

# UK Giving 2011

An overview of charitable  
giving in the UK, 2010/11

December 2011



# Contents

Foreword	3
Key findings	4
<b>1</b> What proportion of people give money to charity?	5
<b>2</b> How much is the typical gift?	6
<b>3</b> What is the total amount given by individuals in 2010/11?	8
<b>4</b> How do people give?	9
<b>5</b> Who gives and who gives more than others?	12
<b>6</b> What causes do people give to?	14
<b>7</b> What proportion of donors use Gift Aid?	15
<b>8</b> How popular is the medical research cause?	16
<b>9</b> Are people giving online?	19
<b>10</b> How much is given by higher-level donors?	21
<b>11</b> Implications for policy and practice	23
<b>12</b> Methodology	25
<b>13</b> Authors and acknowledgements	27



# Foreword

In a decade of huge change for the voluntary and community sector, there has always been one constant: the central importance of giving. Giving matters to the sector not only as the most important source of finance but because it makes a statement about what we value as a society. The fact that so many people freely choose to give, to support the huge range of causes that matter to them, is a very positive reflection on our society. Where people see a need, they continue to respond to it by giving.

This year's UK Giving appears to mark an ongoing recovery in giving, with levels not dropping back toward recession levels, despite a challenging year in the economic and employment climate. This is encouraging, and we have also seen progress in the policy environment in the last year. Changes that the sector has been making the case for over many years are starting to happen – changes to the tax system, and to Gift Aid along with a recognition that government can do more in its role of encouraging and amplifying the reasons to give.

That does not mean, however, that we are without challenges. Whilst giving remains widespread, it is far from universal. The median levels of gift remained stubbornly consistent through many years of strong economic growth, and seeking a step change at a challenging time will require commitment and innovation. Giving remains concentrated amongst certain groups and the sector will need to work together and become more effective at targeting our messages at those who do not currently give.

We alluded to the cuts being implemented by the Government twelve months ago. The cuts are now a reality for many in the sector and increased emphasis is inevitably falling on giving. The debate around this must, however, remain informed as this research once again shows the concentration of giving amongst a relatively small amount of causes which demonstrates that giving cannot simply replace public funding.

Amidst the current focus on the philanthropy agenda and an understandable concentration on major donors, we must not lose sight of why giving matters. It is an important social act and our ambition must be for all members of our society to participate.

**Sir Stuart Etherington,**  
Chief Executive, NCVO

**Dr John Low CBE,**  
Chief Executive, CAF

# Key findings

• **Charitable giving remains widespread.** Almost 6 in every 10 adults donated to charitable causes in 2010/11, equivalent to 29.5 million adults<sup>1</sup>. The proportion of people giving increased slightly over the last year, from 56% to 58%, and continues the upward trend since 2008/09 when the proportion of adults giving hit a low point of 54%. The dip in 2008/09 is thought to be due to the recession and the further increase this year seems to suggest that the proportion of adults giving has returned to pre-recession levels<sup>2</sup>. Looking at the trend over the seven years since the survey began, the relative stability of the proportion of people giving is more striking than the variations; charitable giving appears to be a well-established behaviour.

• **The typical median<sup>3</sup> amount given by each person who donated in 2010/11 was £11.** Although the typical amount donated was slightly less than the previous year (when it was £12), it was more than it had been for the five years prior to 2010/11, when the median donation had remained stable at £10. Looking at the pattern over the whole seven years of the survey, it is the high median value last year that appears unusual. There was no change between 2009/10 and 2010/11 in the average (mean<sup>4</sup>)

amount given by each donor; it remained at £31.

• **Our best estimate of the total amount donated to charity by adults in 2010/11 is £11.0 billion.** Despite this total being greater than last year, when it was £10.6 billion, this is not an increase after adjusting for inflation. In real-terms, there is no change and the value of donations remains at £11.0 billion.

• **Although the proportion of donors giving more than £100 is small (7% in 2010/11), their donations account for a relatively large share of the total amount donated.** In 2010/11 the donations from those giving more than £100 in a month accounted for 45% of the total amount donated.

This does not take account of donations from very wealthy philanthropists<sup>5</sup>. It is estimated<sup>6</sup> that in a typical year there are around 100 donations worth £1m or more made by individual donors, either directly or via their personal trusts and foundations.

• **Medical research continues to be the most popular cause,** as it was in all the other six years of the survey. In 2010/11 medical research was supported by 38% of donors, with the next most popular causes being hospitals (26%) and children and young people (24%).

The consistency of support for medical causes is striking; it has always been the best-supported cause, has generally been supported by at least one-third of donors and the typical median amount given has been stable at either £5 or £6 (in 2010/11 it was £6). Medical research is also the cause that receives the largest total amount of donations, receiving 17% of all money donated.

• **Use of online giving is increasing,** although it is still much less common than methods such as cash and direct debit. The proportion of donors giving online almost doubled between 2008/09 and 2009/10, from 4% to 7%, and then remained at 7% during 2010/11. The use of online donation varies by age but not by gender. It is most common among the 25-44 age group, used by 13% of male donors and 12% of female donors in this age group.

Giving by cash remains the most common method of donation, used by almost half of all donors (47% in 2010/11); the typical median amounts given by cash in the past four weeks (£5) are smaller than for most other methods of giving. The proportion of donors using direct debit continues to rise, increasing from 26% in 2004/05 to 32% in 2010/11. Direct debit also accounts for the largest share of total donations in 2010/11, being used for one-quarter of all charitable giving

• **The patterns of who gives remain much the same** as in previous years: women aged 45-64 continue to be the group most likely to give (67%). They also give the largest median amount in 2010/11 (£20). The youngest adults continue to be the least likely to give, with less than half of men and women aged 16-24 donating<sup>7</sup>. People in the managerial and professional occupations are the most likely to give (70%) and give the largest median amount (£20).

• **The proportion of donors using Gift Aid in 2010/11 was 42%, an increase of ten percentage points since 2005/06,** when it was 32%. The proportion of donors using Gift Aid<sup>8</sup> increased slightly between 2009/10 and 2010/11 (from 40% to 42%) and continues the steady increase in the proportion of donors using Gift Aid since the survey began. Between 2007/08 and 2009/10, the use of Gift Aid had appeared to be levelling off; the latest increase reopens the possibility of a small on-going increase in usage.

People who donate larger amounts are more likely to use Gift Aid; in 2010/11 70% of those giving donations of £100 or more used it.

- 1 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 the ONS mid-year population estimates.
- 2 Levels of giving do fluctuate from year to year, however, so we cannot be sure that the 58% level of giving will be maintained in the future.
- 3 The median amount is the value in the middle of the amounts given, where half of the amounts given by people fall above it and half below it.
- 4 The mean amount is the sum of the amounts given divided by the number of people giving.
- 5 There are so few major philanthropists that sample surveys of the whole population will almost never include them.
- 6 The Coutts Million Pound Donors Report, (Breeze, 2010). See Chapter 10.
- 7 Although still lower than for other ages, the proportion of men aged 16-24 giving to charity increased sharply, from 31% in 2009/10 to 49% in 2010/11. See Chapter 3 for further discussion of why we judge this to represent random fluctuation in the survey data rather than a real increase in giving.
- 8 Gift Aid is a mechanism where donors can increase the value of their monetary gift, by allowing the charity to reclaim the tax on the gift. Charities are able to reclaim tax on the value of the gift before basic-rate tax is deducted.

# What proportion of people give money to charity?

## Key findings

- Charitable giving remains widespread: 58% of adults donated to charitable causes in 2010/11.
- The proportion of people giving increased slightly over the last year, continuing the upward trend since 2008/09 when the proportion of adults giving hit a low point of 54%.

