

UK GIVING 2014

An overview of charitable giving in the UK during 2014

April 2015



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Foreword

One of the most striking things about Britain in the years since the devastating financial crash of 2008 is the enduring generosity of its people in giving to others in need.

Whilst the economy has been lashed by storms sweeping from around the world, the uncertainty of rock bottom interest rates and pressure on household incomes, giving to charity is something to which the British public remains steadfastly committed.

While many charities face financial pressure and an uncertain future, one of the few things on which we can rely is that British people will turn to help the causes close to their hearts – a fact that has been established time and again by the long-running *UK Giving* project.

This edition of *UK Giving* marks a change in our approach. We have introduced a new questionnaire and survey method to give us more insight into that generosity than ever before.

Among the many improvements to our survey, we are specifically tracking sponsorship for the first time, looking more closely at the social and economic background of donors, as well as barriers to giving, the attitudes of occasional donors, and the use of technology by those who support charities.

As always, our aim is to support charities across this country and overseas by giving insight into how people give, and to spark a debate about what charities do, and the amazing role they play in people's everyday lives.

Without the remarkable work of charities large and small, Britain would be an impoverished place. But what makes them special in the first place is the quiet commitment and dedication of people who volunteer or just put a few pennies into a collecting tin.

It's this impulse to help that *UK Giving* charts. And it's something of which we should be immensely proud.



Dr John Low
Chief Executive
Charities Aid Foundation

About this report

The new UK Giving study

We announced last year that *UK Giving* was moving to a new methodology. This is the first fruit of that work. We want to provide more detailed information about how we give, and glean more insight into how UK donors think today. This report gives greater detail for the first time about the effect of sponsorship, online giving and the breakdown of donations by age, income and socio-economic group.

Our aim is to provide more insight into the attitudes and behaviours of donors, as well as taking better account of changing patterns of giving such as mobile and online channels. *UK Giving* has always been based on large-sample surveys to estimate patterns of giving that add to the picture we can gain from charity accounts. The study now captures data at four points throughout the year, rather than the three previously, which results in a larger annual sample size and ensures that some of the known seasonal differences in giving are better reflected. We also hope that, moving forward, this approach can provide more regular insight. The quarterly measures are now aggregated into a calendar year view, rather than financial year as previously.

It is important to understand that *UK Giving* provides an aggregated picture of stated giving – so what individuals tell us they have donated to charity in the month prior to interview. This has the potential to be impacted by a ‘social desirability bias’ whereby individuals do not wish to appear uncharitable and so may count earlier donations as falling within the requested timeframe, or include future intended donations within their response.

The new *UK Giving* methodology makes an attempt to address this issue by initially asking respondents whether they had given to charity within the previous 12 months, prior to asking about the last four weeks. If answering positively in the first instance, there is then less pressure to also answer positively in the second, as they will not be deemed an uncharitable person per se, merely that there may not have been an opportunity to give in the last month.

In addition, the questionnaire now asks about donating money or sponsoring someone for charity amongst a raft of other social actions including volunteering, signing a petition, taking part in a public consultation. Once again, this may result in less pressure for an individual to say that they give money to charity, particularly if they are able to highlight other social actions in which they do participate.

Finally, the question wording now asks specifically about ‘donating money to charity’, whereas previously it talked about ‘giving to charity’ and whilst all of the options for giving were financial transactions, the connection is now more explicit.

Whilst the changes in methodology do cause a ‘step-change’ in results, historic data has been recalibrated to create a cohesive picture of longitudinal trends.

About CAF

Charities Aid Foundation (CAF) is a leading international charity registered in the United Kingdom, with nine offices covering six continents. Our mission is to motivate society to give ever more effectively and help transform lives and communities around the world. We do this by working globally to increase the flow of funds to the charity and non-profit sectors through the provision of philanthropy advice and services.

Key findings and conclusions

Our analysis provides the following picture for individual giving in the UK for 2014:

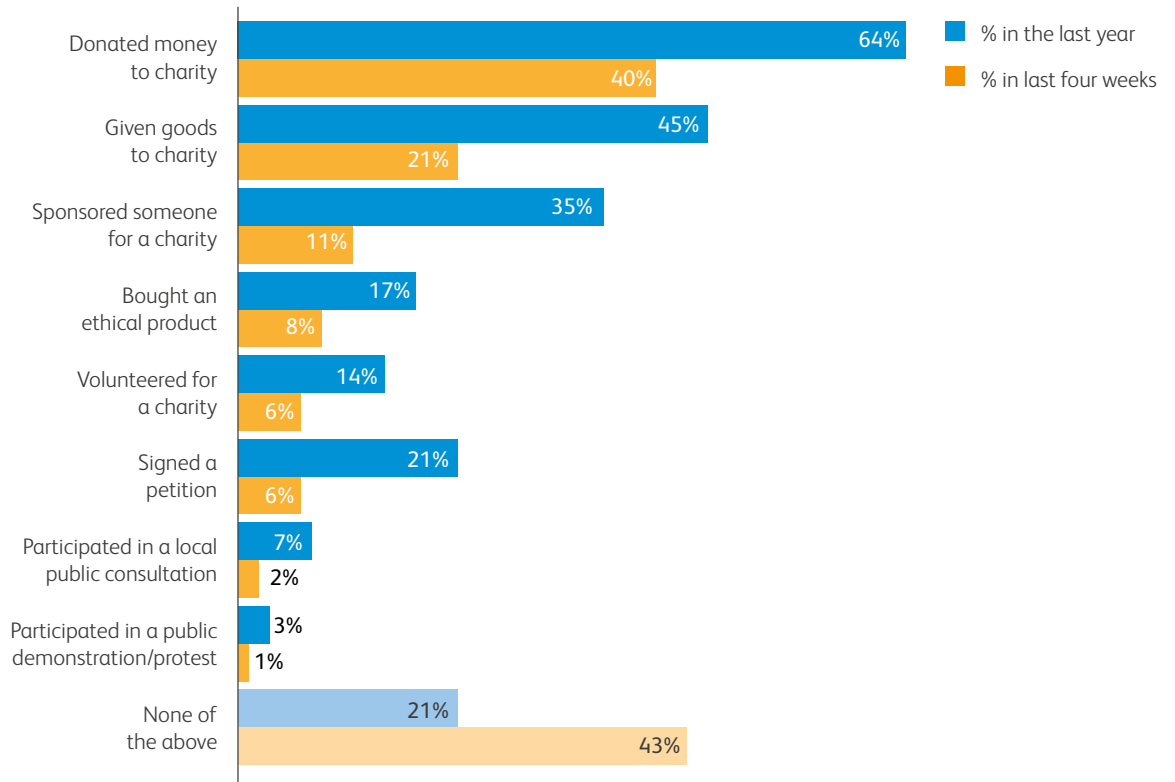
- Eight out of ten people (79%) participated in at least one charitable giving or social action activity in the 12 months prior to interview, with over half (57%) having done so in the last month
- Those aged 16-24 are the least likely to be involved in charitable giving or social action, with only 42 per cent having participated in any of the activities during the previous month, whilst those aged 45-64 are most likely to be involved, 63 per cent having done something
- In terms of giving money to charity (either directly or through sponsorship of an individual), 70 per cent report doing so in the 12 months prior to interview, and 44 per cent do so in a typical month. As identified previously by *UK Giving*, those most likely to give money are female, older and in higher socio-economic grades
- The typical monthly amount given by a donor in 2014 was £14. This level is similar to the typical gift recorded over the ten years of *UK Giving*, when it has ranged from £10 to £15
- The typical monthly amount given by sponsors in 2014 was £10, a smaller average gift than that made through direct donation
- The estimated total amount donated to charity by UK adults in 2014 is £10.6 billion
- As has been the case for the entire lifetime of *UK Giving*, 'medical research' is the cause supported by the largest proportion of donors (33% in 2014), followed by 'children and young people' (30%) and 'hospitals and hospices' (25%)
- However, 'religious causes' achieve the largest share of donations in terms of total monetary value (14%), as the typical donation of £20 is much higher than the overall average
- Cash continues to be the most common method of giving, with over half of donors (55%) making cash donations in the previous 12 months. Direct debit remains the second most popular channel, with 30 per cent using this in the last 12 months. Online giving has been used by 15 per cent of donors in the last 12 months, and 'text' by 11 per cent
- Despite an apparent online and social media focus, young donors are actually much more likely than average to give cash (66% compared to 55% overall)
- To encourage more people to give more regularly, charities need to not only communicate the impact of donations from the public, but also raise awareness of the different giving channels available and increase the flexibility of these channels to meet the needs and circumstances of individual supporters. There is also a need to reassure donors about the security of any personal and financial details held as part of planned giving channels, such as direct debit

Detailed findings

1.0 How people get involved

In 2014, a fifth of people (21%) did not participate in any of the charitable or social actions highlighted over the course of the previous 12 months. This aligns to a previous study undertaken by CAF in 2013 *Britain's Civic Core* which identified 24 per cent of the population as 'zero givers' over the 12 months covered.¹

Figure 1: Which, if any, of these have you done in the last year/four weeks?



