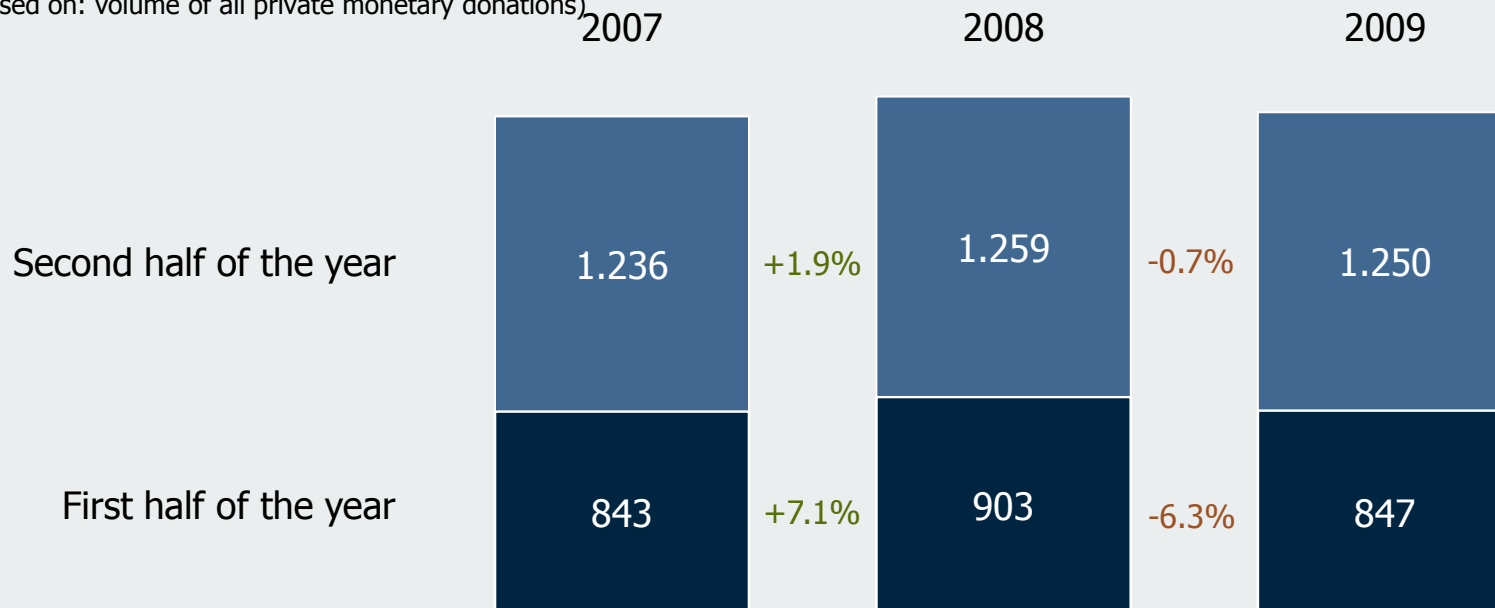


In 2009, volume of private donations declined by 3%

Donations in EUR million

(Based on: volume of all private monetary donations)