## Analysis

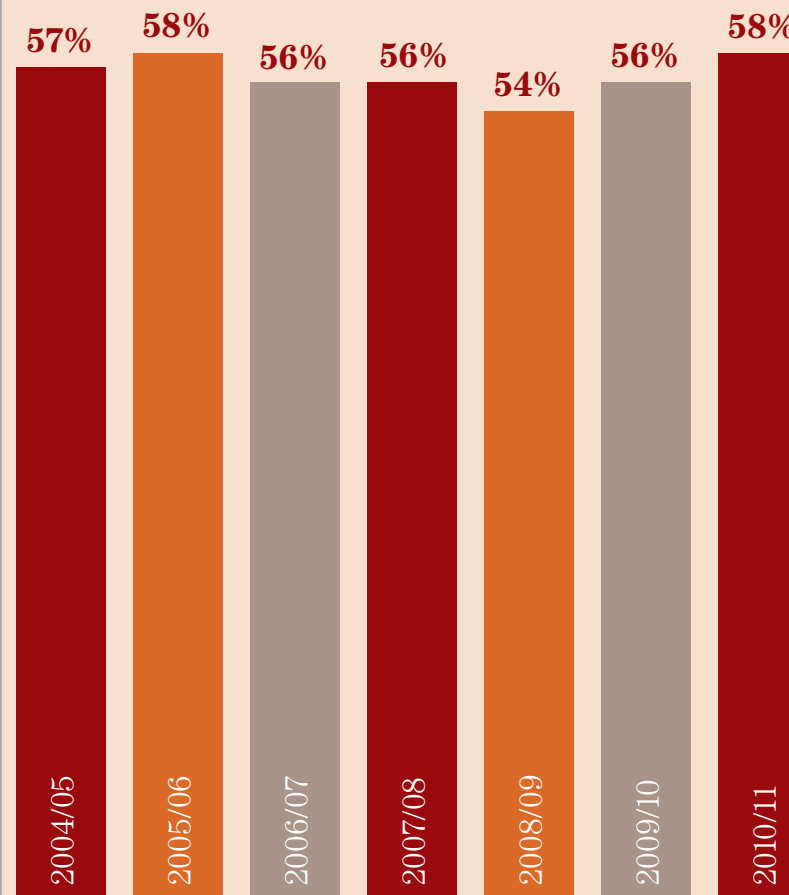
Almost 6 in every 10 adults in the UK gave to charity in 2010/11 in a typical month: 58% donated in a typical month, equivalent to 29.5 million adults<sup>9</sup>. The proportion of adults giving is two percentage points higher than in 2009/10, when 56% donated, and continues the increase seen since the low point of 54% in 2008/09.

The dip in 2008/09 is thought to be due to the recession and the further increase this year seems to suggest that the proportion of adults giving has returned to pre-recession levels. Indeed the proportion giving this year is one of the highest since the survey began, equalled only in 2005/06. Levels of giving do fluctuate from year to year, however, (for example, after the high point in 2005/06, there was a decrease the following year, from 58% to 56%) so we cannot be sure that the 58% level of giving will be maintained in the future. Looking at the trend over the seven years since the survey began, the relative stability of the proportion of people giving is more striking than the variations; charitable giving appears to be a well-established behaviour.

It is also important to note that the size of the UK adult population continues to increase (from 48.2 million in mid-2004 to 50.7 million in mid-2010<sup>10</sup>) so even when the proportion of people giving remains stable, the potential donor base increases each year.

**Figure 1**

Proportion of adults in the UK giving to charity, 2004/05 – 2010/11



## Find out more

Mackenzie, T. and Pharoah, C. (2001) How generous is the UK? Charitable giving in the context of household spending, CGAP Briefing Note 7.

<http://www.cgap.org.uk/uploads/Briefing%20Papers/CGAP%20BN7%20How%20generous%20is%20the%20UK.pdf>

<sup>9</sup> 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 the ONS mid-year population estimates. Latest estimates were published on 30 June 2011.

<sup>10</sup> Annual ONS mid-year population estimates, 2004 and 2010.

# How much is the typical gift?

## Key findings

- The typical amount given per donor in 2010/11 was £11 (the median value).
- The median amount decreased slightly, from £12 in 2009/10 to £11 in 2010/11, although this was still larger than the £10 recorded for the first five years of the survey. There was no change between 2009/10 and 2010/11 in the mean amount given.

## Analysis

The median donation given in a typical month in 2010/11 was £11 per donor. The mean donation was £31. The mean amount is, however, not the best indicator of the typical donation, since it is strongly influenced by the small number of very large donations.

The median donation of £11 in 2010/11 decreased from £12 in 2009/10; prior to that the median had remained stable at £10 for the previous five years. Despite the decrease over the last year, the 2010/11 median donation remains higher than for all other years except 2009/10. Viewed in the context of the pattern over the whole seven years of the survey, it may be the high median value last year that was unusual, rather than this year's median level of £11.

The mean donation of £31 was the same as in 2009/10 and has remained similar for the last few years.

The different patterns of change found for median donations and mean donations suggest that there have been different patterns of change for donations of different sizes. Comparing the size of donors' gifts over time, we can see that the proportion of donors giving less than £10 has decreased (from 43% in 2007/08 to 39% in 2010/11), whilst the proportion of people giving more than £100 has remained fairly stable (7% or 8% in each year).

The pattern for the middle categories is less clear. The proportion of donors giving between £10 and £25 peaked in 2009/10 (at 31%) and has now decreased to 28% in 2010/11; it is likely that this accounted for the particularly high overall median in 2009/10. The median values within the gift size categories remained fairly stable between 2007/08 and 2010/11.

**Figure 2**  
Median and mean amounts given per donor,  
2004/05 – 2010/11

	2004/05	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11
Median amount per donor (£)	10	10	10	10	10	12	11
Mean amount per donor (£)	24	28	29	32	30	31	31

**Mean amount:** the sum of the amounts given, divided by the number of people giving.

**Median amount:** the value in the middle of the amounts given, where half of the amounts given by people fall above it and half below it.



# How much is the typical gift?

## Comment

**Karl Wilding, Head of Policy, Research & Foresight, NCVO**

Any discussion of average gift size reminds us that loose change has always been important to charities. It is not for nothing that fundraisers for many a voluntary hospital in the nineteenth century noted that appeals were in effect 'a pyramid of pounds, shillings and pence'. So that 39% of donors give less than £10 a month – and within this group, the median gift is £4 – is unsurprising.

As we move to a cashless economy where smartcards and phones will replace loose change for small purchases, schemes that embed giving into transactions (such as rounding up) are undoubtedly a good thing if we are to maintain the so-called 'democracy of giving'. But will giving these small amounts create a sense of 'job done' amongst donors who might otherwise give more via different approaches? And will micro-donations set the social norm for the level of gift amongst those using the new digital channels? Conversely, will new micro-donors go on to give larger amounts and thus have a significant lifetime value for fundraising charities? There are other, thornier questions too about the potential impact on fundraising costs as one study from the United States<sup>11</sup> shows. In conclusion, any discussion of gift size highlights what we don't know about progression, lifetime value and how new technologies just might be changing donor mindsets and behaviours.