Base: all respondents (5,068)

¹ 2,027 online interviews with UK adults conducted by ComRes between 31 July-1 August 2013 https://www.cafonline.org/PDF/CAF_Britains_Civic_Core_Sept13.pdf

1.1 Giving money

Our new *UK Giving* study shows 44 per cent of people reporting to give money to charitable causes in a typical month, equating to approximately 22.9 million adults.² This is comprised of both direct donations to charity and sponsorship of individuals, with 40 per cent making direct donations.

In terms of giving money either directly or via sponsorship, 70 per cent report doing so in the 12 months prior to interview. This giving level aligns relatively well to Mintel's *Charitable Giving in the UK November 2014* report, which found that three-quarters (76%) of Britons donated money in the previous 12 months.³ The *Halifax Giving Monitor* states a similar annual giving rate, with the most recent measure published in March 2014 reporting that 75 per cent of UK adults had donated to charity in the previous 12 months.⁴

The Cabinet Office's *Community Life* study⁵ records a higher participation level, with the 2013-14 study reporting that 75 per cent of people had given in the month prior to interview, contrasting to the 44 per cent for *UK Giving*. Closer inspection reveals that *Community Life* includes some additional giving channels which are not covered explicitly by *UK Giving* (for example, 'giving to people begging on the street'). In addition, the use of an initial screening question on *UK Giving* (which establishes whether an individual has donated money to charity, prior to asking further detail about channels) may reflect a more focused picture of those that are specifically donating money directly to a known charitable organisation, rather than more informal giving.

1.2 Volunteering

UK Giving suggests that 14 per cent volunteered for a charity in the 12 months prior to interview. Our earlier *Britain's Civic Core* research found that 19 per cent of people had volunteered in an organisation in the previous 12 months.⁶

These results represent a lower level than that recorded by the Cabinet Office's *Community Life*, which reports that 41 per cent of people had volunteered formally (through a group, club or organisation) at least once in the 2013-14 survey period. This difference will be due, at least in part, to *UK Giving* focusing on volunteering 'for a charity', whilst *Community Life* provides an extensive list of potential organisations which people may have given unpaid time to, including political bodies, trade unions, justice groups, etc. which may or may not be registered charities.

2 To calculate the total number of donors in a year, we multiply the proportion of donors by the estimated number of adults in the UK population, using ONS mid year population estimates. Calculations are based on the most recent ONS estimates available which were released in 26/06/2014 and represent a mid-year 2013 position. Dependent on population growth/decline during this intervening period this estimation may be subject to change

3 Mintel, *Charitable Giving – UK*, November 2014 based on 2,000 online interviews with those aged 16+ conducted in July 2014
<http://reports.mintel.com/display/722021/>

4 *Halifax Giving Monitor*, March 2014, conducted by ICM Research and comprising 2,044 GB adults aged 18+ interviewed between 8-9th February 2014
<http://www.lloydsbankinggroup.com/Media/Press-Releases/2014/halifax/halifax-giving-monitor/>

5 <https://www.gov.uk/government/collections/community-life-survey>

6 2,027 online interviews with UK adults conducted by ComRes between 31 July-1 August 2013 https://www.cafonline.org/PDF/CAF_Britains_Civic_Core_Sept13.pdf

2.0 Who does what

Table 1 Activities participated in during the last four weeks, by gender and age

Activity % participating in last 4 weeks	Total (5,068)	Gender		Age			
		M (2,483)	F (2,585)	16-24 (735)	25-44 (1,683)	45-64 (1,587)	65+ (1,063)
Donated money to charity	40	38	43	26	39	44	48
Given goods to charity	21	15	27	9	21	24	26
Sponsored someone for a charity	11	9	13	7	13	14	7
Bought an ethical product	8	7	9	3	9	10	6
Volunteered for a charity	6	5	8	5	6	8	5
Signed a petition	6	5	6	5	7	6	4
Participated in a local consultation	2	2	1	0	2	1	2
Participated in a public protest	1	1	1	1	1	0	0
None of the above	43	48	37	58	44	37	38

Base: all respondents (5,068)

Women are more likely than men to be involved in charitable giving or social action. Over three-fifths (63%) of women had participated in at least one of the activities listed in the month prior to interview, compared to only 52 per cent of men. Of particular note is the 12 percentage point differential in 'giving goods to charity' with over a quarter (27%) of women having done this in the last month, compared to only 15 per cent of men.

Those aged 16-24 are the least likely to be involved in charitable giving or social action, with only 42 per cent having participated in any of the activities during the previous month, whilst those aged 45-64 are most likely to be involved, 63 per cent having done something.

Three-quarters (74%) of those in the highest socio-economic group⁷ had participated in at least one charitable or social action in the previous month, with much higher than average levels for direct donation of money to charity (57% vs. 40% overall), giving goods (33% vs. 21%) and buying ethical products (18% vs. 8%).

⁷ Classified as AB (senior managerial and professional roles) within the UK standard social grade system. In comparison, only 43% of those classified as DE (casual/lowest grade workers, pensioners and those reliant on the welfare state for income) had undertaken an activity.

2.1 Who gives money

As identified previously by *UK Giving*, those most likely to give money are female, older and in higher social grades.

In a typical month, women are more likely to give money to charity than men, 48 per cent donating directly and/or sponsoring someone, compared to 41 per cent of men.

Older people are more likely to donate (either directly or through sponsoring someone), with half of those aged 65 and over doing so in a typical month, compared to only 30 per cent of those aged 16-24. It is of interest, however, that our quarterly results show a spike in direct donation within the youngest age group during August (32% compared to their annual average of 26%). This coincides with the point at which the Ice Bucket Challenge was at its highest. At the time, research by CAF found 30 per cent of young people reporting that they had taken part in the Ice Bucket Challenge compared to an average of 17 per cent across the total population.⁸ Further investigation of the *UK Giving* data shows a slight, although not statistically significant, uplift in the proportion of young people donating to health causes during August, which could correspond with the Ice Bucket Challenge and the resultant high donations received by Macmillan Cancer Support and the Motor Neurone Disease Association (£3 million and £7 million respectively).

Those in senior managerial and professional roles are more likely to donate (either directly or through sponsorship) than average, with nearly two thirds (62%) doing so in a typical month.⁹



⁸ ComRes study conducted for CAF, comprising 2,058 online interviews with GB adults between 5-7th September 2014 - <https://www.cafonline.org/media-office/press-releases/2014/1209-ice-bucket-boosts-giving.aspx>

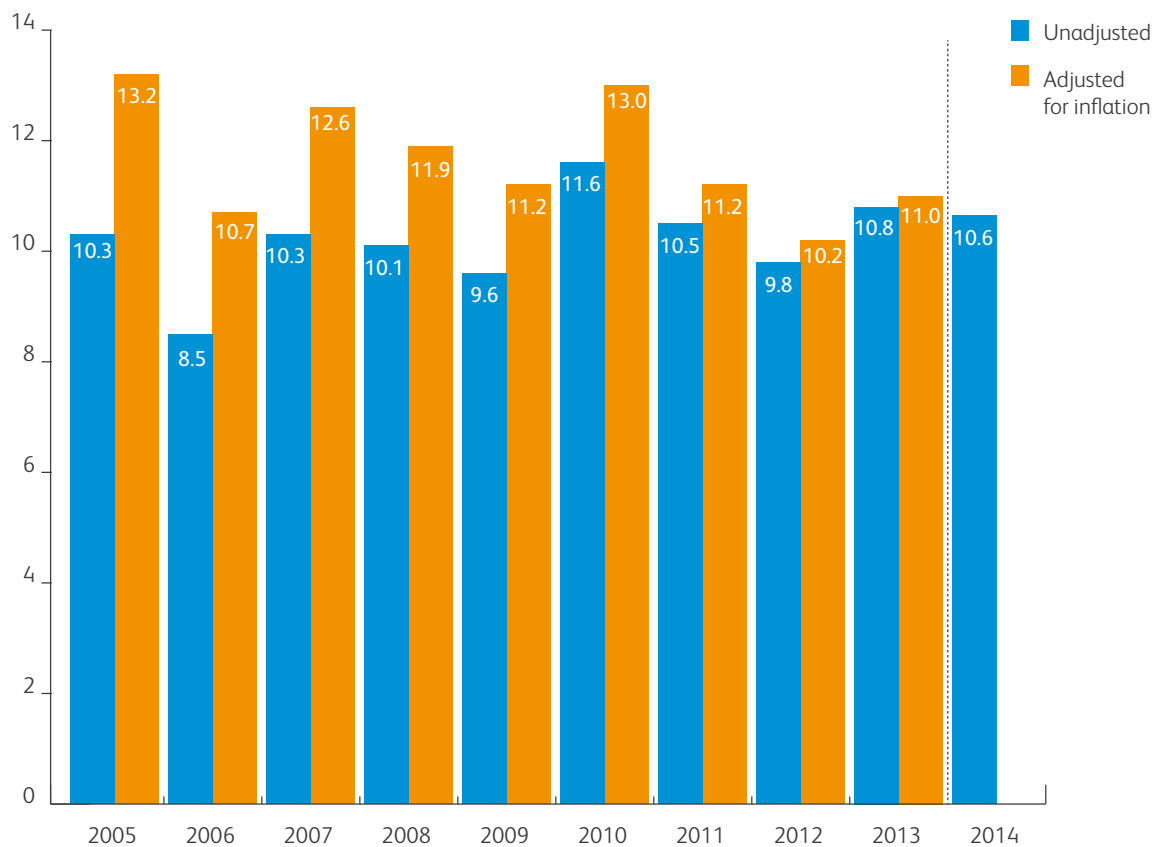
⁹ Classified as AB within the UK standard social grade system. In comparison, 31% of those classified as DE (casual/lowest grade workers, pensioners and those reliant on the welfare state for their income) give to charity in a typical month

3.0 Total amount given

Our survey suggests an estimated total amount donated to charity by UK adults in 2014 of £10.6 billion,¹⁰ which is similar to levels calculated previously from *UK Giving* data.

