START *GIVING*

Inspiring a stronger culture of giving
in the innovation community

STARTGIVING.COM

The Australian giving gap

WE'RE A NATION OF WEALTH WITH A POOR PHILANTHROPIC CULTURE



Discrepancy in giving rates

Australia, a wealthy nation, lags behind the USA, Canada, UK and NZ in charitable giving



Wealth growth vs sluggish giving

Despite tripling wealth in a decade, charitable donation rates increased only moderately



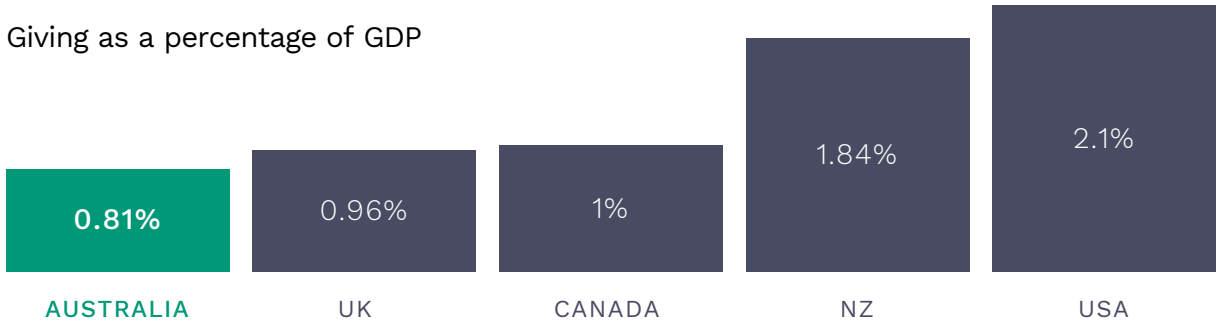
Pressing need for giving

There's a substantial need for giving to alleviate suffering and create opportunity

AUSTRALIAN TECH FOUNDERS CAN GENERATE IMPACT AT SCALE BY GIVING TO CHARITIES

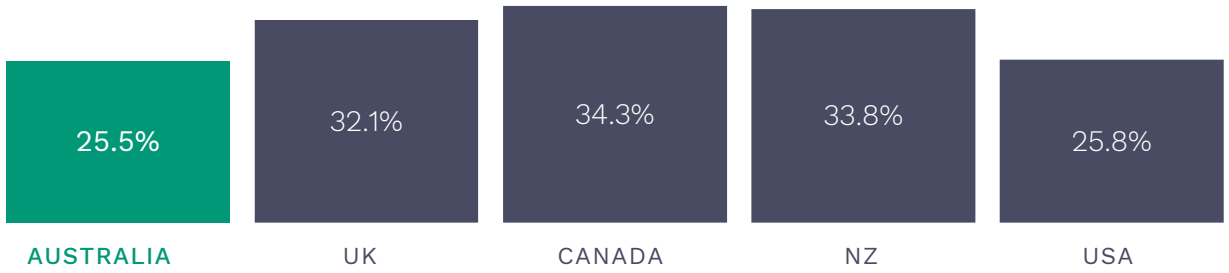
Australia’s charitable giving lags behind global peers

Giving as a percentage of GDP



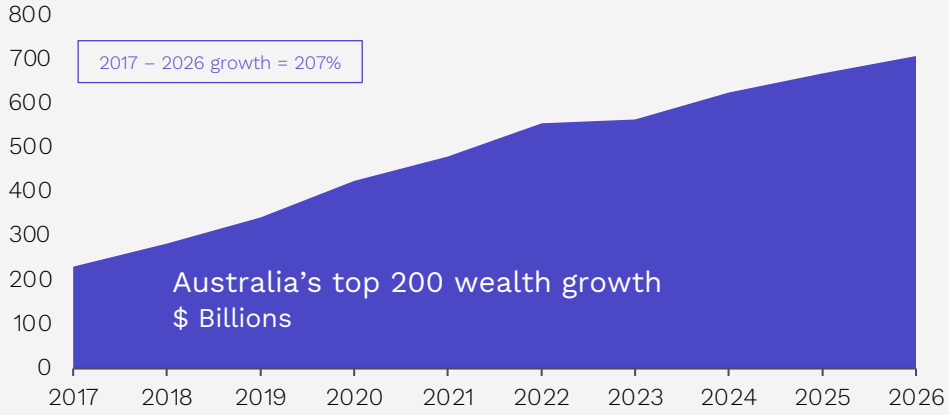
Source: Philanthropy Australia: A blueprint to grow structured giving, April 2021

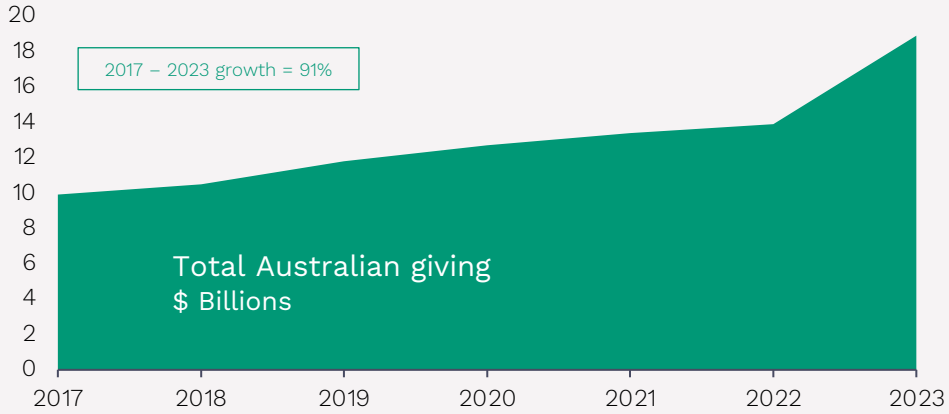
Total tax revenue as a percentage of GDP



Source: 2020 OECD Statistics, gathered by StartGiving

WEALTH SOARS, BUT CHARITABLE GIVING STALLS





Sources: AFR Rich List data 2017-2026 & ACNC Australian Charities Report data, gathered by StartGiving.