## Find out more

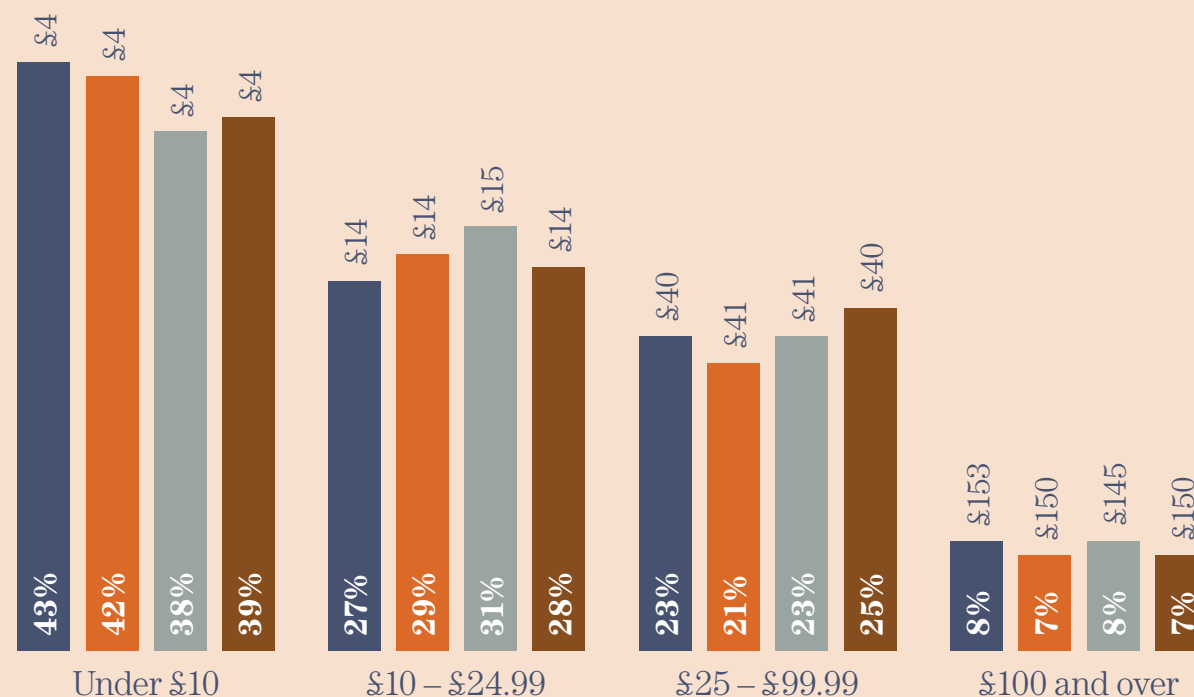
Family Spending 2010 (Living Costs and Food Survey 2009), ONS, 2010.

<http://www.ons.gov.uk/ons/rel/family-spending/family-spending/2010-edition/index.html>

**Figure 3**

Proportion of donors by size of gift and median amount given per band, 2007/08 – 2010/11

■ 2007/08 ■ 2008/09 ■ 2009/10 ■ 2010/11



<sup>11</sup> Report on the Average Gift Size study, Wilson C. Levis and Anne L. New, *Philanthropy Monthly*, June 1982  
[http://ncsdataweb.urban.org/PubApps/levis/gift\\_s.html](http://ncsdataweb.urban.org/PubApps/levis/gift_s.html)

# What is the total amount given by individuals in 2010/11?

## Key findings

- The estimated total amount donated to charity by adults in 2010/11 is £11.0 billion. In cash terms, donors gave £400 million more than the previous year.
- This is not an increase in real terms: after adjusting for inflation, donations were static.

## Analysis

Our estimate of the total amount given to charity by adults in 2010/11 is £11.0 billion. Although this appears to be an increase over the £10.6 billion donated in 2009/10, when the 2009/10 total is adjusted for inflation there has not been an increase in real terms. The inflation-adjusted total for last year, £11.0 billion, was slightly higher before numbers were rounded. Any difference in the total amount given between the last two years is not large enough to be significant.

The methodology for calculating the total amount given to charity by adults is as follows: the total number of donors<sup>12</sup> in our survey is multiplied by the mean amount given per year<sup>13</sup>. This provides us with an estimate of the total annual amount donated by adults living in the UK. This means that relatively small changes in the total amount of money given can be due to shifts in the sample mean<sup>14</sup>, rather than necessarily being a genuine change in the amount of money given. Although estimates based on survey data are approximate<sup>15</sup>, these estimates of the total amount donated to charity are the most accurate available, because of the robust survey design.<sup>16</sup>

Looking at the total amounts given to charity over the seven years of the survey, 2007/08 remains the year when the largest amount in real terms was donated (£11.9 billion after adjusting for inflation).

Since 2008/09, charitable giving has grown by 6.1% in real terms. Given the difficult financial climate over the same period, a clear conclusion is that the public's determination to give to charity has remained strong during recession.

12 See footnote 9 for details on how this number is calculated.

13 Calculated by multiplying the mean amount per month by 12.

14 Each year the sample contains only small numbers of donors giving large amounts. These larger amounts have a disproportionate effect on the mean and may result in apparent differences from year to year which are not 'real' but are due to variations in the mean.

15 Surveys are based on a sample of adults, rather than the whole population. Survey findings are subject to 'sampling error' depending on the size and design of the sample, and 'non-response bias' because not everyone sampled agrees to take part and the people who do not take part are different from those who do.

16 The great advantage of this survey is that it is based on a random sample, which means that the accuracy or sampling error can be calculated precisely. It also achieves high response, and reweights the figures for non-response bias.

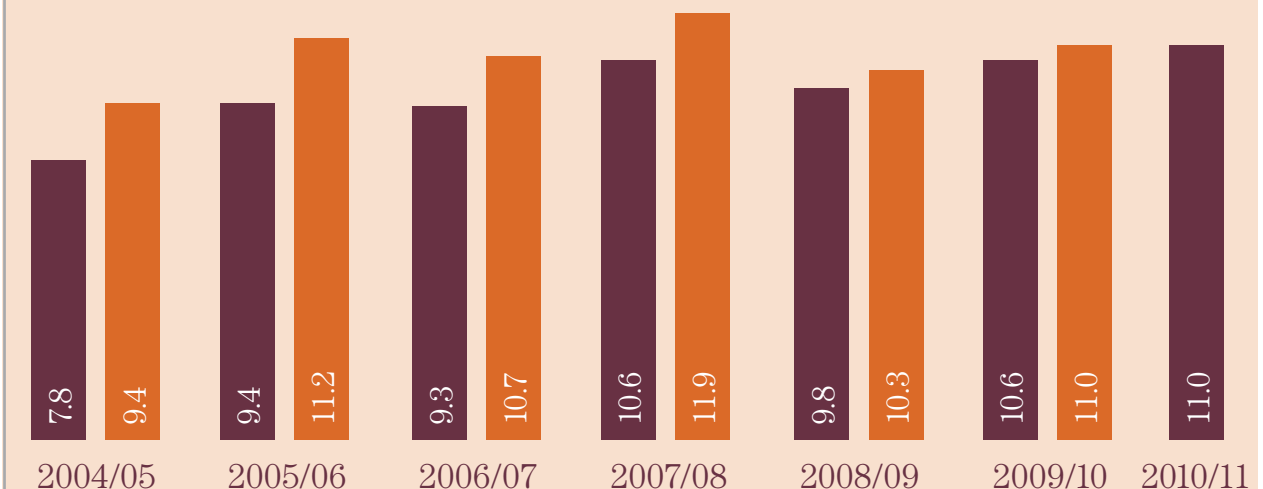
## Find out more

Clark, J. et al (2010) The UK Civil Society Almanac 2010, NCVO.  
<http://www.ncvo-vol.org.uk/almanac2010>

**Figure 4**

Estimated total amounts given by individuals, adjusted for inflation and unadjusted, 2004/05 –2010/11 (£ billions)

■ Unadjusted ■ Adjusted





# How do people give?

## Key findings

- Giving by cash is the most common method of donation, used by almost half of all donors (47%) in 2010/11.
- The proportion of donors using direct debit continues to rise, increasing from 26% in 2005/06 to 32% in 2010/11.
- Direct debit also accounted for the largest share of total donations in 2010/11, being used for one-quarter of all charitable giving.

## Analysis

Cash remains the most frequently-used method of giving, with almost half of all donors (47%) using this method in 2010/11. Direct debit is the next most common method, used by 32% of donors, followed by buying goods (27%) and buying raffle tickets (21%). Donations through membership fees/subscriptions and payroll giving were much less popular, used by 5% and 3% of donors respectively.