Clearly the changes to survey methodology have been wide-ranging, with the questionnaire, data capture periods and annual definition all being subject to change. As such the previous waves of *UK Giving* are not directly comparable. We have, however, undertaken a recalibration exercise¹¹ in an attempt to retain a broad historical trend-line, so as to set the 2014 results in context.

Figure 2 Estimated total amounts given by individuals, adjusted for inflation¹² and unadjusted, calendar years 2005 to 2014 (£billions)



2014 marks a change to the *UK Giving* survey, with results from previous years estimates based on a recalibration of the data (see Appendix for details)

As highlighted earlier, it is important to note that the *UK Giving* estimate is calculated from reported giving, as recalled and relayed by individual survey participants, and so is subject to respondent reliability, as well as other considerations that apply to all surveys based on a sample of a population rather than a census.

10 Calculation is based on the estimated number of adults in the UK using ONS mid year population estimates, the most recent of which was released in 26/06/2014 and represents a mid-year 2013 position. Dependent on population growth/decline during this intervening period this estimation may be subject to change

11 Further detail is provided in the Appendix

12 The ONS announced on 13/03/2013 that RPI will no longer be designated as a national statistic, therefore *UK Giving* now uses CPI for this adjustment

Whilst giving data is available directly from the annual reports of charitable organisations, as submitted to the Charity Commission in England and Wales, and in Northern Ireland, and the Office of the Scottish Charity Regulator (OSCR) in Scotland, there is a time delay to such data becoming available due to the financial year end and returns cycle. A lack of clarity as to the various elements that comprise the 'voluntary income' category captured by the Charity Commission also makes it difficult to split out the monetary donations made by the UK public with any level of accuracy.

The National Council for Voluntary Organisations' comprehensive and informative *The UK Civil Society Almanac 2014*, which covers 2011/12 data, reports £17.4bn¹³ of charitable donations coming from 'individuals', although this includes elements not covered by *UK Giving*, such as Gift Aid receivable, legacy gifts and some fees received for services. In this respect, NCVO attributes approximately £6.9bn in 'donations' and £3.5bn from fundraising activities to individuals, resulting in a £10.4bn total for 2011/12.

Analysis of the Charity Commission data suggests 'voluntary income' of around £17.1bn for 2013, which reduces to £14.2bn if excluding legacies and endowments, but this amount will still include Gift Aid and some grants. This amount has increased markedly since 2010 when it stood at £11.4bn, with this appearing to be a result of the inclusion of over 900 more charitable organisations in the dataset.

The 2014 Coutts *Million Dollar Donor Report* values UK 2013 million pound donations at a total of £1.36 billion, with 18 per cent coming from individual donations (excluding personal foundations).¹⁴ *UK Giving* is likely to under-represent such major donor activity, and so primarily represents the giving made by the UK public at large.

Thus, whilst *UK Giving* may come with some survey-related caveats, other estimates also have limitations. We hope that *UK Giving* adds to the sector's knowledge by providing an ongoing measure of individual giving, showing relative results over time to help inform the sector as to the ongoing charitable mood and giving capacity of the general public.

¹³ NCVO *The UK Civil Society Almanac 2014* <http://data.ncvo.org.uk/a/almanac14/fast-facts-3/>
Please note that NCVO's estimates exclude any organisation stating religion as their primary purpose/cause

¹⁴ Coutts *Million Dollar Donors Report 2014: UK Findings*. Available:
<http://philanthropy.coutts.com/content/dam/rbs-coutts/philanthropy/documents/2014/findings/UK-Findings-2014.pdf>

4.0 Typical amount given

The typical monthly amount given by a donor in 2014 was £14.¹⁵ This level is similar to the typical gift recorded throughout the ten years of *UK Giving*, when it has ranged from £10 to £15.

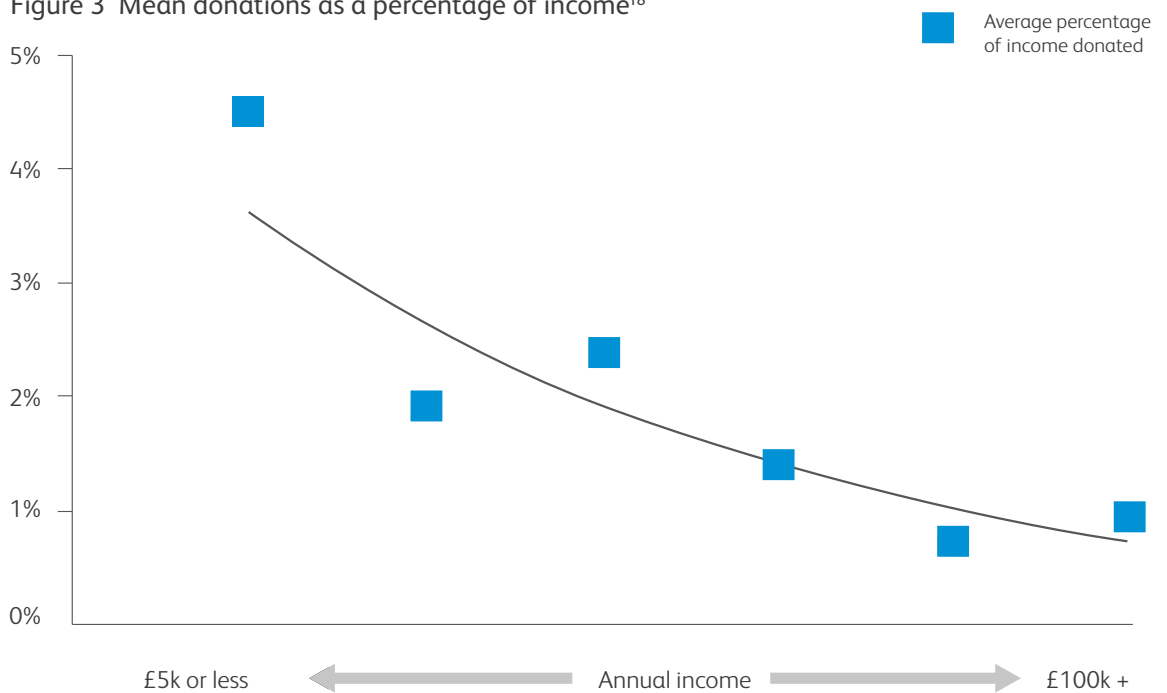
The mean donation of £39 is higher than that seen in previous *UK Giving* studies which, when re-calibrated to a calendar year view, range from £27 to £34. This uplift may reflect the change in questionnaire, with a clearer focus on donating money to charitable organisations.¹⁶

Whilst the average donation made by men is higher than women (£41 vs. £36 respectively), the higher propensity for women to give at all means that women account for 51 per cent of the total value of donations.

The mean donation of £42 given by older individuals (45 and over) tends to be above the overall average (£39), whilst younger individuals give less (a mean of £21 for those aged 16-24) – no doubt a reflection of life-stage and relative affluence. Related to this is that those in the highest socio-economic group¹⁷ report giving the largest average donations (£61), and overall these individuals account for 51 per cent of the total value of all donations made.

Whilst it makes perfect sense that the more affluent in society are in a position to make larger donations and so give more in absolute terms, it is interesting to review the levels of giving as a proportion of income. This appears to demonstrate that it is actually those on lower incomes that give a larger proportion of what they do have away, although it is worth highlighting that in some instances these individuals may be using pooled resources or non-income related money to help fund their charitable donations.