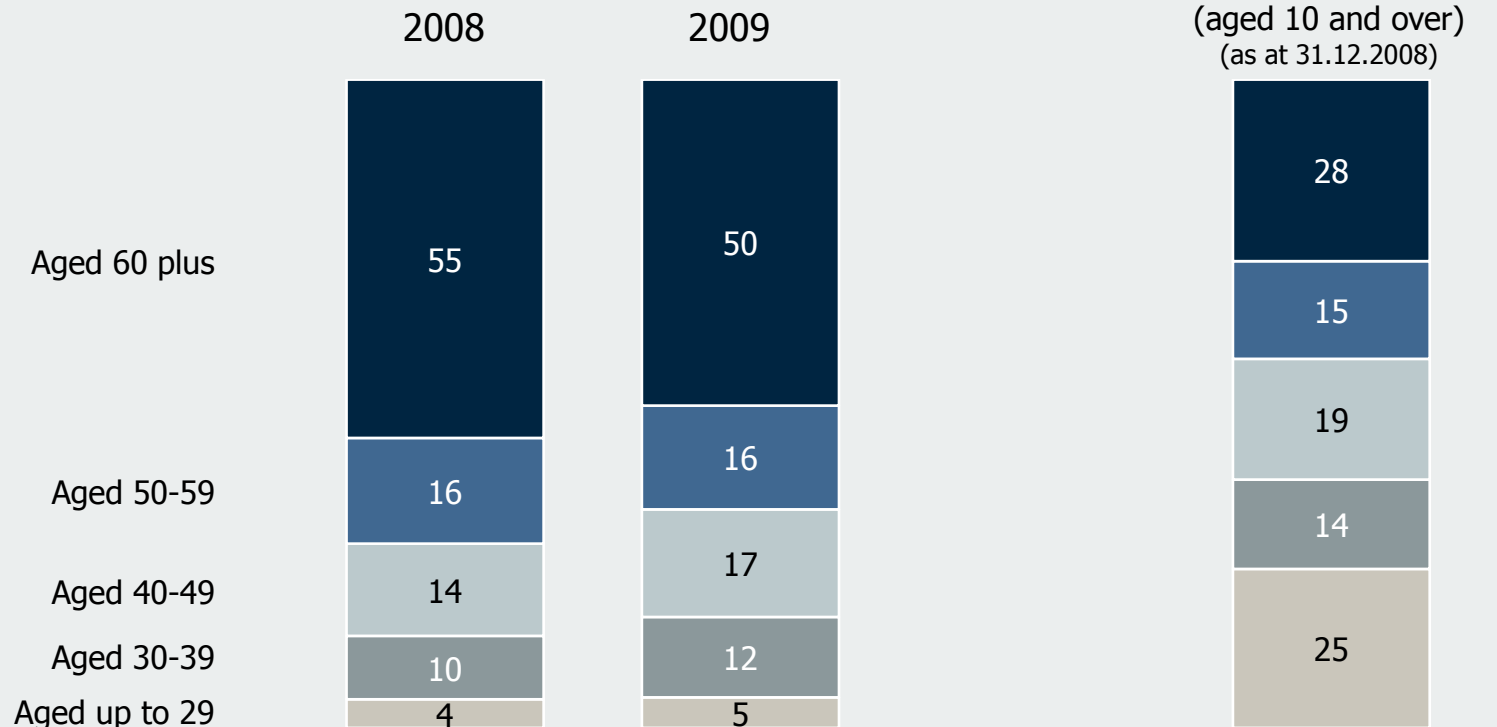


Total year	2,080	+3.9%	2.162	-3.0%	2,097
Number of donors (million)	13.0	-0.3%	12.9	-1.4%	12.7

Older people responsible for approximately half of the total donation volume

- Figures in % of private monetary donation volume -

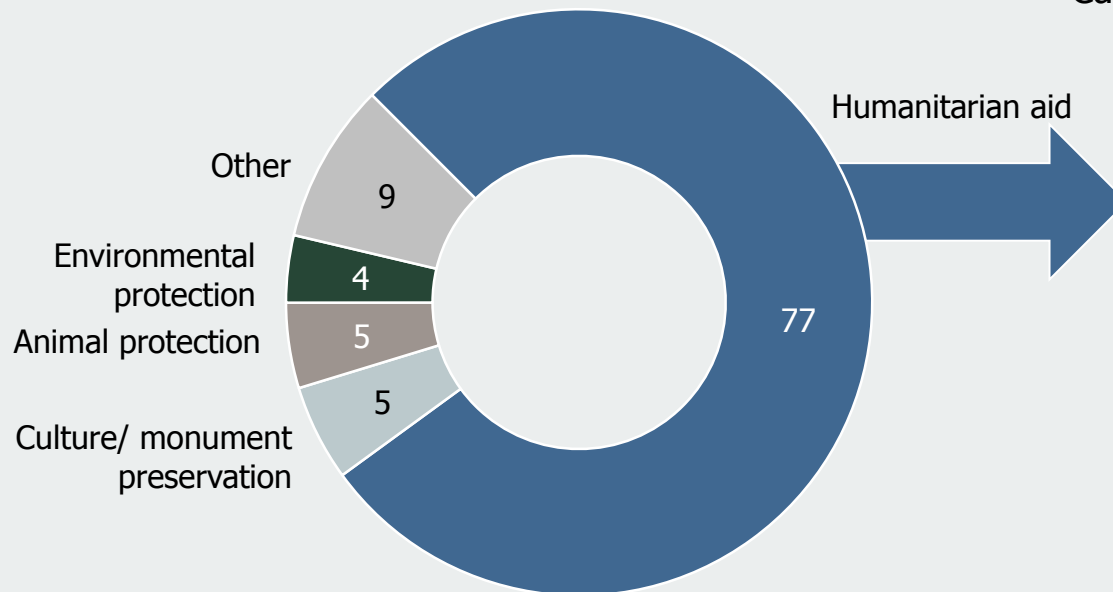
Distribution of donations according to age group