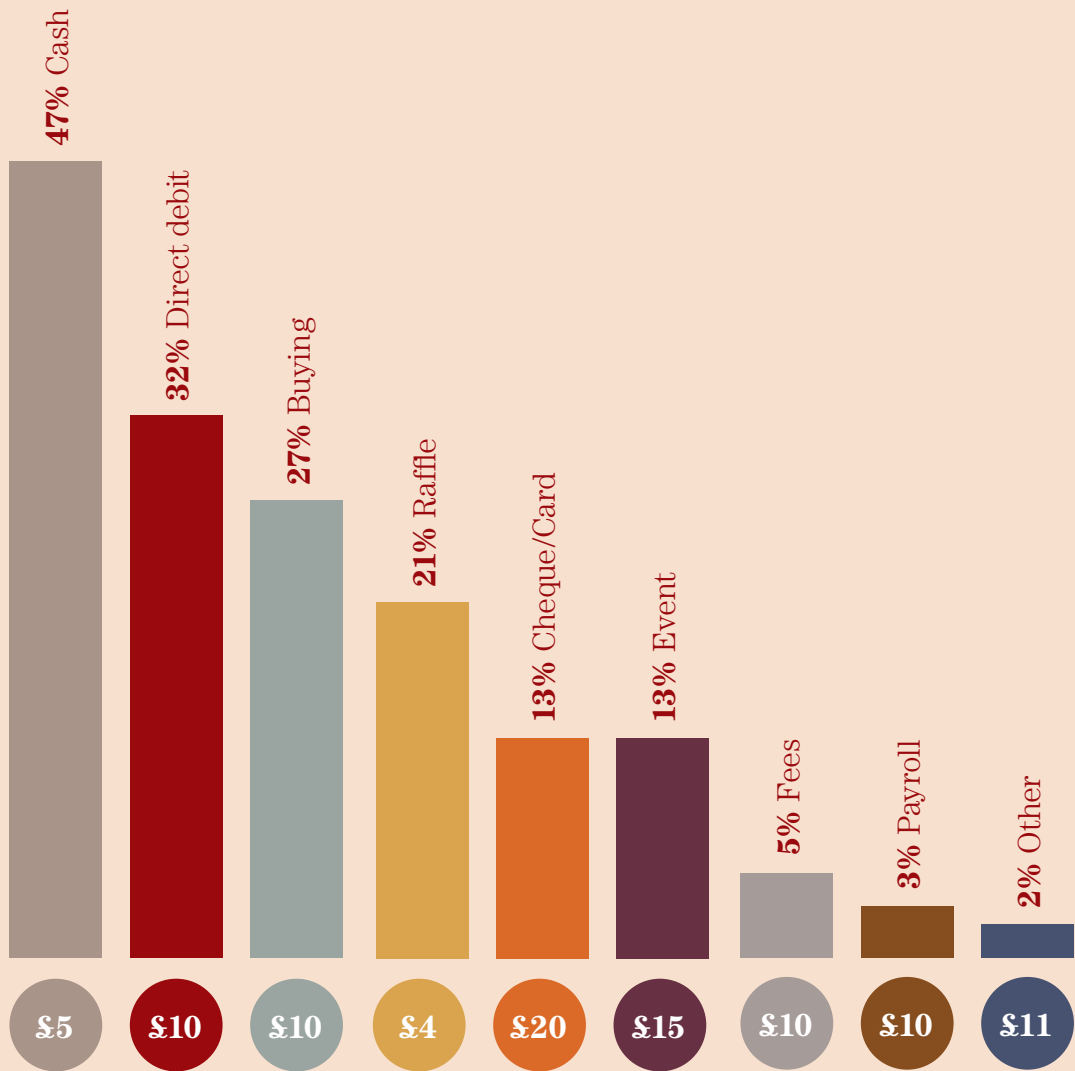
The proportions of donors using different methods of donation has fluctuated a little over time, apart from the proportion giving at fundraising events which has stayed at 13% for all seven years of the survey. In 2010/11 the proportion of donors giving by direct debit increased to 32% (from 29% in 2009/10); this continues the upward trend in the popularity of direct debit over the period covered by the survey, with the exception of a dip last year. The proportion giving by cash decreased, however, from 50% in 2009/10 to 47% in 2010/11. The popularity of buying goods appears to be undergoing a resurgence; in 2010/11 it returned to its highest level of 27%, after dipping in the intervening years.

The typical median amount given varies with the method of giving. For example, the typical amounts given by cash (£5) are smaller than for most other methods of giving and those given by cheque/card are the largest (£20). This variation means that although cash is the most common method of giving, it does not account for the largest share of total donations. This year the total amount given by direct debit accounts for the largest share of the total amount donated, 25%; this marks a return to its more usual level after having been a little lower (22%) in 2009/10. Last year the total amount given using cheque/card was particularly high (29%) whereas this year it accounts for 18% of the overall amount given. The amount given by this method does fluctuate from year to year, and the particularly high level in 2009/10 may have been partly due to the impact of the Haiti appeal<sup>17</sup>.

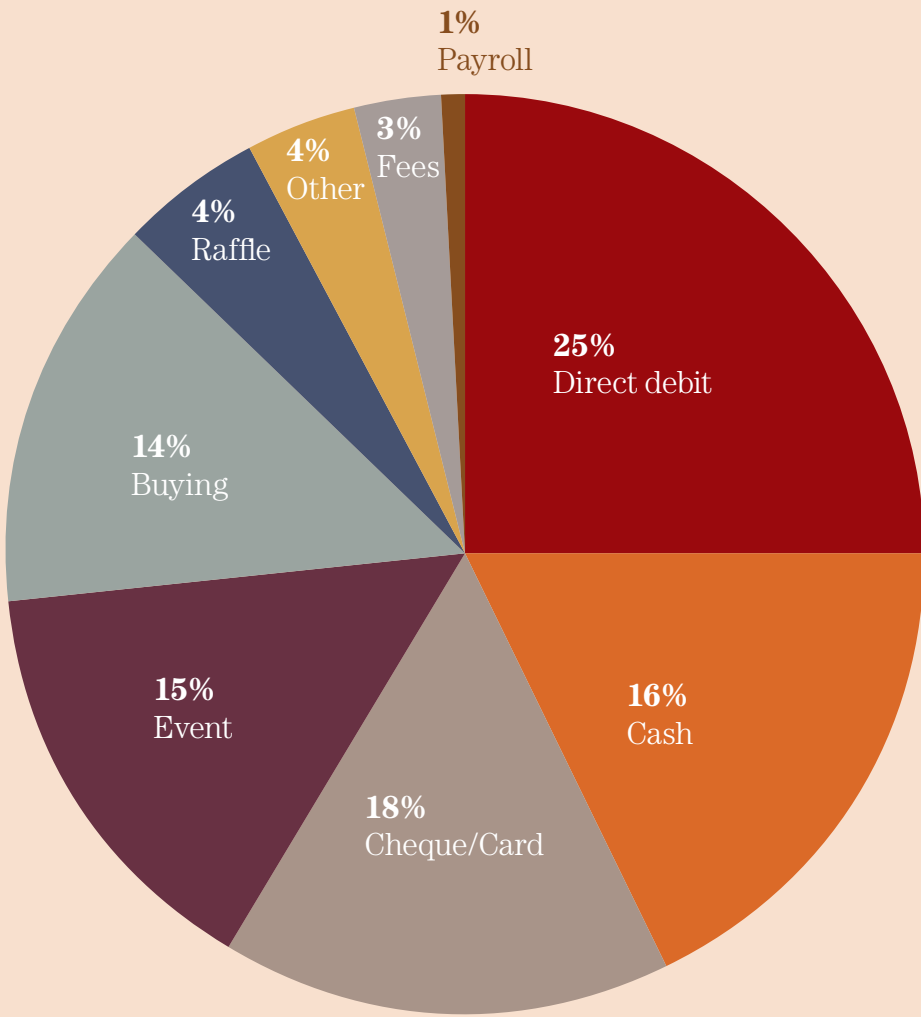
<sup>17</sup> Fluctuations occur because just a few more or less people donating large amounts by cheque make a large difference to the total.