Figure 3 Mean donations as a percentage of income¹⁸



Base: all donors (direct and via sponsorship) providing income information (1,319)

¹⁵ This is the median average, which is a better indicator of a 'typical' donation than the mean, since it is less influenced by the small number of large donations

¹⁶ Please see the 'About this report – The new *UK Giving* study' section of this report for further information about changes made to the *UK Giving* questionnaire and their likely impact

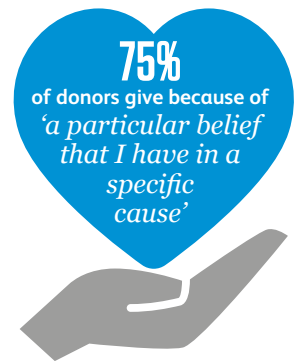
¹⁷ Classified as AB (senior managerial and professional roles) within the UK standard social grade system

¹⁸ Monthly donation has been multiplied by twelve to achieve an annual amount given for comparison against the annual income

4.1 Sponsorship

Isolating money given through sponsorship shows a lower level of gift than through direct donations. The typical or median donation is £10, with the mean being recorded at £16. This may be as a result of the cause not being selected by the donor themselves, rather they are supporting the individual in their activity, not necessarily the cause itself – and we know from many research studies that a personal connection to the cause or direct experience of the charity is very often what drives charitable donations. CAF's 2013 *Why We Give* study found that 75 per cent of donors agree that they give because of 'a particular belief that I have in a specific cause', whilst 61 per cent agree that giving was prompted by 'a personal experience that I have had'.¹⁹

It is also the case that there is often greater consensus in sponsorship giving, whereby individuals tend to pledge the same or similar amount as other donors. Analysis of JustGiving sponsorship data by academics from the Universities of Bristol and Warwick demonstrates clearly that if a large donation is made by a sponsor, subsequent sponsors will follow that amount as their guide (and likewise if one individual makes a smaller than average donation).²⁰ Thus, we are unlikely to see as wide a breadth of sponsorship amounts as are present in direct donations, which is reflected in the respective mean/median differentials.



¹⁹ CAF *Why We Give* study, April 2013, survey of 722 donors <https://www.cafonline.org/PDF/CAF-Why-We-Give-Jan14.pdf>

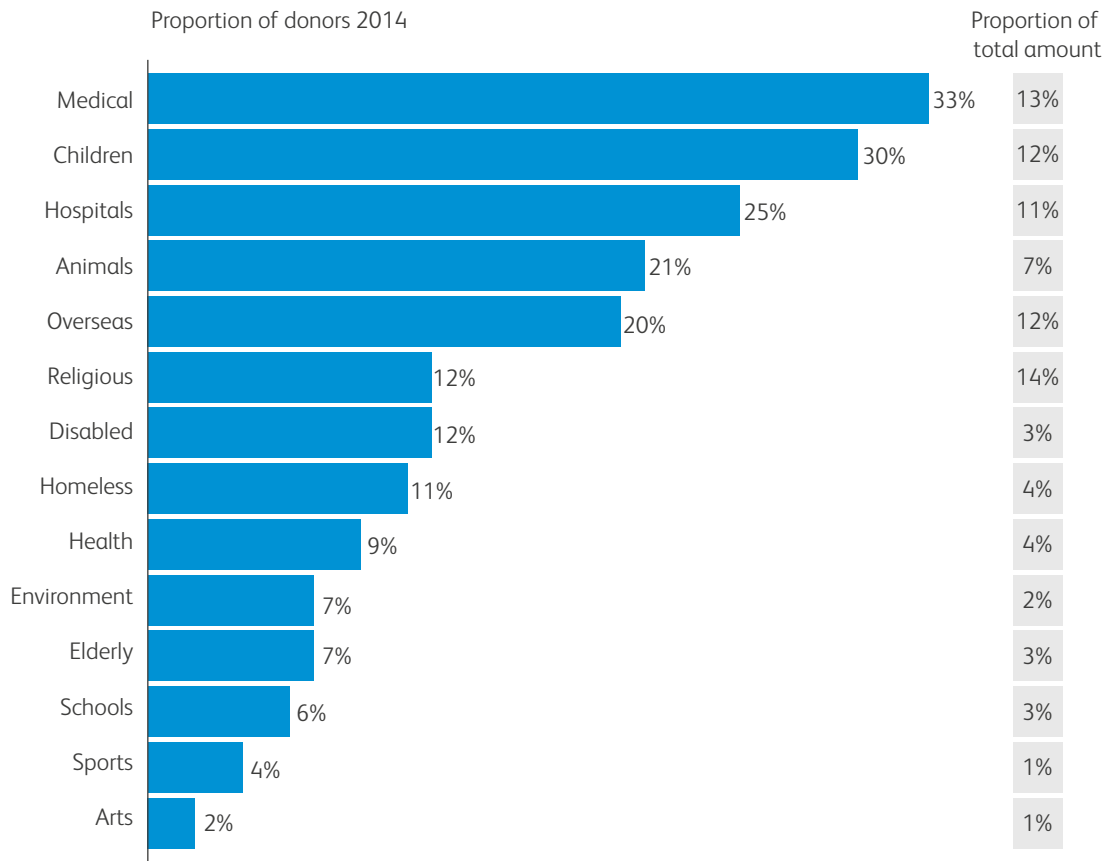
²⁰ Analysis shared at the Fundraising Insights Conference on 28th March 2014 <http://www.bris.ac.uk/media-library/sites/cmpo/migrated/documents/newfindings.pdf>

5.0 What people give to

As has been the case for the entire lifetime of *UK Giving*, 'medical research' is the cause supported by the largest proportion of donors (33% in 2014). This is followed by 'children and young people' and 'hospitals and hospices', both of which have also been present in the top three since tracking began. 'Children' is placed second this year, up from third in the 2012/13 report.

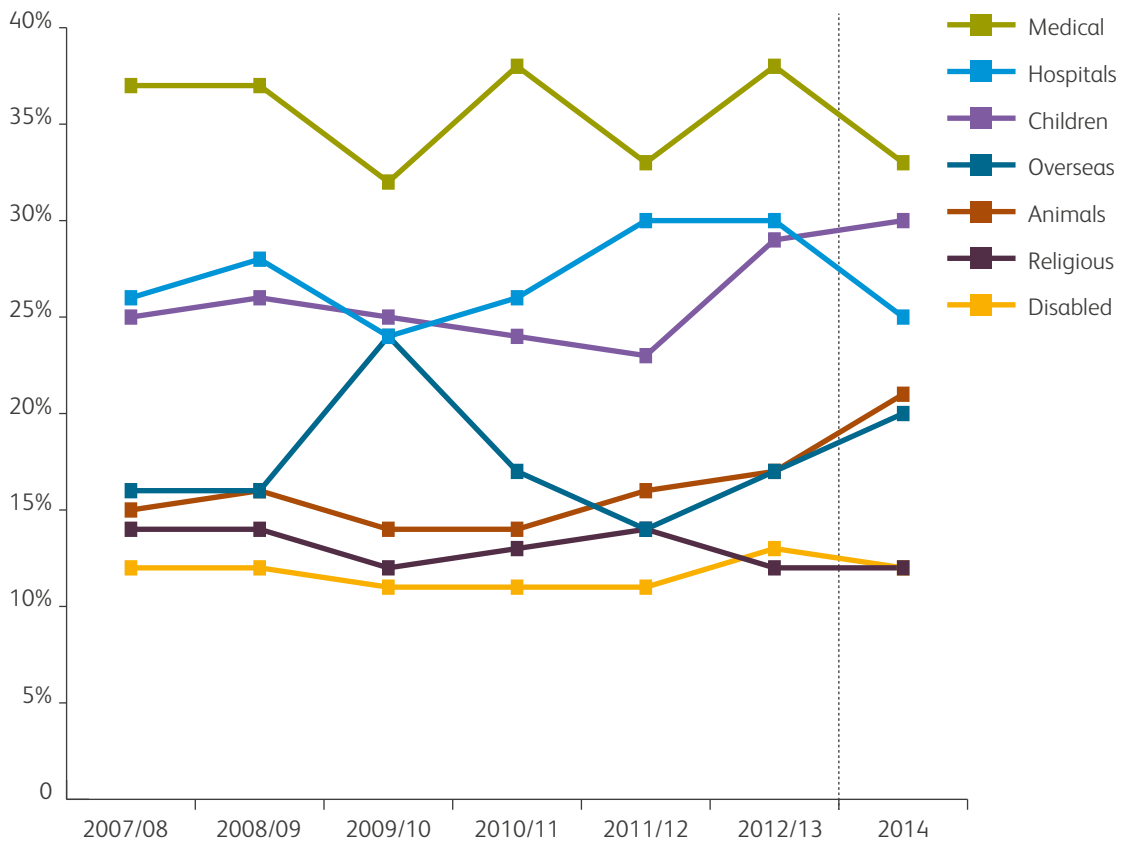
Whilst supported by just 12 per cent of donors, 'religious causes' achieves the largest share of donations in terms of total monetary value (14%). This is as result of the typical donation made to religious causes at £20 being much higher than the overall average (£14). This donation level significantly outstrips the typical amounts given to the most popular causes, with medical research and hospitals most commonly receiving donations of £8 and children's causes of £10. After religious causes, the Arts achieve the next largest typical donation of £12.

