

Korrekturhinweise

Donating to charity

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Begründungen

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The speaker says: "In this situation as well, we're not talking about one cyclone-hit community, we're talking about massive across-Australia issues, in tiny communities, hard-to-access communities. We're talking about businesses, we're talking about individuals, we're talking about community facilities." The problem with the 2020 bushfires was therefore that a wide variety of cases needed to be addressed.

1

The speaker says: "You also have to be there for the long term because a lot of those needs are not going to emerge until later because people are still running on adrenalin." When supporting people, it is therefore important to remember that many issues only surface after a delay.

2

The speaker says: "The government dollar comes in and does the immediate, you know, enabling of people to actually have enough food, enough water because they're set up to be able to do that, they have systems to do that." State support therefore specialises in emergency assistance.

3

The interviewer says: "You talked about charities needing to tell the story of what they do, so presumably, they are going to need a marketing budget for that." The interviewer therefore assumes that it is important for charities to also invest in advertising.

4

The interviewer says: "And just we so often see assessments of what percentage of donations are spent on admin costs and that's often taken to be an indication of the quality of their work or the effectiveness of our giving. How good an indicator is a low percentage of money spent on admin costs that our money is going where we want it to?" General opinion is therefore that a good charity has low management expenses.

5

The speaker says: "I think, sort of a good benchmark between 10 and 20% is reasonable for administration overheads. Any less than that and there's a real worry that the money won't be spent. [...]. If you see administration costs that are very high, so sort of upward of 30% that's sort of, that's a red flag." According to the expert, the amount of money needed for management should therefore be within specific limits.

6

The speaker says: "So if you think about it, if you're going to buy a, or go to a fancy restaurant, for example, you'd expect that they spend a lot on the chef, and the quality of the product is a lot higher because of that. And you can think of charities the same way. If you go to, if the charity is spending a lot of money on the executive and management team then you, then you can have an expectation that there are really high quality outcomes that come from, come from the organisation." The expert therefore uses the comparison with eating out to show that expert work comes at a price.

7

The speaker says: “The only real way for an outsider to understand that is by looking at their annual report.” If you are unfamiliar with a charity, you can therefore get good information by reading the yearly business statement.

8

The speaker says: “In terms of setting a very clear strategy, setting goals for that strategy and then reporting against the strategy, I haven’t seen a huge amount. So the ones that are listed on our website they all do this, to varying extents of quality.” Organisations that check their performance against their plans can therefore be found on the expert’s homepage.