# How do people give?

**Figure 5**  
Methods of giving: proportion of donors and median amount, 2010/11



**Figure 6**  
Methods of giving: share of total donations by method, 2010/11



# How do people give?

## Comment

**Paul de Gregorio, Head of Mobile, Open Fundraising**

Donations by direct debit are just as important as they've ever been. So it's vital in uncertain economic conditions that charities really get to grips with the detail of their direct debit file.

Sources of new direct debit supporters are changing. Until recently most came from traditional sources like direct mail, inserts and doordrop. This is no longer always the case: many charities now recruit over 60% of new donors from dialogue based sources like face-to-face and telephone fundraising.

There is nothing wrong with that, but we all know these new recruitment sources deliver higher attrition rates than traditional ones. This is especially true for the first three months of a supporter's relationship.

So as the proportion of donors from these sources increases, attrition rates will increase as well. Accompanied by a reduction in supporters' disposable income, charities need to address this now before it becomes a major problem.

It is important that charities manage the key drivers of acquisition performance more closely than ever before. Moreover, it is vital that charities understand what these supporters want from their relationship and the type of content that will engage them further.

Welcome processes should match the passion and energy of the initial dialogue acquisition conversation. This means high impact messages delivered quickly that reinforce why they gave and that they have done the right thing – think short snappy visual messages, SMS, video and welcome calls.

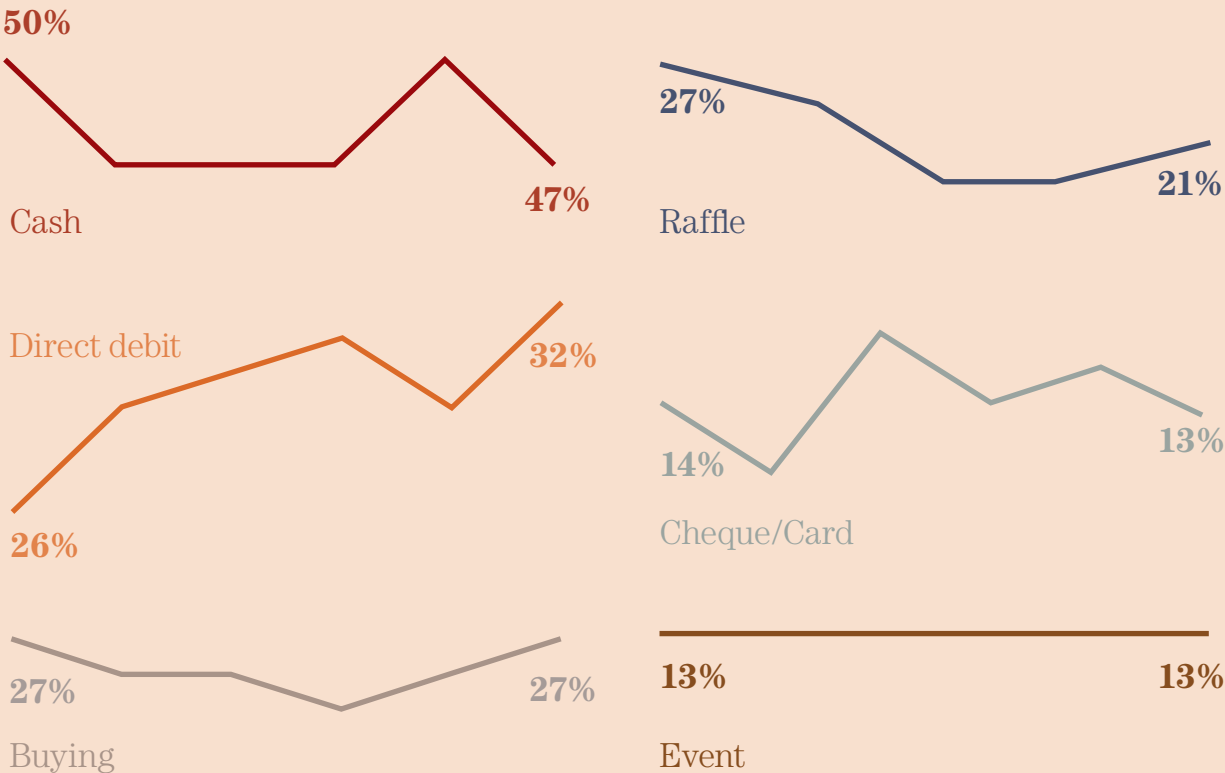
Channel preference is another key consideration – how is it best to reach these donors: mail, email, SMS or with a conversation?

But don't ignore it. These supporters are different and we need to act differently to keep them.

## Find out more

Charity Shops Survey 2011, Charity Finance.  
[http://www.civilsociety.co.uk/shop/product/123/charity\\_shops\\_survey\\_2011/](http://www.civilsociety.co.uk/shop/product/123/charity_shops_survey_2011/)

**Figure 7**  
Proportions of people giving by method, 2005/06 – 2010/11



# Who gives and who gives more than others?

## Key findings

- Women aged 45-64 are the group most likely to give (67%) and they also gave the largest median amount in 2010/11 (£20).
- The differences in giving by occupational group continue; those in the managerial and professional groups are both the most likely to give (70%) and to give the largest median amount (£20).

## Analysis

In 2010/11, as in all previous years of the survey, women were more likely to give than men: 61% of women donated money to charity, compared with 56% of men. The average amounts given were also a little higher for women (median donation of £13 compared with £10 among men).

Patterns of giving vary with age. Looking at both gender and age, women aged 45-64 are the group most likely to give (67%). In 2010/11, as in 2009/10, they also gave the largest median amount (£20 compared to £11 for all adults).

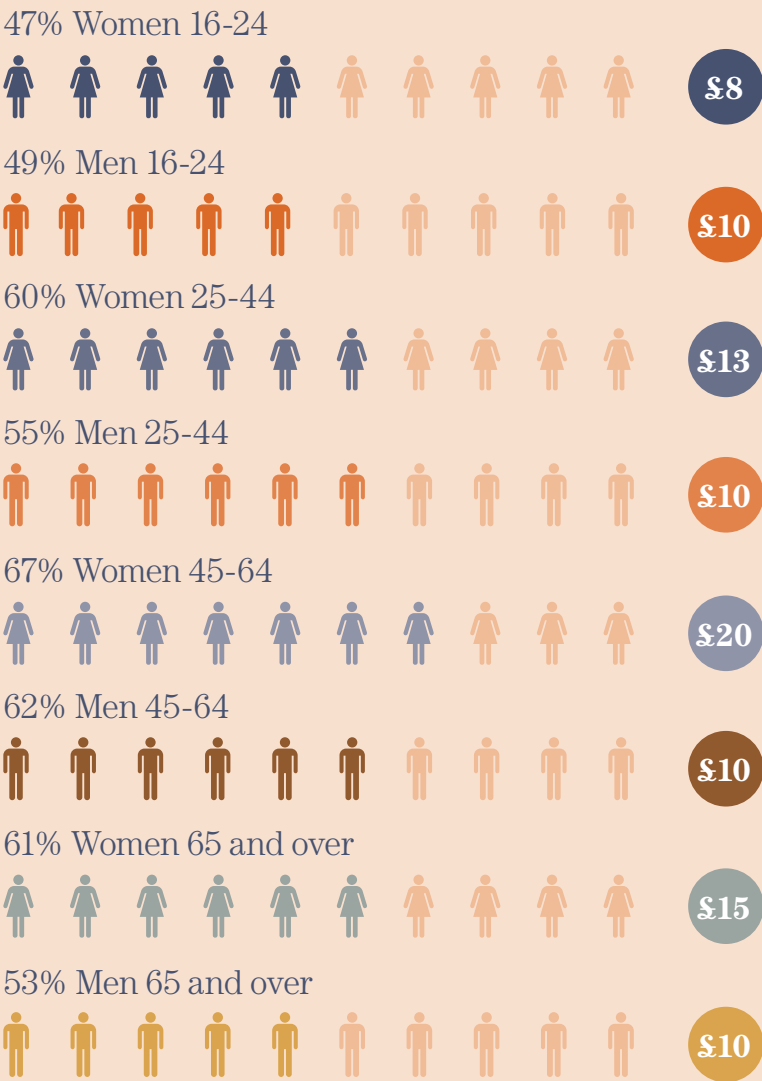
The youngest adults continue to be the least likely to give; among the 16-24 age-group, 49% of men and 47% of women donated. For women this rate is similar to 2009/10 but for men it has increased sharply; only 31% of men aged 16-24 gave in 2009/10 compared with 49% in 2010/11. The average amount given by young men also increased, although the difference is not statistically significant<sup>18</sup>.