Figure 4: Proportion of donors giving to different causes and proportion of total amount donated by cause



Base: all donating money in the last four weeks (2,252)

Figure 5 Proportion of donors giving to different causes over time



NB: please note change from financial to calendar year reporting for 2014.

Despite the relative stability of the top charitable causes over time, reviewing the results within a particular year can help to illustrate the responsiveness of the British public to specific charitable asks and campaigns. For example in 2014 we see a clear uplift in the proportion reporting that they gave to children's causes during November (37% compared to the annual average of 30%), which no doubt reflects the strong support given to the BBC's Children in Need campaign which raised over £32.6million. Overseas causes also experienced an uplift in November 2014 (24% compared to the 20% annual average), potentially reflecting the launch of the Disasters Emergency Committee Ebola campaign at the end of October.

5.1 Who gives to what

With a differential of five percentage points or more, women are more likely than men to give to Homeless (14% vs. 8% respectively) and Animal (23% vs. 18%) causes.

Those in the highest socio-economic group²¹ are much more likely to support Overseas causes than average (31% vs. 20% overall). They also demonstrate a notably higher propensity to support charities focused on Children (38% vs. 30% overall), the Environment (13% vs. 7% overall) and Religious causes (18% vs. 12% overall). These individuals are also more likely to give to multiple causes – an average of three per donor, compared to the overall average of two.

Table 2 Causes given to in the last four weeks

Cause % giving to each	Total (2,252)	Gender		Socio-Economic Group			
		M (1,019)	F (1,233)	AB (702)	C1 (677)	C2 (426)	DE (447)
Medical	33	31	35	32	36	33	31
Children	30	28	32	38	29	32	21
Hospitals	25	23	27	25	26	28	21
Animals	21	18	23	23	21	20	19
Overseas	20	21	19	31	19	15	8
Religious	12	12	13	18	13	8	7
Disabled	12	13	11	12	10	12	13
Homeless	11	8	14	14	12	10	6
Health	9	9	9	12	8	6	10
Environment	7	7	7	13	7	3	2
Elderly	7	5	9	7	6	9	5
Schools	6	5	7	10	4	3	4
Sports	4	4	3	7	2	3	1
Arts	2	2	2	3	2	0	1

Base: all donating money in the last four weeks (2,252)

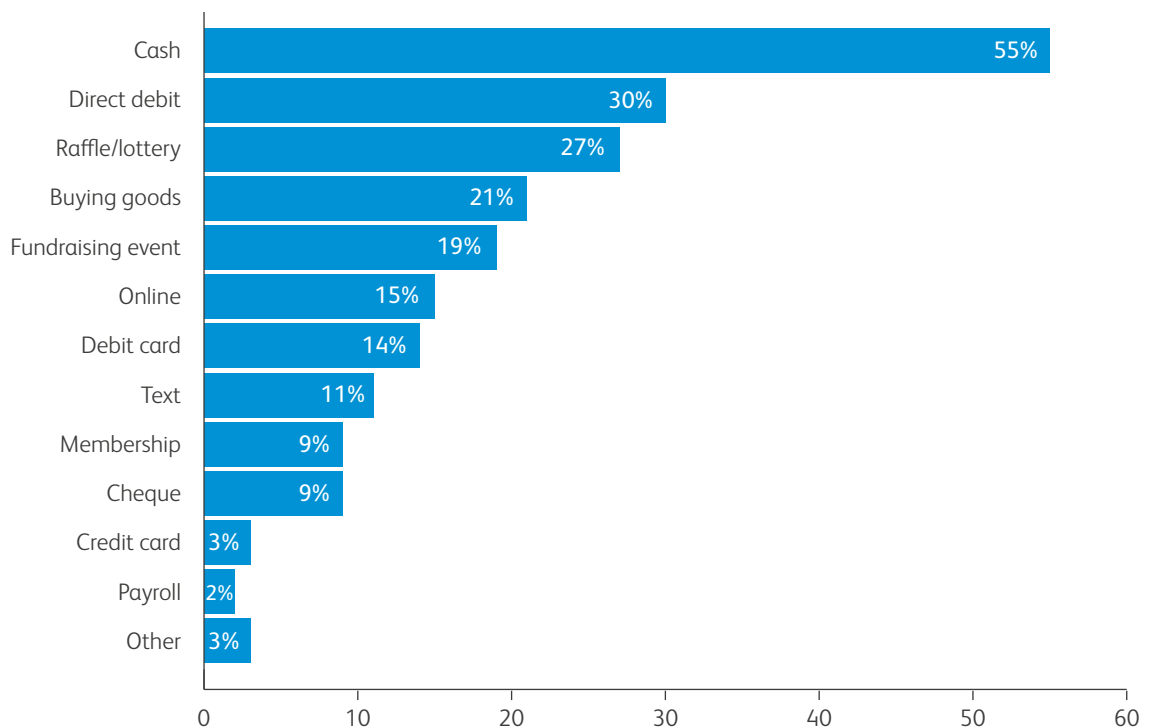
21 Classified as AB (senior managerial and professional roles) within the UK standard social grade system

6.0 How people give

One of the key aims of the new *UK Giving* study is to provide more detailed information on the changing patterns of giving, particularly in respect of the channels used such as mobile and online. The inclusion of new channels and the separation of others (e.g. 'cheque or credit/debit card' being split into distinct categories) when asking how people give, provides increased granularity and should enable improved over-time tracking as channels decline or increase in popularity.

Despite this change, cash donations continue to be the most common method of giving. As reported in previous *UK Giving* studies, over half of donors make cash donations. Direct debit remains the second most popular channel.

Figure 6 Methods of giving: proportion of donors using each channel in the previous 12 months



Base: all donating money directly to charity in the last year (3,237)

Other categories of note are 'online giving' used by 15 per cent of donors in the last 12 months, and 'text' used by 11 per cent. The surge of social media campaigns over 2014 such as the #nomakeupselfie, Stephen Sutton's 'thumbs up' campaign, and the Ice Bucket Challenge will have helped to boost the use of online and text channels. In a separate CAF study, a quarter of people claimed to have participated in a charity fundraising campaign driven by social media (although this was an online sample and so is likely to represent individuals with a greater predilection for online activity than the general public).²² The widespread adoption of social media and 'keyword' text donation mechanisms by larger fundraising events such as Comic Relief and Children in Need will also be driving this use.

22 ComRes study conducted for CAF, comprising 2,058 online interviews with GB adults between 5-7th September 2014 - <https://www.cafonline.org/media-office/press-releases/2014/1209-ice-bucket-boosts-giving.aspx>

Recent research conducted by Blackbaud amongst not-for-profit professionals reported that, on average, around 15 per cent of all of the private giving that their organisations receive comes via online donations, and over half (55%) reported an increase in the proportion of their total donations being received online in 2014 compared to 2013.²³ Whilst this study may not be representative of the charitable sector as a whole, the reported increase year-on-year of online donations is of interest.

Table 3 Proportion giving through each channel in the last 12 months

Channel % using each in the last 12 months	Total (3,237)	Gender		Age			
		M (1,490)	F (1,747)	16-24 (350)	25-44 (1,041)	45-64 (1,063)	65+ (783)
Cash	55	55	56	66	54	56	52
Direct debit	30	31	30	12	29	35	36
Raffle / lottery	27	25	29	19	23	35	27
Buying goods	21	17	25	17	22	23	20
Fundraising event	19	17	21	19	24	12	11
Online	15	16	15	19	20	16	6
Debit card	14	14	14	13	16	14	12
Text	11	10	12	13	15	12	3
Membership	9	11	8	4	7	13	11
Cheque	9	8	9	2	1	9	23
Credit card	3	4	2	0	2	4	4
Payroll	2	3	2	0	3	4	0
Other	3	4	2	2	3	4	2

Base: all donating money directly to charity in the last year (3,237)

Women are more likely than men to give through raffles/lotteries and fundraising events, possibly due to more exposure to this type of fundraising through schools and other social networks. A quarter of female donors buy charitable goods, compared to only 17 per cent of men. A similar gender gap has been seen in other CAF research when asking about purchasing goods from charity shops, with 35 per cent of women claiming to have done so in the last month compared to only 26 per cent of men.²⁴

As anticipated, the channels used differ notably by age, with older donors more likely to use cheques, direct debit or to pay a membership or subscription fee to a charity. The profile of cheque use illustrates clearly the future demise of this channel, whilst membership organisations will need to continue to work hard to convert upcoming generations to supporters.



