GIVING IN AOTEAROA NZ RESEARCH · BERL, OCTOBER 2026

What new research tells us about how Kiwis give - five key findings

Community Foundations of Aotearoa NZ commissioned BERL to study giving across Aotearoa New Zealand. More than 3,000 people took part between March and April 2026, sharing how they give, what motivates them and what gets in the way.

77.6%

1. 'Philanthropy' isn't our word

of people who took part would not call themselves a 'philanthropist'. Most chose 'giving' (40.2%) or 'donation' (24.0%) to describe how they support causes, 11.5% chose 'koha' and only 7.2% chose 'philanthropy'.

Over half

2. Giving takes many forms

of Māori (53.4%) and Pacific (57.4%) donors gave through marae, churches, koha and other community, cultural or faith channels, compared with around 26–28% in the other ethnic groups reported (Pacific results are based on a small number of respondents). These forms of giving can be overlooked when generosity is measured only by formal charitable donations.

87.6%

3. Giving starts close to home

of people who donated in the past year supported local causes, compared with 70.5% for national and 35.1% for international causes, and 92.8% of people who took part agreed they give to help others even when no one knows they have given.

52.0%

4. Much generosity goes unclaimed

of people aware of the 33⅓% donation tax credit had claimed it in the last three years, although awareness was high (89.9%). The most common reason for not claiming was that the process was too hard or too much effort (41.6%).

52.3%

5. Strong interest in gifts in wills

of people aware of gifts in wills (96.4% had heard of the concept) have already included one (17.4%), are considering one (25.4%) or intend to (9.5%). Yet among those who had received financial or wealth advice in the past year, only 20.2% said it included information about giving to causes.

Read the full report: communityfoundations.org.nz/resources

A note on the evidence: BERL national online survey, 2 March to 26 April 2026, open to anyone aged 15 and over living in Aotearoa NZ, with 3,268 responses. The sample is self-selected and leans towards people who already give, so results show patterns rather than precise population estimates. Source: BERL, Giving in Aotearoa New Zealand, October 2026.

Community Foundations of Aotearoa NZ
Hei whakakaha i ngā hāpori o Aotearoa