

PURPOSEFUL CHARITABLE GIVING

During emergency situations such as the recent bushfires, empowering the general public to make a productive impact may alleviate pressures on stretched charitable services. Through our research we investigated the effectiveness of charitable giving during emergency situations from the perspectives of donors and workers of charitable organisations. We have come to learn that while the general public are brought together by a sense of compassion and responsibility to help those in need, a lack of transparency and being unable to trust charitable organisations has clouded their perceptions.

TRUSTWORTHINESS

News of charities mismanaging donations diminished their credibility. While inclined to donate, this caused donors to think twice whether they could trust the very organisations who supposedly stand to support others.

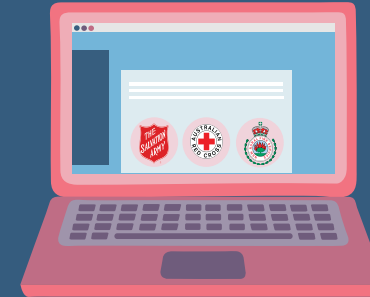
- ▶ "I just go through what the organization stands for, if it's a credible source or whether it's legit or not, because there are probably some organizations that might scam you for your money."
- ▶ "Charities are unequal in many many ways. I don't like them because they are mysterious, secretive."
- ▶ "I just heard some bad stuff from the news. The controversies make me distrust charities."



PERCEPTIONS OF CHARITIES

Donors find the charities inspiring and essential for helping victims ease back into everyday life.

- ▶ "They made people happier when they are sad, because they gave them hope."
- ▶ "What charities do, it was inspiring and tough."



CONVENIENCE

Convenience is something donors consider when deciding where and how to donate. Donors discovered an overwhelming amount of organisations to choose from and find it easier donating through online channels.

- ▶ "I will do it by myself and because I'm quite busy with uni and stuff like that, I donate through like Facebook."
- ▶ "Sometimes there are way too many options of charity or organizations in front of me. It gets pretty hard to choose and I get very easily overwhelmed by the amount of charity."



PRIVACY

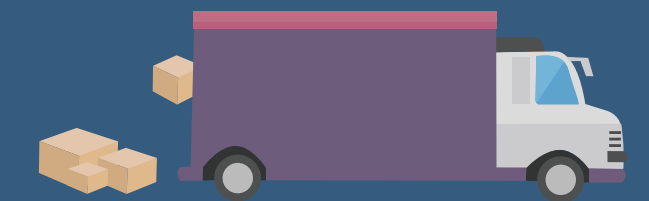
Donors are inclined to donate discreetly in the absence of social contact, staying anonymous as they give their donations.

- ▶ "I don't really make social contact...I just drop off my donation to the designated bins and they are normally unattended."
- ▶ "It does not need to be known exactly who we are, what matters is that we help."

TRANSPARENCY

Donors feel left out of the picture, not knowing anything beyond their side of the donation process. They also believe their donations are poorly managed by charities, and that they have a right to know where their donations end up.

- ▶ "Do my goods actually arrive to them safely or not? Do people in need actually get the goods I sent? Or did they like it? I don't actually know if it's helpful to them."
- ▶ "Most of the time, no one really says anything about where the donations have gone, and who they are helping."
- ▶ "Like what happened to the \$140 million that people donated to the Red Cross?"



FACTORS INFLUENCING DONOR MINDSET

AWARENESS TO DONATE

Awareness of the bushfire tragedy was raised through media channels such as social media and the news. Having witnessed the hardships of victims, the public became inclined to donate.

- ▶ "The first thing I do is read from the news. Like if there's a recent natural disaster, that's usually the call to action for me to donate."
- ▶ "Stories which charities put up (of those who have found themselves living in disadvantage) are so important. A lot of us have no idea about the disadvantage that's going on in our own backyard."
- ▶ "It motivates you when you see things on the news. You're sad, you see news, you feel empathetic."



REASONS TO DONATE



SENSE OF COMMUNITY

Collaborative effort and the desire to help was a powerful force of positivity, and this is reflected in how communities sought ways to reach out and support recovery efforts.

- ▶ "The community just wanted to be able to help somehow. And we gave them an opportunity to do so because, you know, you're sitting at home, you're seeing your country is burning, and you feel that you can't do anything."
- ▶ "There's a lot of sharing in the community. There's a lot of money gathered for those kind of people in need. That was the good thing, at least in the worst times, people to get together."



RESPONSIBILITY TO DONATE

Donors feel obligated to donate because they have the power to and also yearn to take responsibility for man-made emergency disasters. However, charities urge donors to be thoughtful, and carefully consider what to give.

- ▶ "Like you see someone you need to help, and you have the capacity to help, then help."
- ▶ "I have the power to donate and I have the power to help those that are in need."
- ▶ "We've had some kitchen utensils for a community kitchen that had been donated and this stuff should have gone in the bin. Things weren't clean. Things were broken."



MEANS TO DONATE

Donors feel they have the resources needed to make an impact often donating preloved items to charitable causes. They feel their items can continue to benefit others who may need it more, rather than going to waste.

- ▶ "Oh, preparing the goods, it's actually a fun process. It's a fun process because then you get to get rid of your things, right. There's that. And then you get to do something nice for someone."
- ▶ "Out of the three, donating food, money and items like clothing, I try to donate a bit of all. It usually depends, which one I have more of."



TO SUPPORT OTHERS

Donors have expressed strong sentiment towards a willingness to help individuals, families and local businesses who have to restart their lives after falling victim to bushfire devastation.

- ▶ "We hear a lot of families who are struggling and they are usually larger families, too."
- ▶ "People would lose their properties if they weren't there to defend their properties."
- ▶ "It's just as important to support that local business as well as the end recipient."

COMPASSION TO DONATE

A major driver to donate was a donor's compassionate reaction and a genuine desire to help others. Seeing others in need instilled a sense of empathy, which in turn led to purposeful actions to show they cared.

- ▶ "Even if it's not for a long period of time or just a short period of time, it does not matter. It's just the matter of helping. So if anybody helps a little bit, it makes a lot at the end of the day."
- ▶ "I want to help these people and I was sad for them because they lost their homes, lost their everything. You know, they don't have anything."
- ▶ "They came up with a camping van and it was quite emotional seeing them living, and with all the goods and everything, there were, you know, a lot of people crying. It was quite emotional."

For this visualisation, we focused on the motivations and needs of donors rather than the inner workings of charities, reflecting the pattern of our data. The organisation related findings have been particularly useful with insights into underlying issues such as quality and usability of donations. We will consider both sides of the data to create a systemically viable solution that also engages and empowers donors in times of need.