

- [Find Articles in:](#)
- [All](#)
- [Business](#)
- [Reference](#)
- [Technology](#)
- [Lifestyle](#)
- [Newspaper Collection](#)

## Reference Publications

0 Comments

# Giving and identity: why affluent Australians give or don't to community causes

---

[Australian Journal of Social Issues, Summer, 2006](#) by [Kym Madden](#)

Schervish, P. (2005) 'Major Donors, Major Motives: The people and purposes behind major gifts', *New Directions of Philanthropic Fundraising*, 47, 59-87.

Schervish, P, and Havens, J. (2001) 'The New Physics of Philanthropy: the Supply Side Vectors of Charitable Giving--Part 1: The Material Side of the Supply Side', *The CASE International Journal of Educational Advancement*, 2 (2), 95-113.

Schervish, P, and Havens, J. (2002) 'The New Physics of Philanthropy: the Supply Side Vectors of Charitable Giving--Part 2: The Spiritual Side of the Supply Side', *The CASE International Journal of Educational Advancement*, 2 (3), 221-241.

Stake, RE. (1995) *The Art of the Case Stud.*, Thousand Oaks, Sage.

Stone, D. and McElwee, J. (2004) *What California Donors Want In Their Own Voices*, Washington D.C, National Centre for Family Philanthropy.

Supphellen, M. and Nelson, M.. (2001) 'Developing, exploring, and validating a typology of private philanthropic decision-making' *Journal of Economic Psychology*, 22 (5), 573-603.

The Economist (2004) *Doing Well and Doing Good*, <http://www.economist.com>, accessed 2 August, 2004.

The Giving Campaign (2004) *A Wealth of Opportunity: How the Affluent Decide the Level of their Donations to Charity*, London, The Giving Campaign, March.

U.S. Trust (2006) U.S. Trust Survey of Affluent Americans XXV, United States Trust Company, June.

Warburton, J. and Terry, D.J. (2000) 'Volunteer Decision Making by Older People: A Test of a Revised Theory of Planned Behavior', *Basic and Applied Social Psychology*, 22 (3), 245-257.

White, A. (1986) 'The Charitable Behavior of Americans: Management Summary' Working Papers, Washington DC, Independent Sector and the United Way Institute.

Yavas, U., Reiken, G. and Parameswaran, R. (1981) 'Personality, Organization-Specific Attitude and Socioeconomic Correlates of Charity Giving Behavior'. *Journal of the Academy of Marketing Science*, 9 (1/2), 52-64.

Yin, R. K. (1994) *Case study research: Design and methods*, Thousand Oaks, Sage.

#### Endnotes

(1.) The terms 'nonprofit' and 'community' organisation are used interchangeably in this study. While many participants preferred the terms 'charity' and 'charitable' organisations, such terms are not used by a range of organisations in the nonprofit sector; as well, such terms have a narrow legal meaning.

(2.) Definitions of affluence vary but those with at least US \$1 million in financial assets are generally regarded as 'an elite group': while only accounting for 0.2% of the world's adult population, they hold nearly 25% of its wealth (Merrill Lynch/Capgemini, 2005, p.14).

(3.) Caution should be exercised because taxable income does not represent all personal income and only giving to Deductible Gift Recipient (DGR) organisations are tax deductible. There are also indications that low income donors are less likely than those on high incomes to claim donations as taxable deductions (ACOSS 2005).

(4.) In this paper, the term 'giving' is used interchangeably with 'charitable giving' and 'philanthropy' and refers to financial support for nonprofit or community causes. It is noted that giving by individuals may also take the form of non-cash donations and volunteering but this is not the focus of this paper.

Advanced Search  in