Humanitarian aid considered by far the most important cause

- Figures in % of private monetary donation volume -

Cause selected for donations in 2009



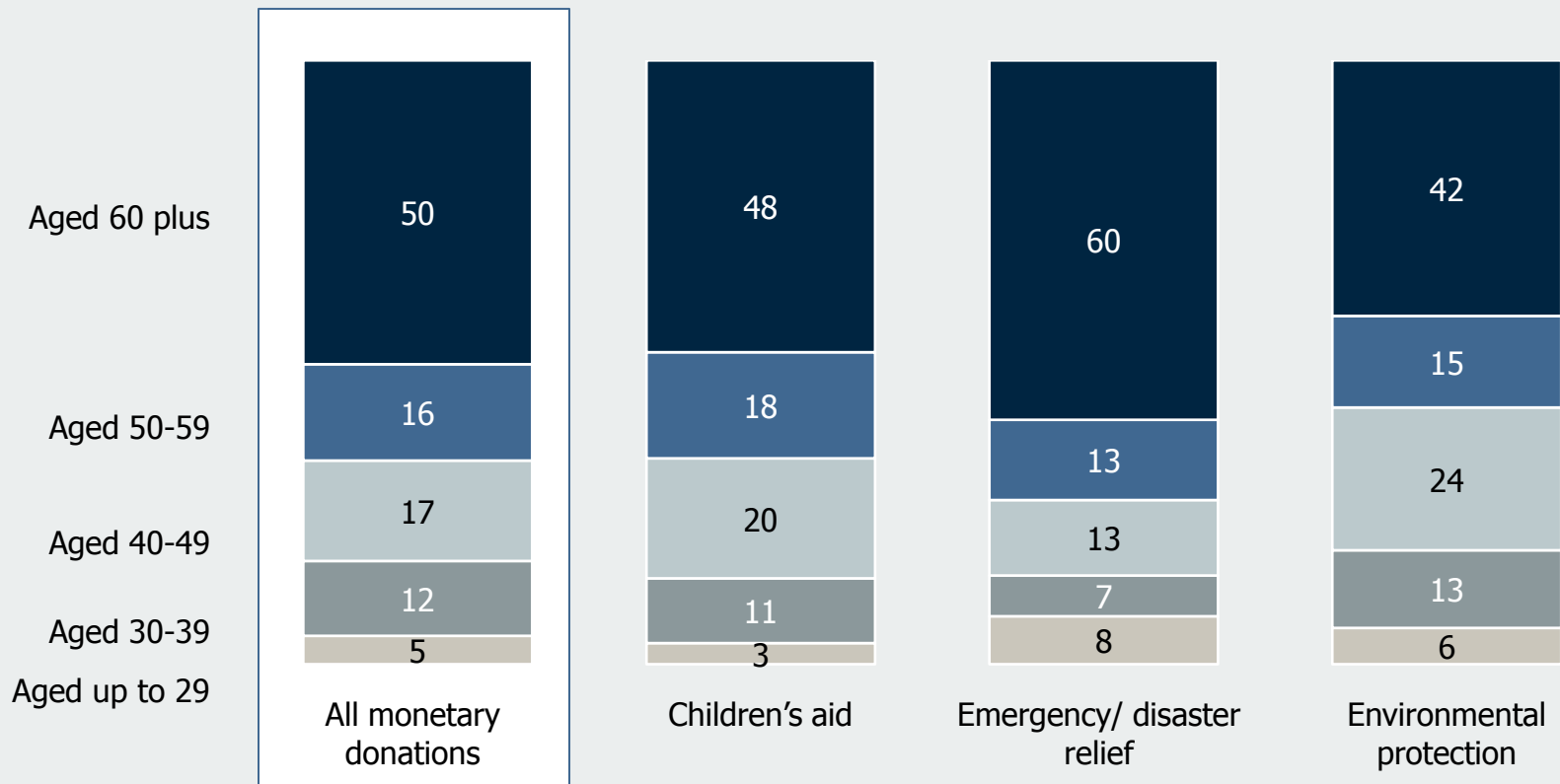
Cause receiving donations – humanitarian aid

Church/ religion	25
Children's aid	20
Emergency/ disaster relief	14
Illness/ disability	9
Long-term development projects	6
Education/ support associations	1
Other humanitarian aid	3

