantly increase in 2010

“Balance sheet on giving” survey conducted by GfK Panel Services Germany on behalf of Deutscher Spendenrat e.V.

Nuremberg, April 1, 2011 – The willingness of Germans to donate increased significantly in 2010. In comparison to the prior year, the volume of donations increased by almost 9% to around EUR 2.3 billion. These are the findings of the “balance sheet on giving”, a survey which regularly analyzes the market for donations. GfK Panel Services Germany conducts this survey on behalf of Deutscher Spendenrat e.V.

The willingness of Germans to donate developed positively in the first half of 2010 in particular, increasing by 19%. The Haitian earthquake in January 2010 triggered a significant boost in monetary donations. In the second half of the year, growth was markedly more moderate at just under 2%, despite the high willingness to donate for victims of the floods in Pakistan. However, a substantial sum was donated by individuals in the same period of the prior year as a result of natural catastrophes in South East Asia, such as the hurricane in the Philippines and the Sumatran earthquake. Overall, the willingness to donate to aid and non-profit organizations and churches increased by EUR 185 million in 2010. Above all, emergency and catastrophe aid recorded significant increases in monetary donations.

Last year, 21% of Germans over the age of ten made at least one donation, with an average amount of nearly EUR 28. The percentage of donors consequently rose by one percentage point and the average donation amount also increased by almost one euro. Overall, 13.4 million individuals made a donation and the number of new donors significantly increased. Almost 32% of all donations were from people who had not made a donation in the previous 12 months, which equates to an increase of just under nine percentage points. New donors are noticeably younger and have a higher level of education than regular donors. Almost half of new donors are motivated by catastrophes to give financial aid and consequently their donations are generally given to one organization, with two donations being made per year.

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Increasing impact of TV appeals for donations

Individually addressed postal appeals continue to be the greatest triggers for donations, with 28% of total monetary donations attributable to this kind of request. A further 21% are generated by regular donations, and almost 9% are gathered in church collections. Last year, there was a significant increase in the impact of TV broadcasts, advertisements and fundraising galas: in 2009, only 2% of donations were generated through television, and this increased to 7% in 2010. This approach motivates new donors and individuals aged over 60, in particular, to make a donation.

The survey

The "balance sheet on giving" is part of the findings of the GfK Charity*Scope survey, which is based on continuous written surveying of a representative random sample of 10,000 panel participants. GfK Panel Services Germany uses GfK Charity*Scope to continuously collect data on individual consumer attitudes to charitable donations in Germany on behalf of Deutscher Spendenrat e.V. Among other aspects, the survey includes data on the volume of donations made, the amount of individual donations and the preferred fields of activity. Donations are defined as the voluntary giving of money, objects or time by individual Germans to non-profit organizations, aid and charity organizations and churches. Political party and court-ordered donations are excluded.

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Deutscher Spendenrat

Deutscher Spendenrat e.V. is an umbrella association of 70 non-profit, donation-collecting organizations from the sectors of social and humanitarian aid, environment and animal protection, as well as art and culture. Members include DLRG, World Vision, Bethel, the German Salvation Army and the Deutsche Kinderhilfswerk (German Children's Relief Organization), among others. It represents these organizations to the general public and to state, political and private bodies. Members commit to common standards in operations and transparency by acknowledging a uniform voluntary code of conduct. For further information, visit www.spendenrat.de

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