The apparently large increase in the proportion of young men giving is based on an additional 24 young men in the 2010/11 sample donating to charity (64 young men, compared with 40 in 2009/10).

Having examined the data carefully, we can find no patterns or explanations for such an increase; for example, the increase is spread over different causes and is broadly in proportion to the overall popularity of causes. There is no similar change amongst young women or any other age/gender groups. It is probable that the sample has picked up more young men this year by chance; only the results of next year's survey will confirm whether this proves to have been an exception, or a glimpse of an emerging trend.

Giving also varies by occupation group. In 2010/11, as in all previous years of the survey, people in managerial and professional occupation groups were the most likely to give (70%) and gave larger median amounts on average (£20), whilst people in routine and manual occupation groups were less likely to give (52%) and gave smaller median amounts on average (£8). Those in the intermediate occupation groups fell between the two extremes. The differences between the groups fluctuate from year to year; over the last three years there has been a narrowing of the gap in giving between people in intermediate occupations and people in routine and manual occupations. In 2010/11, the rates of giving were 57% and 52% respectively, compared with 61% and 44% in 2008/09.

**Figure 8**  
Proportion giving and median donation size by age and sex groups, 2010/11



<sup>18</sup> The amounts are based on very small numbers of young men giving and so are subject to large sampling errors. The median amount was £10 compared to £5 in 2009/10 whilst the mean amount was £21 compared to £10 in 2009/10. Note that there were four young men giving £100 or more in 2010/11 compared with one young man in 2009/10 and this accounts for a substantial part of the increase in the mean. This gives an indication of how just three or four particular young men in the sample can affect the overall mean values for that group.

# Who gives and who gives more than others?

## Comment

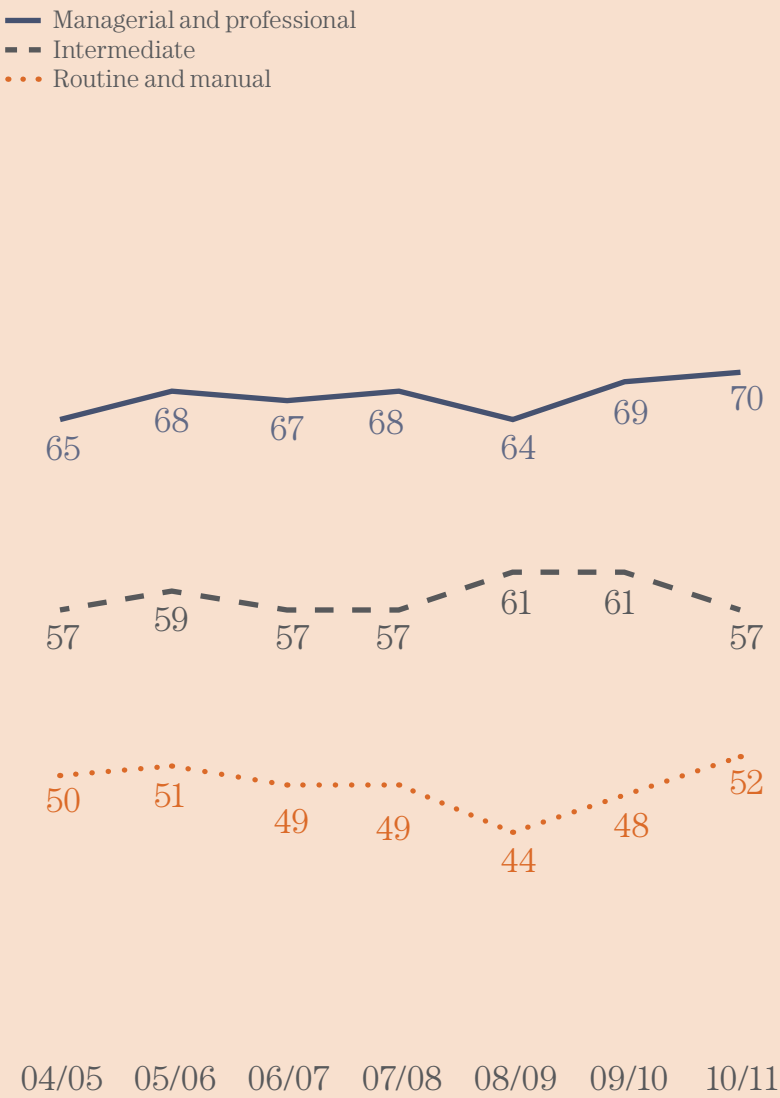
**Tom McKenzie, Research Officer, Centre for Charitable Giving and Philanthropy (CGAP)**

The gender results reported in this publication are broadly consistent with other recent research on charitable giving by households in Great Britain<sup>19</sup>. Households with higher proportions of women are found both to be more likely to donate and to donate higher amounts, regardless of other factors such as age, spending budgets and education. The higher likelihood of donating is remarkably stable throughout the period 1978 to 2008, while the difference in amounts has reduced slightly over time.

This raises the question why more women should give to charity and why they should give higher amounts. Einolf<sup>20</sup> finds women in the United States to be more religious, feel more morally obliged, and identify more strongly with pro-social roles than their male counterparts, leading to higher female participation in volunteering. In that particular study, men’s higher incomes offset any greater motivation among women to donate money, such that men and women were equally likely to donate and of those who did, the men gave larger amounts. However it could still be that a stronger sense of moral obligation among women explains some of the gender difference observed in the UK.

Regarding age and the lower proportions of young people giving to charity, Cowley et al. (2011) also demonstrate how more recent generations account for a significantly smaller share of total donations. Charities are becoming increasingly reliant on older donors.

**Figure 9**  
Proportion who give, by occupation group (%), 2004/05 – 2010/11



## Find out more

Cowley, E. et al (2011) The new state of donation: Three decades of household giving to charity 1978-2008, CMPO and CGAP. <http://www.bristol.ac.uk/cmppo/publications/other/stateofdonation.pdf>

