

BORDER **TRÜST**

Local Giving Insights

2026



What local donors value and what it means for our community.

“We could never help our community as much on our own as we can with Border Trust ... that’s what it’s about — it’s a village.”

Learning from our Donors

At Border Trust, we exist to connect people who care with local causes that matter.

To guide our next phase of growth, we spoke with a group of local donors — individuals and businesses — to better understand:

- Why people choose to give
- What they value most about Border Trust
- How we can strengthen our role in the community

These insights will help shape how we grow local giving and increase our collective impact.

What we heard

Across every conversation, a clear message came through:

People want to make a meaningful difference locally and they trust Border Trust to help them do it.



Key donor insights

Six key insights emerged from our donor conversations.

1. Local giving matters most

Donors are strongly motivated by supporting their own community.

They want to see their contribution making a difference **close to home**, where they can understand the need and see the impact.

“It’s critical we stay local... Border Trust gives us that vehicle.”

“The fact that it’s local, supports local groups... our business is built on those people and BT provides the channel for meaningful, impactful contributions.”

2. Ease and simplicity are highly valued

Many donors told us they simply don’t have the time, knowledge or desire to manage their own giving and Border Trust plays an important role by removing complexity.

Donors told us they value having a trusted organisation that:

- Identifies where support is needed
- Manages the process
- Ensures funds are used well

“If you start to look at all the logistics... we wouldn’t do it. Border Trust make it easy.”

“It’s an easy way to contribute and grow our community.”

3. Trust, governance and transparency are critical

Trust sits at the heart of every decision to give.

Donors consistently highlighted:

- Confidence in how funds are managed and distributed
- Strong governance and accountability
- Clear reporting on outcomes

"You know the money is going to good causes... with robust governance."

"With Border Trust you actually see the results... you can jump on the website and see the outcomes."

"There is clarity where your donation is going... and how it's being put into action."

4. Collective giving creates greater impact

A strong theme was that donors recognise they can achieve more together than they could alone.

Border Trust enables:

- Broader reach across multiple needs
- Support for more complex or less visible issues
- Greater overall community impact

"We could never help our community as much on our own as we can with them."

"BT enables us to support our community more broadly and more directly than if we were to do it ourselves."

5. Businesses value recognition and connection

For business donors, giving is also about:

- Contributing to the community in visible ways
- Strengthening culture and purpose
- Being connected to something bigger

"It's important for our business image and culture... Border Trust shows our input through recognition."

At the same time, some individual donors prefer to give quietly — highlighting the importance of flexibility in how people engage.

6. Donors are more positive than we think

One of the most important findings:

Donors consistently rated their relationship with Border Trust more highly than we rated it ourselves.

This suggests strong trust, goodwill and opportunity to build even deeper engagement.



What this means for us

These insights reinforce the unique role Border Trust plays in our region.

We are not just a grant provider — we are:

- A **trusted partner** in local giving
- A **connector** between generosity and community need
- A **steward** of long-term community impact

“Border Trust is the vehicle... they are in our community and realistically the only ones filling that space.”

Importantly, there is strong support for the full role we play — including the systems, governance and leadership required to make local giving effective and sustainable.

Where we can improve

Donors also shared helpful suggestions:

- Make it easier to understand the different ways to give
- Continue building awareness of Border Trust in the community
- Share more stories and visible impact
- Keep explaining how long-term funds (like the Community Impact Fund) work

Looking ahead

This feedback gives us confidence and a clear direction.

We will continue to:

- Grow **local giving** across our region
- Strengthen how we communicate impact and opportunities
- Make it easier for more people and businesses to get involved
- Build the **Community Impact Fund** for long-term, sustainable impact

Because the opportunity is clear:

When local people give together, the impact is greater — today, tomorrow and for generations to come.

Thank you

We are grateful to the donors who shared their time and insights.

Their perspectives are helping shape a stronger future for giving in our community.

Get involved

If you'd like to be part of local giving:

- Make a donation or fundraise for us
- Join a collective giving initiative like Give500
- Partner with us as a business
- Consider leaving a gift in your will.

Together, we can create lasting impact across our region.

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