23 Blackbaud 2014 *State of the Not-for-Profit Industry*, 423 interviews with not-for-profit professionals in the UK and Ireland, June 2014 <https://www.blackbaud.co.uk/notforprofit-resources/uk-research>

24 *Charity Street* research conducted by ComRes for CAF and IPPR, comprising 2,070 online interviews between 23-24th July 2014 : <https://www.cafonline.org/PDF/Charity-Street-Report-Sept14.pdf>

Younger donors are more likely than average to use online and text, with around a fifth of donors aged under 45 giving online in the last year compared to only six per cent of those aged 65 and over. A recent Mintel report also explores online charitable behaviour, stating that two-fifths (41%) had either contributed towards or had an interaction with a charity over the internet in the 12 months prior to interview.²⁵

More specifically, this study found that almost a quarter (23%) of 16-24 year olds had 'liked' a charitable organisation page via Facebook or similar, compared to 13 per cent overall. In terms of actual donations, 14 per cent of 16-24 years olds claimed to have given money via their mobile phones in the past year (compared to eight per cent overall). Whilst this study was itself conducted online, and so those responding are likely to be more 'tech-savvy' than the wider population, the survey is interesting if only that it further highlights the wider use of technology channels amongst the young. It also poses the question as to whether such 'clicktivism' is usurping more traditional channels for charitable giving and social action, with this resulting in the lower level of such activity amongst young people highlighted in section 2.0.

Despite this focus on online and mobile giving amongst the young, it is interesting that those aged 16-24 years were actually much more likely than average to give cash, 66 per cent doing so in the last year compared to the overall average of 55 per cent.

This will be due, at least in part, to more limited access to some donor channels amongst this younger demographic, for example, payroll giving and credit cards. However, there is also some evidence to support a behavioural difference, with a tendency towards more spontaneous giving amongst the young, which may determine a cash donation. When those donating directly to charity were asked how frequently they give, those aged 16-24 were more likely to say 'from time to time' than average (50% vs. 44% overall, and compared to only 42% amongst those aged 65+). This age group are also least likely to agree that they 'think carefully about what charitable causes I donate money to' (61% agreeing compared to 72% overall), or to 'support the same charities year-on-year' (37% agreeing that this is the case compared to 59% overall).²⁶

It will be interesting to see if cash donations start to transition to debit/credit cards, as the use of contactless payment becomes more prevalent. Research published in June 2014, suggested that a fifth (21%) of UK adults expected to make a contactless payment in the next 12 months,²⁷ whilst another study estimated that over half of people (55%) owned at least one contactless card.²⁸ Whilst the sector has seen some initial forays into contactless payment, such as Cancer Research UK's contactless shop front trial²⁹ or the 'Penny for London' scheme,³⁰ charities need to be alert to the implications for in-the-street or in-shop donations if carrying cash becomes less common. CAF is also exploring the potential of contactless technology for increasing donations in a number of different giving settings.

25 Mintel, *Charitable Giving* – UK, November 2014 based on 2,000 online interviews with those aged 16+ conducted in July 2014
<http://links.mkt3471.com/servlet/MailView?ms=MTE1ODMyNjQ51&r=OTU3MDMyMjg4ODg51&j=NDIOMTKyOTE3S0&mt=1&rt=0>

26 *UK Giving* August, 1,069 face-to-face interviews conducted by GfK NOP

27 Consumer Intelligence study conducted for Gocompare, 1,505 online interviews conducted between 28 March and 11 April 2014
http://www.gocompare.com/press-office/2014/06/contactless_payments_2014/

28 eDigitalResearch study comprising 2,006 online interviews conducting between 7 April-11th March 2014
<http://www.edigitalresearch.com/news/item/month/may/year/2014/nid/471966889>

29 <http://www.fundraising.co.uk/2015/01/22/cruk-trials-contactless-giving-through-the-charity-shop-window/>

30 <https://www.pennyforlondon.com/>

6.1 Technology device usage

Additional questions in *UK Giving* look at the specific technology devices owned and used by Britons, and the penetration of charitable donations made through them. Whilst giving activity via such technology remains relatively low level, the younger profile of tech users means that it is an avenue which charities should still be exploring.

Table 4 Technology device ownership by age

% own and personally use each device	Total (3,030)	Age			
		16-24 (440)	25-44 (1,006)	45-64 (949)	65+ (635)
Mobile phone <u>with</u> internet access	58	72	76	58	20
Laptop	58	67	71	57	30
Tablet	35	33	46	38	15
Desktop	27	18	27	36	20
Mobile phone <u>without</u> internet access	23	14	16	27	36
e-Reader (e.g. Kindle)	13	8	14	18	9
Portable media player (e.g. MP3)	12	16	18	12	3
Internet enabled, Smart TV	11	7	16	12	4
Netbook	6	6	8	7	2
None of these	14	9	7	10	34

Base: all respondents, *UK Giving* May-August-November (3,030)

Results show that younger age groups have clearly adopted 'mobile' technology, so smartphones and laptops, whilst desktop ownership and use is lower than average (18% amongst 18-24 year olds, compared to the overall average of 27%), although this figure may not reflect fully any use of family or other communal desktops. Tablets are more likely to be owned and used by those aged 25-44, rather than the youngest in our sample (46% vs. 33% respectively). Charities therefore need to ensure that all online content and giving mechanisms are also enabled for mobile devices.

Those aged 65 years and over are more likely to have a simple, non-internet enabled mobile phone (36% compared to an overall average of 23%), with a below average ownership of all other devices.

There is a clear relationship between social grade and technology, with those in the highest socio-economic grade³¹ more likely to own internet enabled devices (91% vs. 80% overall). They are also more likely to have multiple devices, an average of three devices from those listed (compared to an overall average of two).

Of those that have internet or text access via these various devices, the proportion making a charitable donation in the last four weeks is relatively low, as shown in Table 5.

Table 5 Proportion making charitable donations through specific technology devices

Charitable donation channel	% made donation via channel in last four weeks	Based on all those monthly direct donors...
Online via a desktop PC	13	...with a desktop PC (382)
Online via mobile phone	11	...with an internet enabled mobile phone (775)
Online via a tablet or laptop	11	...with a tablet or laptop (887)
By text on a mobile phone	11	...with a mobile phone (887)
Online via a central fundraising site	5	...with any internet capable devices (1,054)
Online directly to a charity's own website	5	...with any internet capable devices (1,054)

31 Classified as AB (senior managerial and professional roles) within the UK standard social grade system

7.0 Increasing giving

One of the key things that both *UK Giving* and NCVO's *The UK Civil Society Almanac* have demonstrated over the years is the relative consistency in the level of giving by UK individuals.³² Positively, this means that charitable giving amongst the UK public is reasonably resilient during challenging financial times. However, in times of economic prosperity an increase in charitable giving does not automatically follow.

In data captured during the May wave of *UK Giving*, nearly half of respondents (47%) agreed that the UK economy was 'on the road to recovery', but only a fifth agreed that 'the amount of money I give to charity is likely to increase over the next year'.³³ Part of this differential will be that economic recovery at an overall country level does not always translate into an increase in disposable income at an individual level. However, nfpSynergy's *Donor Confidence Index*³⁴ shows that whilst general consumer confidence has risen by 10 points since January 2010, donor confidence³⁵ has only risen by two points.

In June 2014, a separate CAF study³⁶ suggested that Britons were far more likely to spend any extra cash arising from the economic upturn on holidays, clothes and going out than on supporting good causes. When asked what they were likely to increase their spending on in the next year, charity scored the lowest of all options presented, with only nine per cent planning to increase their financial commitment to good causes, compared to holidays (21%), clothes (17%) leisure activities (14%) or eating out / takeaways (14%).

Thus, the charitable sector is faced with a conundrum of how to increase the total level of donations it receives – particularly when other revenue streams such as government funding are diminishing³⁷, and there are concerns over the lower level of engagement from younger generations³⁸, who are the potential donors of the future.

Across the course of the year, *UK Giving* asked a number of additional attitudinal questions to try and shed some light on the barriers people perceive to giving to charity, as well as to understand what prevents those that do give from making a more regular planned commitment.