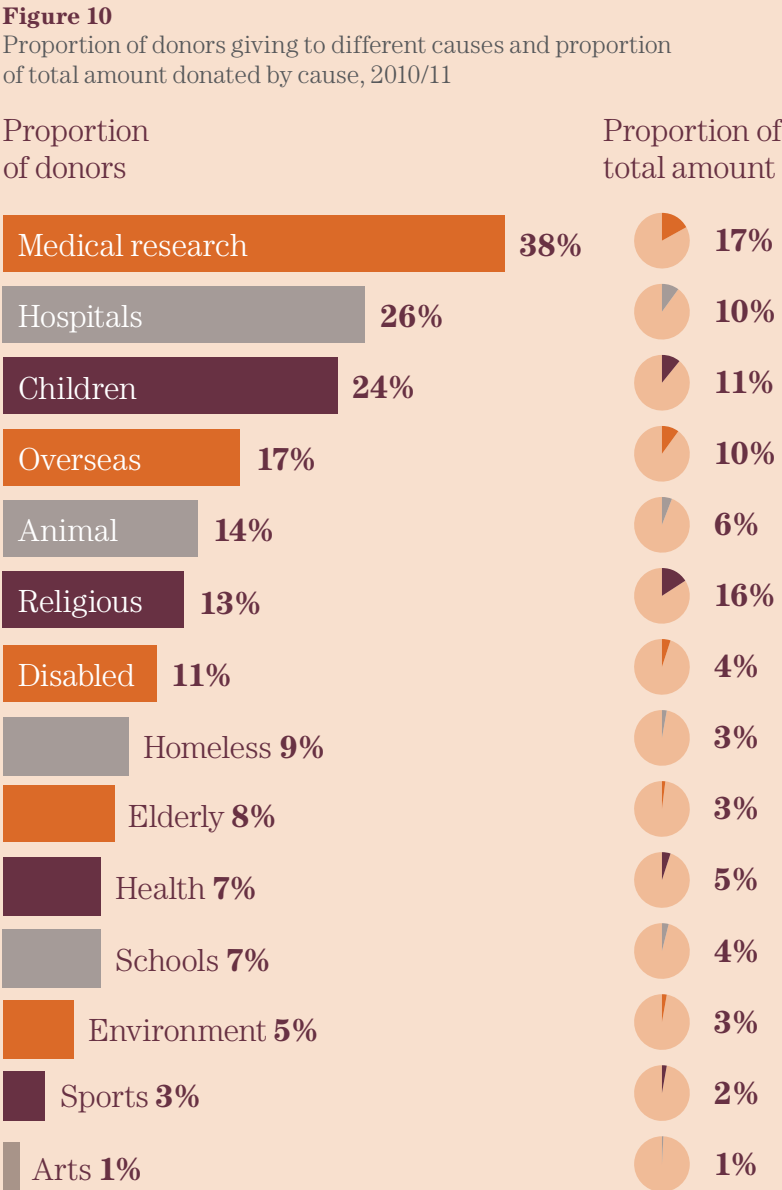
Einolf, C.J. (2010) Gender differences in the correlates of volunteering and charitable giving, *Nonprofit and Voluntary Sector Quarterly*, 20 (10) pp.1-21. <http://nvs.sagepub.com/content/early/2010/09/28/0899764010385949.abstract>

19 For reference see *Find out more*  
20 For reference see *Find out more*

# What causes do people give to?

## Key findings

- Medical research, hospitals and hospices, and children and young people continue to attract the highest proportions of donors.
- Religious causes, overseas causes and the environment attracted the largest donations on average.
- The causes receiving the largest total amounts were medical research, receiving 17% of all money donated, and religious causes (16%).



## Analysis

In 2010/11, medical research was the cause supported by the largest proportion of donors, with 38% donating. It is always one of the best-supported causes; see Chapter 8 for more details.

The next most popular causes were hospitals and hospices (supported by 26% of donors) and children and young people (supported by 24% of donors). These have consistently been two of the most popular causes since the survey began in 2004/05. Overseas causes attracted 17% of donors, a similar level to previous years with the exception of last year (2009/10), when 24% of donors gave to overseas causes. That high level was thought to be due to the Haiti appeal, and the fall back to the more usual level in 2010/11 lends support to that hypothesis.

There is a wide range in the typical amounts given to different causes; the largest median amounts in 2010/11 were for religious causes (£15), overseas causes (£10) and the environment (£8). There was a similar pattern in previous years.

The total amount given to different causes depends on both the proportion giving and the average amount given. Overall the largest total amounts given went to medical research (17% of all money donated) and religious causes (16%); next largest were children and young people (11%), hospitals

and hospices (10%) and overseas causes (10%, a decrease from the high of 16% last year).

The causes supported by donors vary by the income of the donors; those with higher incomes are more likely, for example, to give to charities for children and young people<sup>21</sup>.

Individual donations are, of course, only one of the sources of income for charitable organisations. Data from other sources<sup>22</sup> shows that religious and international organisations are the subsectors receiving the greatest share of income from individuals, each receiving 40% of their total income from individual donations in 2006/07.

<sup>21</sup> See UK Giving 2008 for more details of the relationship between causes and the income of those donating

<sup>22</sup> NCVO's UK Civil Society Almanac 2010; latest data is for 2006/07. The organisations/ causes are classified differently in the survey and the Almanac data so a direct comparison is not possible. Sources of income are classified into four categories: individual donations, legacies, earned income and other sources.

## Find out more

Clark, J. et al (2010) The UK Civil Society Almanac 2010, NCVO.  
<http://www.ncvo-vol.org.uk/almanac2010>



# What proportion of donors use Gift Aid?

## Key findings

- In 2010/11, 42% of donors used Gift Aid, a slightly higher proportion than in 2009/10.
- People who donate larger amounts are more likely to use Gift Aid; in 2010/11 70% of those giving donations of £100 or more used it.
- The proportion of donors using Gift Aid has increased by ten percentage points since 2005/06.

## Analysis

In 2010/11, 42% of donors used Gift Aid<sup>23</sup>. This was slightly higher than the proportion in 2009/10 (40%) and continues the steady increase in the proportion of donors using Gift Aid since the survey began. The proportion of donors using Gift Aid has increased by ten percentage points since 2005/06. Recently the use of Gift Aid appeared to be levelling off; the latest increase reopens the possibility of a small on-going increase in usage.

The larger the amount donated, the more likely donors were to use Gift Aid. In 2010/11 the proportions using Gift Aid increased from 23% of those giving under £10 per month to 45% of those giving between £10 and £25, 60% of those giving between £25 and £100 and 70% of those giving higher-level donations of £100 and over. This strong relationship between amount given and use of Gift Aid was evident in all previous years of the survey.

<sup>23</sup> Gift Aid is a mechanism where donors can increase the value of their monetary gift, by allowing the charity to reclaim the tax on the gift. Charities are able to reclaim tax on the value of the gift before basic-rate tax is deducted.

<sup>24</sup> Giving White Paper, Cabinet Office, 23 May 2011.

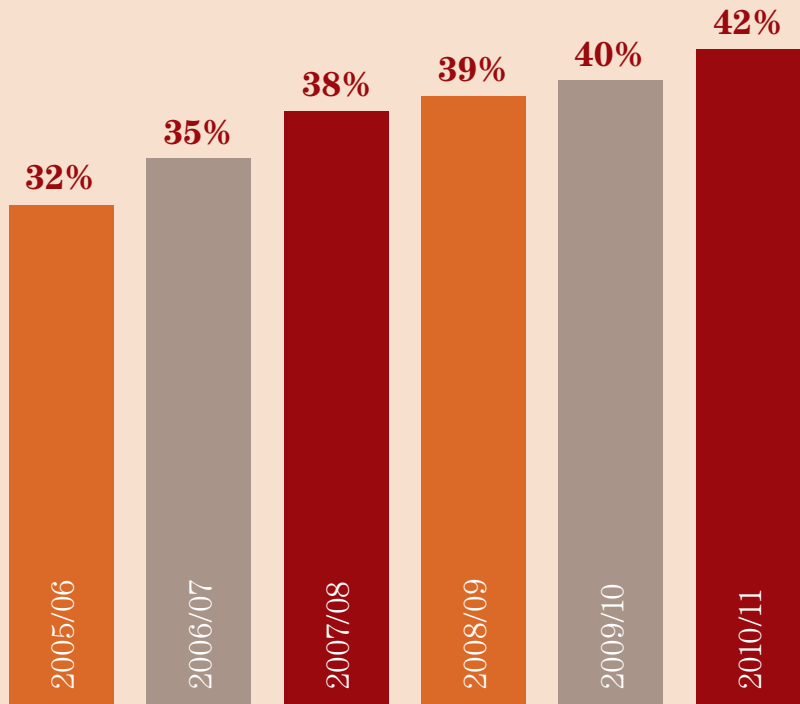
This survey cannot provide any information about the extent to which charitable organisations reclaim Gift Aid. The voluntary sector has long believed that more could be done to help charities to make full use of the vital source of revenue. A range of fiscal incentives in the Budget and the Giving White Paper<sup>24</sup> included changes to the Gift Aid treatment of small donations to allow charitable organisations to claim tax relief on donations worth up to £5,000 each year without the need for declarations, which would be worth up to £1,250. See Chapter 11 for further discussion of recent policy initiatives.

