

Australian Red Cross Giving Trends

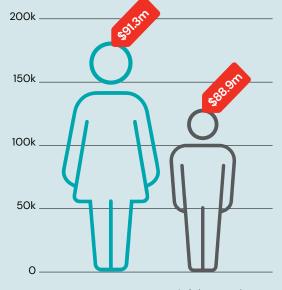
1 January 2019 – 30 April 2022



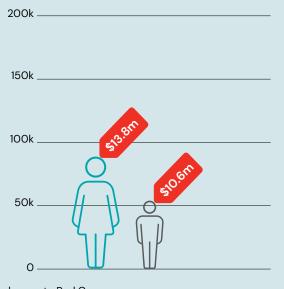
ഫ്	Postcodes with the most Red Cross donors			Postcodes that gave the most		
	QLD	4350	2,873	QLD	4350	\$1,135,137
	VIC	3000	2,786	ACT	2602	\$1,130,314
	ACT	2602	2,006	NSW	2088	\$870,046
	NSW	2153	1,743	TAS	7250	\$659,467
	WA	6163	1,680	VIC	3186	\$646,104
	TAS	7250	1,441	WA	6163	\$610,178
	SA	5159	900	SA	5159	\$281,873
	NT	0810	29	NT	0810	\$4,356

Women

From 2019 – 2022 **183,940 women** donated a total of \$91.37 million compared to **129,539 men** who donated \$88.96 million

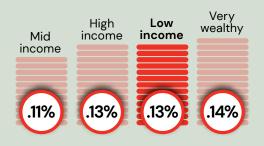


In 2021, 81,000 women donated a total of \$26.4 million, **This generosity continues in 2022, with 74,500 women donating a total** of \$13.8 million in the first 4 months of 2022.



*of donors where gender was known to Red Cross

Donations by income areas



Donors in low-income and high-income areas gave 0.13% of their area's median incomes, while those in middle-income areas gave less, at 0.11%.

	ս ս	ս յ	ս ս
JAN	FEB	MAR	APR
լ լ	լ լ	լ լ	լ լ
MAY	JUN	JUL	AUG
լ լ	յ	լ լ	լ լ
SEP	OCT	NOV	DEC

In 2021, a total of 54,000 people in low-income areas donated a total of \$13 million. This generosity continues in 2022, with 41,000 people in low-income areas donating a total of \$8 million in the first 4 months of 2022.