Causes chosen for donations vary according to the donor's age

- Figures in % of private monetary donation volume -

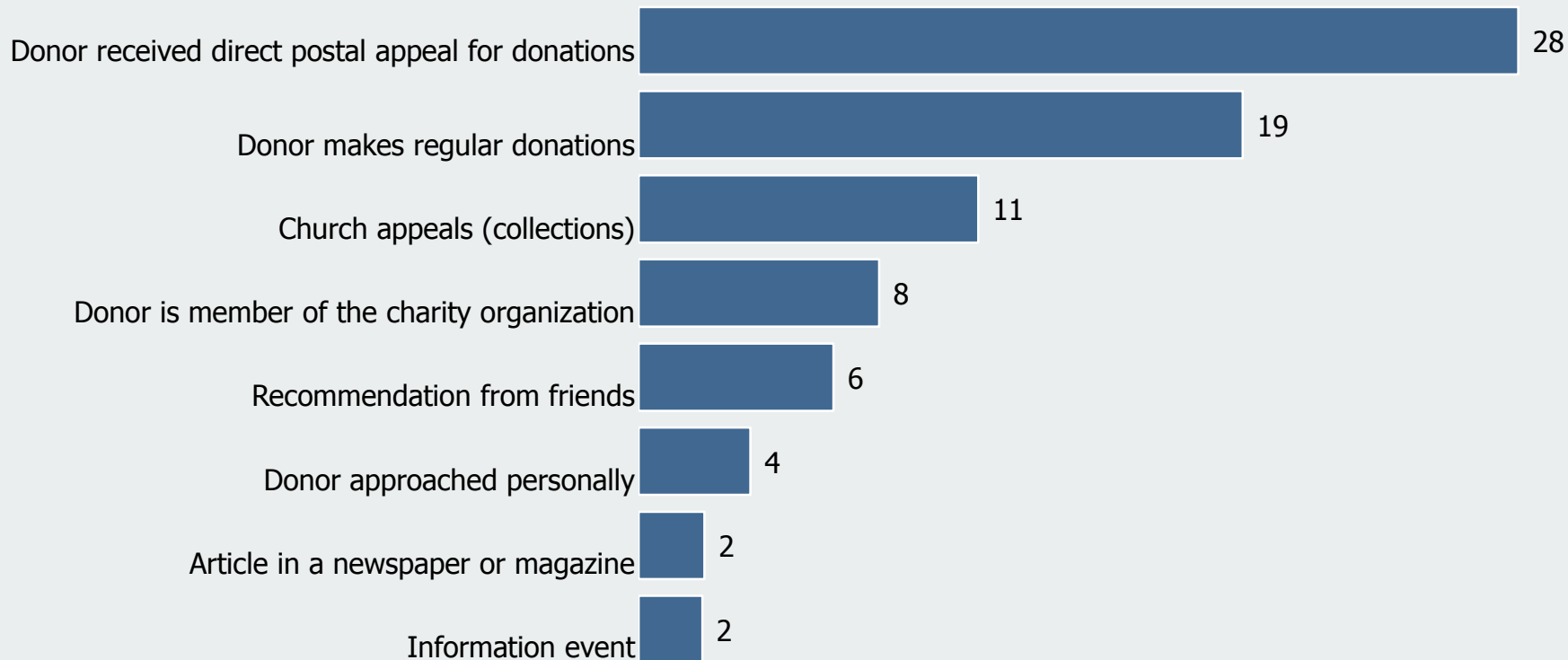
Distribution of cause selected for donations in 2009 according to age group



Almost one in every three euros donated results from direct postal appeals

- Figures in % of private monetary donation volume -

Greatest motives for donations in 2009



Regularity is the most important motivation behind donations for those aged under 50

- Figures in % of private monetary donation volume -

Greatest motives for donations in 2009

	Total	Aged 10-29	Aged 30-39	Aged 40-49	Aged 50-59	Aged 60 plus
Donor received direct postal appeal for donations	28	7	9	22	25	37
Donor makes regular donations	19	16	20	23	16	19
Church appeals (collections)	11	5	11	5	17	11
Donor is member of the charity organization	8	15	7	14	10	4
Recommendation from friends	6	4	8	5	5	6
Donor approached personally	4	10	2	4	4	3
Article in a newspaper or magazine	2	3	1	2	3	2
Information event	2	7	4	3	2	1

Younger people in particular are becoming less able to afford donations

- Figures in % of all people-

My financial circumstances do not allow me to make donations

(Agree completely/agree a little)

