

# PHILANTHROPY IRELAND

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January 19, 2023

## SUBMISSION FOR CENSUS 2027 PUBLIC CONSULTATION

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# Submission from Philanthropy Ireland:

## Response to Census 2027 Public Consultation

Philanthropy Ireland (PI) acknowledges and welcomes the thorough review process and efforts the CSO undertakes in deciding on new questions and changes to the current set of questions. We believe that our submission provides a real opportunity to bridge the existing data gap in Ireland around charitable giving/donations.

### PROPOSED CHANGE/ADDITION TO AN EXISTING QUESTION

Philanthropy Ireland's submission proposes an amendment to an existing question - **question no.24**. The submission proposes including a sub question to capture giving/charitable donations practiced/made in Ireland.

24.a. Do you regularly engage in helping or voluntary work in any of the following activities without pay?

- A Social or charitable organisation
- A religious group or church
- A sporting organisation
- A political organisation
- In your community
- No

24.b. Do you regularly make **charitable donations** towards any of the following?

- A Social or charitable organisation
- A religious group or church
- A sporting organisation
- A political organisation
- In your community
- No

### REASON FOR SUBMISSION

The global giving market is estimated to be [£182 billion](#) and Ireland was identified as the highest ever scoring European Country in the [Charities Aid Foundation World Giving Index trend](#) observed between 2010 & 2019. Ireland has been consistently recognised as the [most generous country per capita](#) and it is roughly estimated that Irish households contribute about [€385m](#) towards charitable giving in a year. Yet, there is a lack of quality and consistent data around giving in Ireland.

A [2021 report](#) highlighted that there are significant data gaps around giving in Ireland. Although the CSO's [HBS 2009-10](#) captured charitable donations within a household's avg weekly expenditure, it does not speak to the giving **trends** in Ireland or help answer - Who gives, what and where?

We believe that inclusion of a sub-question on charitable giving in Census 2027, will capture adequate data to understand the nature of giving in Ireland. This data is crucial as it can inform, and aid development of govt initiatives supported by public and private funding. Private giving plays a significant role in complementing the Govt of Ireland's efforts in addressing key issues, promoting public welfare, and impacting change in Ireland. Integrated, collaborative efforts like the [Innovate Together Fund](#) and the [Service Reform fund](#) are contemporary examples of donors, grantmakers, & the Gol coming together to address pressing issues such as covid-19 crisis and homelessness, respectively.

Data on donations will support and inform development of govt policies and strategies that promote collaborative initiatives driven by public and private investment. One immediate beneficiary of such data is the work being undertaken by the Department of Rural & Community Development on the development of a Policy on Philanthropy to maximise and support of community initiatives. This will directly benefit from the inclusion of the proposed sub-question provide data identified as much needed in the scoping study conducted by the department.

## PURPOSE OF THE USER NEED

Since early 2021, the Department of Rural and Community Development, has been actively engaging with multiple stakeholders for the development of a Government Policy on Philanthropy in Ireland. The policy is imagined as a framework within which stakeholders can work collaboratively to catalyse change for societal benefit, with philanthropy/charitable giving at its core. As a partnership body working with the department, Philanthropy Ireland recognises the need for evidential research supported by data around giving especially around 'Who gives, what and where?'

While Philanthropy Ireland and its partners have undertaken small scale research in the past, they are not statistically representative and do not provide findings that can help shape policy and future of the sector. Additionally, we do not have the resources to conduct research on such a large scale. We are hopeful that if our submission is accepted, data from the 2027 census will allow us to understand the areas where more research is needed to inform practice. For example, knowing what percentage of the population practices makes charitable donations and to what entities can help develop and pursue more structured research around giving trends in Ireland.

There is an increased need and relevance for quality and consistent data around giving trends in Ireland, given the immense potential of giving, public-private partnership, current policy climate and growing focus on collaboration and partnerships.

Giving data can play a significant role in:

- formulating evidence-based giving strategies multiple stakeholders in Ireland in the next decade or so and
- enabling the Government to harness the potential of giving in Ireland.

The census 2027 can play a catalytic role in advancing the above, with the proposed submission.

## DESCRIPTION OF THE ANALYSIS THAT WILL BE REQUIRED

In the [World Giving Index 2022](#), published by the Charities Aid Foundation, UK it was highlighted that Ireland is among the biggest fallers in rank. Due to its strong charitable tradition, Ireland usually features in the most generous countries, but it now sits just outside the top 10 at #11.

Drawing from this information, it is crucial to further look into the cross-sectional aspects of giving trends in Ireland. This can be aided by cross tabular analysis across age, gender and location if giving data is captured in census 2027. It can enable a targeted approach to developing strategies that further promote giving and ensure maximum impact. Such cross-sectional data will also significantly benefit the not-for-profit sector – a sector with over [33k organisations](#), employing about [163k people](#), with an estimated turnover of [€13.8bn](#), supporting 30k+ causes with nationwide impact.

## OTHER RELEVANT INFORMATION

Experiences of public and private investment show that collaboration can have real impact, successfully addressing some of the most pressing social needs. Successful partnership models have taken many forms: match funding partnerships such as that with [Rethink Ireland](#) (who in five years have created a cumulative social fund of €72m); seed investment such as that made by government in 2000 into the [Community Foundation for Ireland](#) (who in 2022 alone disbursed over €25m in grants); service agreements, effecting the work of [Genio](#) in areas including mental health and homelessness; co-investment such as that with The [Atlantic Philanthropies](#) on 19 projects in youth, children, dementia and disability. These are all models of significant collaborative success on issues of significant social challenge and need.

These are also examples of how charitable donations have significantly supported collaborative efforts between Government, not-for-profits and philanthropic organisations, in addressing social challenges. There is real potential and need to advance such initiatives, for social benefit. To ensure that more such collaborative initiatives are pursued effectively, it is crucial that they are informed by research and data. Data around charitable donations and giving trends is fundamental to strengthening collaborative projects like the ones listed above, translating into real impact nationwide.

## ABOUT US

Philanthropy Ireland is a not-for-profit member organisation, dedicated to the growth and

development of philanthropy in Ireland for the benefit of society. Our 50 members comprise independent grant-making Trusts and Foundations; Family Foundations; Corporate Foundations; and Private Donors.

Our Mission is to cultivate proactive engagement with philanthropy across Irish society that supports social change. Our purpose is to empower philanthropy, representing donors, private (including corporate) and institutional, to create a dynamic and diverse community engaging in philanthropy for public benefit.

We do this through 3 key pillars of activity:

- **Promotion** of philanthropy to increase strategic giving
- **Policy** for philanthropy to encourage an enabling environment for philanthropy
- **Practice** of philanthropy to effect evidence based good practice in grant making

We work in collaboration and partnership with a cross section of organisations, both national and international and with government. We are supported through funding from Philanthropies, Department of Rural and Community Development and Membership fees.

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THANK YOU FOR THE OPPORTUNITY TO CONTRIBUTE.