32 The 2014 Almanac reported 'individual giving' at £16.0bn at its lowest and £17.4bn at its highest between 2006/07 and 2011/12, once adjusted for inflation

33 *UK Giving* May 2014, 1,042 face-to-face interviews conducted by GfK NOP

34 <http://nfpsynergy.net/press-release/donor-confidence-index>

35 Defined by nfpSynergy as a composite measure including the proportion of people giving to charity, how much they give, how many charities they give to and in what ways, as well as their predictions for future giving and reported changes in recent giving

36 Research by ComRes for CAF, comprising 2,006 online interviews, 4-6th June 2014

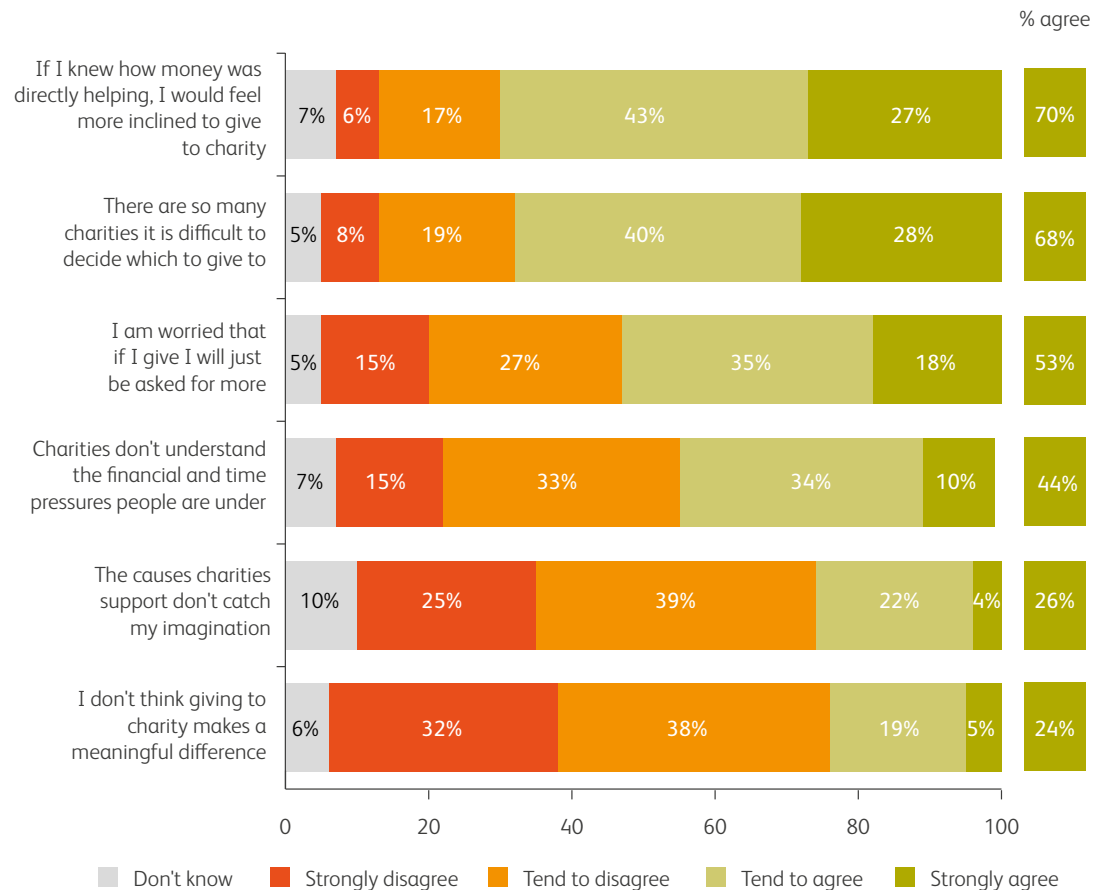
37 *The UK Civil Society Almanac 2014* reports a decline of £1.3bn in government funding between 2010/11 and 2011/12

38 *Mind the Gap: the growing generational divide in charitable giving*, CAF, Sept 2012 https://www.cafonline.org/PDF/1190H_PartyConf_MindTheGap.pdf

7.1 Barriers to giving

Regardless of their current giving behaviours, we asked all those responding to the *UK Giving* wave conducted in May how strongly they agreed or disagreed with a number of statements about potential barriers to giving to charity.

Figure 7 Potential barriers to giving: proportions agreeing/disagree



Base: all *UK Giving* respondents, May 2014 (1,042)

As has been identified previously, understanding the impact of donations made is reported to be a driver to giving – seven out of ten agreeing that this is the case. Young people (aged 16-24) are more likely than average to agree with this sentiment (79% agreeing), as are women (73% compared to 67% amongst men).

Whilst the vast majority (seven in ten) disagree that 'giving to charity doesn't make a meaningful difference', nearly a quarter agree with this statement, with younger people marginally more likely to do so (29% of those aged 16-24 agree vs. 24% overall). This could also point to a gap in information provision, with supporters not being educated effectively on the impact charities make.

However, other research conducted by CAF found that over three-fifths (62%) of people agreed that 'charities are good at demonstrating the impact of their work to the public', with only 14 per cent actively disagreeing.³⁹ This would suggest that the sector is actually perceived to be performing relatively well in this respect, albeit with some room for improvement.

39 1,000 telephone interviews with UK adults conducted by GfK NOP between 4th-6th April 2014, data was weighted to be representative of all UK adults aged 16+

Deciding which charity to give to is identified as being problematic for many, 68 per cent agreeing that ‘there are so many charities it is difficult to decide which to give to’. Women are more likely than men to agree that this is the case (70% vs. 65% respectively).

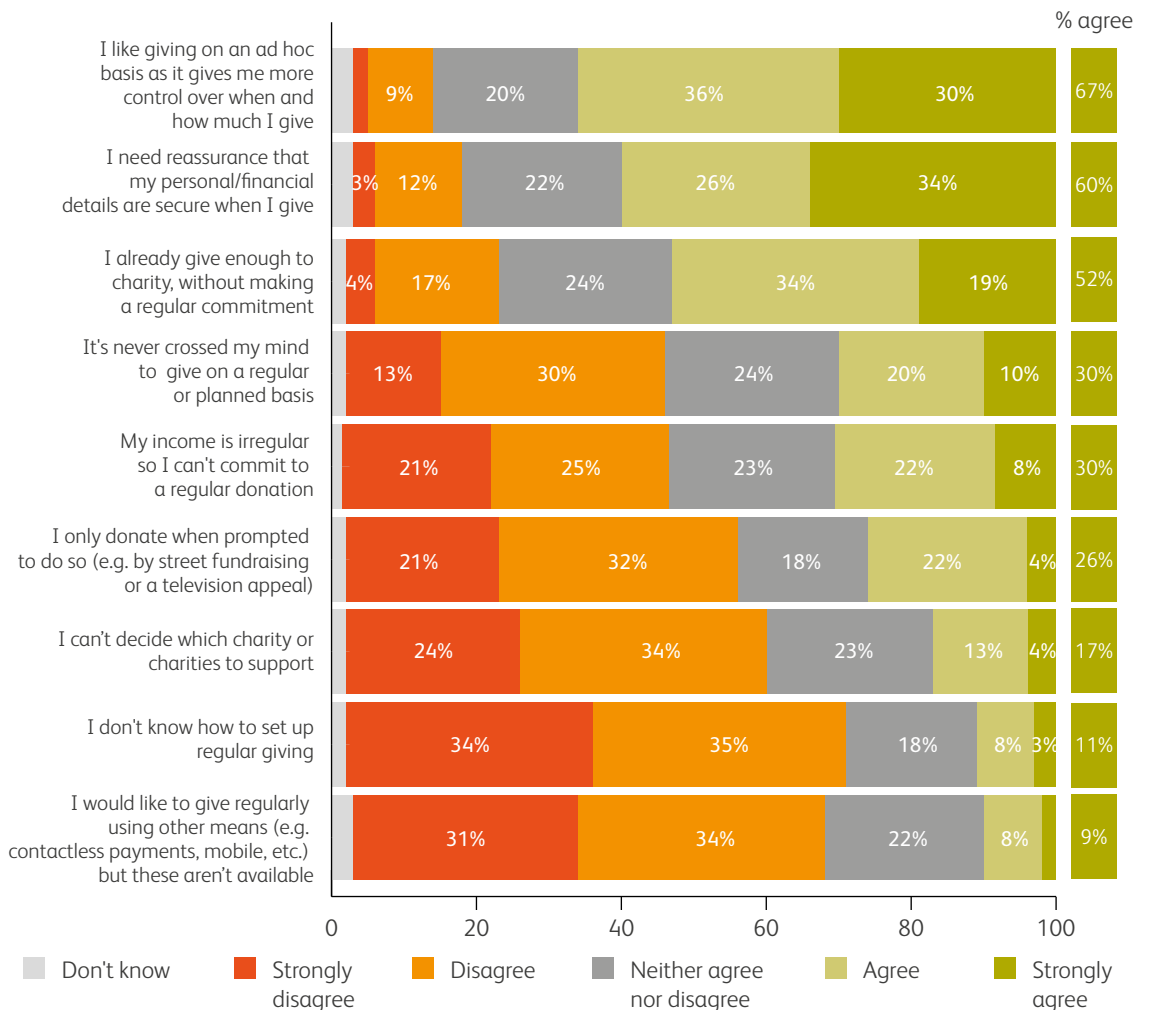
Just over half of people (53%) are also concerned that they will be asked to give more if they give at all. Women are more likely to agree that this is the case compared to men (58% vs. 47% respectively), which is interesting given their higher propensity to give – such views may reflect their greater experience of giving to charities, although it does not appear to have stopped them donating. Those in the highest socio-economic group⁴⁰ are less concerned in this respect, with just over two-fifths (42%) agreeing.

7.2 Regular planned giving

UK Giving suggests that only 32 per cent of donors give money directly to charity via regular planned giving, as defined by using payroll giving or direct debit. One of the key ways in which the sector could potentially increase giving levels would be to convert more one-off, ad hoc donors to regular givers. Regular, known donations also benefit charities by allowing them to make plans for the future more secure in the knowledge of available income.