Note: The 2023 giving figure is distorted by a $4.9b Minderoo Foundation donation. Without that, the underlying 2023 figure would be approx. $14b or ~41% growth over the charted period.



Inspiring giving in the innovation sector

YOUR JOURNEY. OUR EXPERTISE.
FREE OF CHARGE.

Tech founders are different

They're progressive, feel undeserving of their wealth, have a discomfort with inequality and are problem-solvers

Cultivating a culture of giving

We're dedicated to inspiring a culture of giving within the Australian innovation sector

Normalising tech founder philanthropy

We're establishing charitable giving as an expectation and norm among successful tech founders

Personalised, free and charity-agnostic support

We offer personalised expert advice and trusted connections, all fully funded by our founder Daniel Petre AO

Your guiding philanthropy partner

PERSONALISED SUPPORT AND ADVICE AT NO CHARGE TO YOU

One-to-one concierge service

To guide you through the process of establishing your personal foundation

Financial support

We cover the upfront costs of establishing your structure

Expert advice

Advice on dealing with regulators, conversations with investors and how to manage liquidity

Gifting guidance

Everything from setting your strategy, to choosing charities and how to give effectively



Community

Be connected to a supportive community of new and established tech givers



Why start giving?

In the end, all of us have to put our heads on our pillows at night and deal with our thoughts. If you can sleep soundly in the knowledge that you could have helped those in need today but decided not to, then that is your choice. However, I have yet to meet one founder who feels like that.

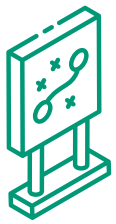
– Daniel Petre AO

FOUNDER AND CHAIR, STARTGIVING

Doing good at scale

STRUCTURE YOUR GIVING AND SUPPORT CAUSES THAT MATTER TO YOU

PRIVATE AND PUBLIC GIVING FUNDS ARE POPULAR OPTIONS. HERE'S HOW IT WORKS:



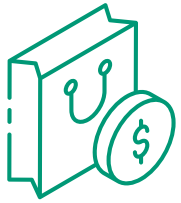
Set up

Move cash and/or equity into a structured giving vehicle



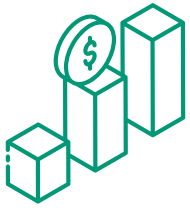
Tax benefit

Receive an immediate tax deduction, which can be spread over five years



Give

Gift a % of the balance to charities of your choice every year



Scale

As your cash is invested, or your company grows, so does the balance of your foundation

Which option is right for you?

PAFs AND SUB-FUNDS AT A GLANCE

	PRIVATE GIVING FUND	SUB-FUND IN A PUBLIC GIVING FUND
Time to establish structure?	4-6 weeks	1 day
Recommended starting donation?	$1 million+	$40,000
Tax deduction?	Yes, immediately, or can be spread over five years	
Assets to establish structure?	Cash and/or equity	Cash only
Minimum grant per annum?	5% of the previous 30 June balance	4% of the previous 30 June balance
Which charities can I give to?	It's your choice. Select from one or more of 25,000 organisations	
Who manages the investments?	You choose who and how the investments are managed	Sub-funds are pooled together and invested by the public giving fund trustee



Why structured giving?

There’s a great buzz in knowing that your giving is effective. Setting aside funds in a personal foundation now lets you lock in your good intentions, take a considered approach, maximise tax benefits and have a positive impact in the world.

– Antonia Ruffell
CEO, STARTGIVING



Proudly endorsed by major Australian VC firms

AUSTRALIA'S ONLY NON-PROFIT DEDICATED TO SUPPORTING TECH FOUNDERS WITH PERSONAL PHILANTHROPY

Tech founder philanthropy support

We are Australia's exclusive organisation dedicated to aiding tech founders and early employees with personal philanthropy

Non-profit and cost-covered services

A not-for-profit entity, we offer a free service with full coverage of giving fund set up costs

Strong industry backing and expertise

Major Australian VC firms proudly endorse our mission, supported by a team with extensive experience in both the innovation and philanthropy sectors

The team behind StartGiving

DEDICATED TO LEAVING A BETTER WORLD TOMORROW, TODAY



Daniel Petre AO
Founder and Chair

Leading player and investor in the technology industry for 35+ years. Former Microsoft VP, co-founder of AirTree Ventures, Ecorp and Netus, author and philanthropist



Antonia Ruffell
CEO

Over two decades of experience in philanthropy. One of Australia's most respected experts on charitable giving and giving funds



Catherine Feeney
Head of Strategy & Communications

Twenty plus years of marketing leadership expertise in the tech and social purpose sectors



Gisela Wildie
Office Manager & Executive Assistant

For more than 10 years has supported industry leaders and decision makers to maximise their time and achieve business success



Bill Gates
Advisory Board

Chair of the Gates Foundation and co-founder of Microsoft



Peter Singer AC
Advisory Board

World-renowned moral philosopher and bioethicist. Founder of The Life You Can Save

The best time to start giving was yesterday

GET IN TOUCH

Antonia Ruffell
CEO

antonia@startgiving.com
0401 550 321

START GIVING

Stone & Chalk
Level 1, 477 Pitt Street
Haymarket NSW 2000

info@startgiving.com
startgiving.com

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