In November, *UK Giving* asked those donors that choose not to give via regular planned channels a number of statements as to why this is.

Figure 8 Reasons for not making regular planned donations: proportions agreeing/disagreeing



Base: all direct donors who don't give through regular/planned channels, *UK Giving* November 2014 (619)

40 Classified as AB (senior managerial and professional roles) within the UK standard social grade system

It is perhaps unsurprising, given that those responding are already donors, that they state personal preference and maintaining financial control as the key reason for not giving through planned channels.

Senior managers and professionals⁴¹ are more likely than average to agree that giving on an ad hoc basis provides more control over what they give, (78% vs. 67% overall), and also that they 'already give enough to charity without making a regular commitment' (66% vs. 52% overall). This group is clearly a key target audience for charities (given their greater affluence, propensity to give and larger average donations), however on the basis of these responses, convincing those amongst them that haven't already adopted planned regular giving channels (59%) to do so may prove challenging.

Three-fifths of respondents require reassurance about the security of their personal and financial details if giving via planned channels. Senior managerial and professional individuals⁴² are also more likely to agree that this is a concern, with three-quarters (76%) agreeing with the statement.

Almost one in three (30%) agree that 'it has never crossed their mind to give on a regular or planned basis', and so it is possible that further education and awareness raising about the different giving channels available (or just 'making the ask') could increase uptake. Those in more casual, unskilled work and those reliant on the welfare state⁴³ are more likely than average to agree that planned giving has 'never crossed their mind' (39%), and that they 'don't know how to set up regular giving' (18% vs. 11% overall). However, it is also worth noting that these individuals feel 'less able to commit to regular giving due to their irregular income' (41% agreeing compared to the overall average of 30%), and are more likely to 'only donate when prompted to by street fundraising or a television appeal' (36% agreeing that this is the case vs. 26% overall).

Young people are also more likely than average to agree that their income is irregular and so they are unable to commit to a regular donation, 44 per cent of those aged 16-24 agreeing with this statement.

In summary then, these results suggest that in order to encourage people to give regularly, charities need to:

- Communicate the positive impact that donations from the public have
- Provide clarity on how their charity's aims and focus differ to other organisations working in the same area
- Be aware of and respond to the individual circumstances of existing donors, so as not to ask for too much, too often
- Communicate the flexibility of planned giving channels and/or increase the flexibility to meet the changing needs of donors
- Provide reassurance about the security of personal and financial details and the 'professionalism' of charities in handling personal data
- Continue to raise awareness of all the various ways in which people can give – including regular, planned channels for giving money, but also by giving goods, volunteering their time or sharing their voice – in order to engage all people no matter what their financial circumstances

⁴¹ Classified as AB within the UK standard social grade system

⁴² *ibid*

⁴³ Classified as DE (casual/lowest grade workers, pensioners and those reliant on the welfare state for their income)

Appendix I : Methodology

1. UK Giving

The data in this report is based on the *UK Giving* 2014 survey, which collected information about charitable giving from adults aged 16 and over in the United Kingdom. In 2014, the survey ran in February, May, August and November, as a module on GfK NOP's face-to-face omnibus study. 5,068 face-to-face interviews were conducted in 2014. The interviewing is carried out in people's homes using Computer-Assisted Personal Interviewing (CAPI).

The GfK NOP face-to-face omnibus employs a quota sample of individuals with randomly selected sampling points. The sample is a 3-stage design, sampling first parliamentary constituencies, and then output areas within those selected constituencies, and finally respondents within the output areas. The sample is based on 175 sampling points. Within each selected constituency, an output area is selected for each wave. These output areas are selected at random, but with some stratification control so that the sample of areas drawn is representative of the sample of constituencies and therefore of the United Kingdom in demographic terms. For each selected output area, a list of all residential addresses is produced. This listing is taken from the Royal Mail's Postal Address File, which is a listing of all addresses within the United Kingdom, and is updated monthly. The interviewer will then interview a target number of individuals within each output area, adhering to demographic quotas which determine the sort of people spoken to. The sample will, if necessary, be weighted in order to ensure that it is fully representative in terms of known population data on age, sex, social class, number of adults in household, working status and region.

Those interviewed are asked about their charitable giving and social actions over the last year, and for each that they recall doing, are then asked if they have participated in that activity during the previous four weeks. All those donating money and/or sponsoring someone for charity are asked further questions about the causes donated to and the amount given. To identify cause given to, respondents are shown a card which lists fifteen different causes, and respondents/donors assign charities themselves to a cause group from the list at their own judgement. Respondents are then asked, for each cause, how much they donated. Those donating directly to charity are also asked about the method by which they have given.

The data collected from respondents are checked carefully before analysis is carried out. The data are amended where appropriate to remove obvious reporting/recording errors. Checks are made on particularly high value donations and to remove any outliers or potential over-claims. For example, those saying that they have given to charity within the last 4 weeks, but can not remember *either* the cause *or* the amount given.

2. Re-calibration of the historic data

As outlined in our report *UK Giving 2012/13: an update*,⁴⁴ a decision was made in 2012 to increase the data capture points for *UK Giving* from three to four. Previously, the survey ran in June, October and February to capture a spread of months across the financial year. In 2012/13, this was amended to August, November and February, as the survey transitioned to a quarterly calendar year view with interviewing taking place for 2014 in February, May, August and November.

The difference in the interviewing months of June-August and October-November has implications for the direct comparability of the 2013 and 2014 data sets, with previous years.⁴⁵ The impact of a number of high-profile charity campaigns in November (particularly Children in Need and the Poppy Appeal) is known to increase donations significantly during this month.⁴⁶

In order to provide a broadly comparable view, a recalibration exercise - to identify and account for the 'November effect' - was undertaken by GfK NOP's Marketing Sciences team and is described in full in the methodology section of the 2012/13 update. For the historical comparatives made within this 2014 report, the recalibration has once again been applied, but in reverse, with the November 'uplift' now being applied to the October results captured in previous years. In addition, the historic data has been reworked to show a *calendar* rather than financial year picture.

GfK NOP's Marketing Sciences team also undertook a comparison of the demographic and behavioural profile of respondents from the old ONS study and the new survey conducted by GfK NOP. The comparison found no significant differences in the profile of the individuals participating or their stated behaviours.

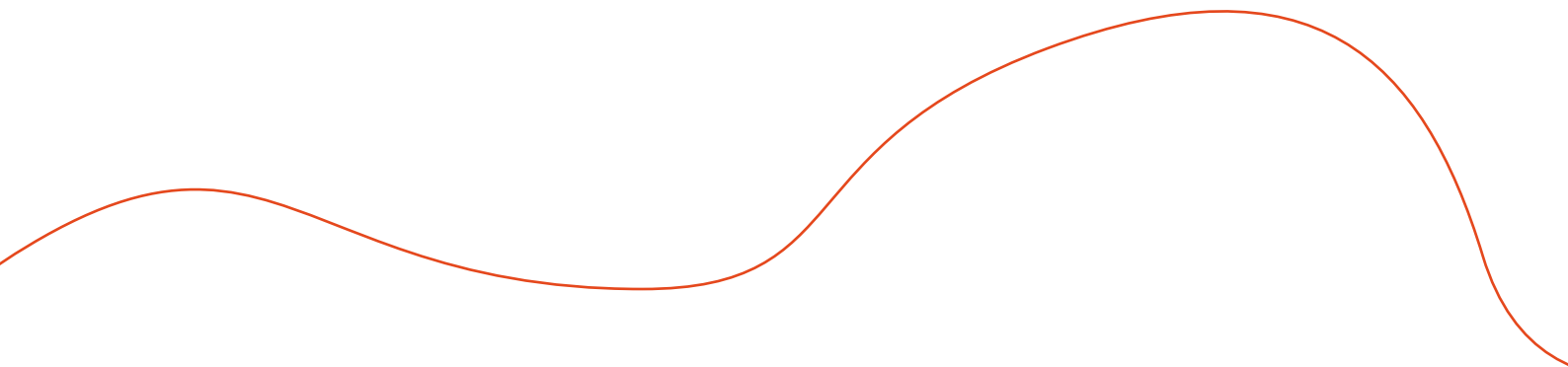
The ONS study also conducted a parallel run of the old and new questionnaires, asking each question set to a matched sample of respondents. This allowed any differences in response to be assessed, and to also be accounted for in the recalibration of the historic figures.

Thus, the historic figures presented in this report are estimates based on a recalibration of the data, to provide a broad comparative of giving levels over time and so enable a cohesive picture of longitudinal trends.

⁴⁴ <https://www.cafonline.org/pdf/UK%20Giving%202012-13.pdf>

⁴⁵ In reviewing the data, the differential between June-August was within existing error margins

⁴⁶ CAF's *Year of Giving* study indicates a consistent 9 percentage point increase between giving levels in October 2012 and November 2012, and those between October 2013 and November 2013



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