## Find out more

Data from HM Revenue & Customs on Charities, 2011, tables 10.1 – 10.8, in particular tables 10.2 and 10.4.  
<http://www.hmrc.gov.uk/stats/charities/table10-2.pdf>  
<http://www.hmrc.gov.uk/stats/charities/table10-4.pdf>

Giving White Paper, Cabinet Office, 23 May 2011.  
<http://www.official-documents.gov.uk/document/cm80/8084/8084.pdf>

**Figure 11**  
Proportion of donors using Gift Aid, 2005/06 – 2010/11



# How popular is the medical research cause?

## Key findings

- In 2010/11 medical research was the most popular cause, supported by almost two-fifths of donors (38%).
- The typical median amount given to medical research was similar to other years, at £6.
- Three-fifths of the total income of medical research charities comes from individuals.

## Analysis

In 2010/11 38% of donors gave to medical research<sup>25</sup>. This is significantly higher than in 2009/10, when 32% donated to medical research, although that was the lowest level of support seen since the survey began. In other years the proportions giving to medical research have ranged between 34% and 37%, with the highest level of support, 40%, occurring in 2005/06. Medical research was the cause supported by the largest proportion of donors in 2010/11 and was also the most popular cause in all the other six years of the survey.

Over the seven years covered by the survey, the median amount given to medical causes has remained remarkably stable at either £5 or £6; in 2010/11 it was £6. The consistency of support for medical causes is striking; it has always been the best-supported cause, has generally been supported by at least one-third of donors and the typical amount given hardly varies.

Given this consistent support, it is perhaps not surprising that data from NCVO's UK Civil Society Almanac (see Figure 13) show that 60% of the total income of medical research charities comes from individuals, a much higher proportion than the average for charities as a whole (38%). The income from individuals amounted to almost £900 million in 2006/07, the last year for which data is available, and was split between donations (£331 million), legacies (£328 million) and earned income mostly from fundraising (£236 million).

This survey does not ask donors why they choose to give to particular causes so we have to look to other research for explanations. Although there has been little research on the specific question of which charities donors choose to support, a recent study<sup>26</sup> found that people tend to support causes that mean something to them, rather than giving to what they consider the most urgent needs. Four criteria were found to commonly influence donors' decision-making: their tastes and preferences, their personal and professional backgrounds, their perceptions of charity competence and the donor's desire to have a personal impact and 'make a difference'. A recent study on participation<sup>27</sup> found similar motivations.

It is likely that many people have experience of themselves or their family and friends suffering from the medical conditions addressed by the large medical research charities. A major philanthropist Richard Ross, whose charity Rosetrees Trust funds cutting edge medical research,<sup>28</sup> explains his motivation:

*'One day a professor wrote to ask for my support for his [research] work and it just clicked a button in my brain. ....my mother had given money to a home to look after older people with Alzheimer's. I thought: what if research could cure people of Alzheimer's so they didn't need to go into a home. That would be fantastic... Contributing to this [medical research] work is extremely interesting, constructive and totally worthwhile. With co-donors £100 million could expand to £1 billion which would make an amazing difference to millions, if not billions of people, all over the world...'*<sup>29</sup>

25 This category covers medical research specifically. Information about other health-related causes, such as 'health' and hospitals/hospices' is presented in Chapter 6.

26 Breeze, B. (2011) How donors choose charities, CGAP Occasional Paper 1.

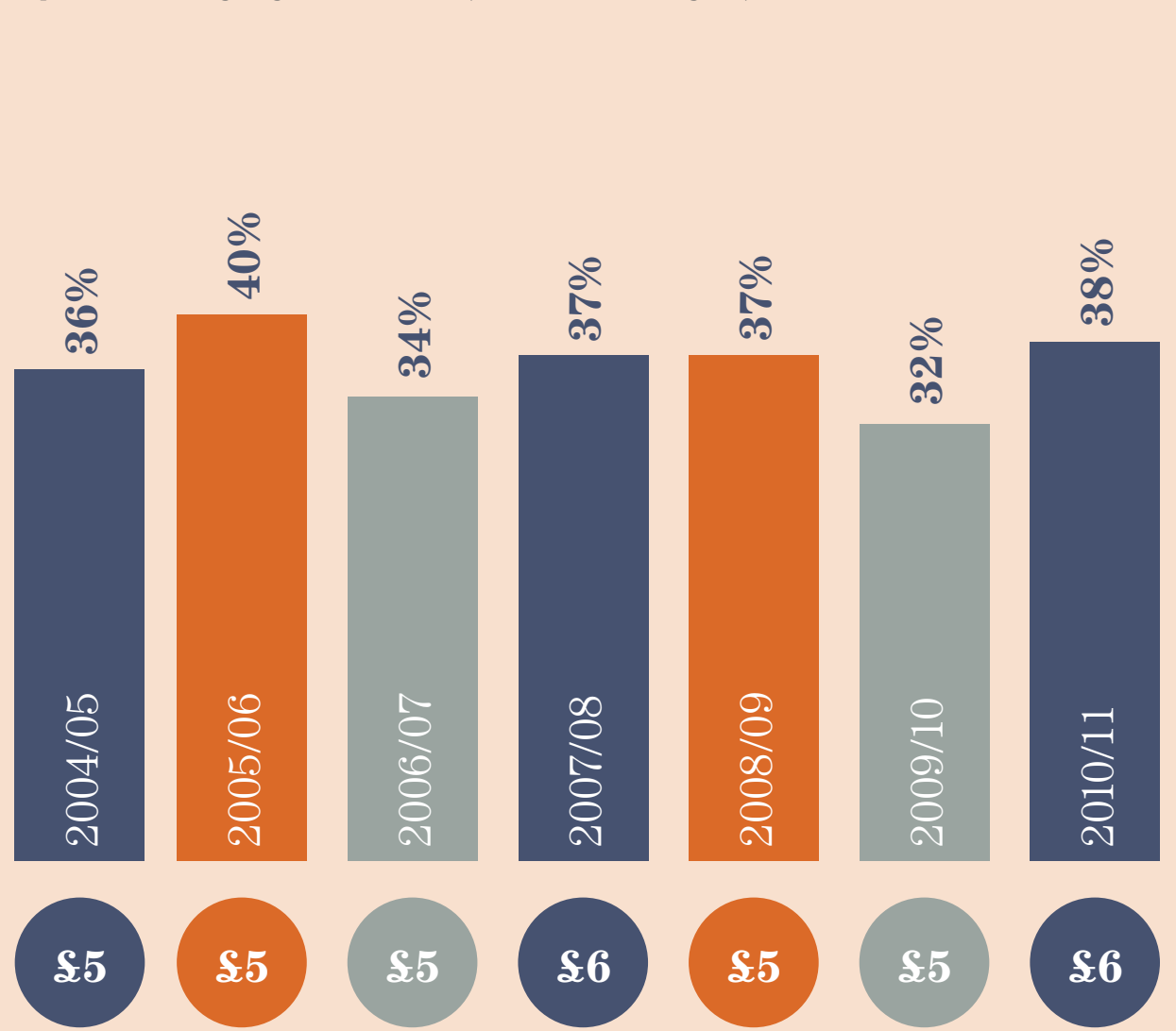
27 Brodie, E. et al (2011) Pathways through Participation: What creates and sustains active citizenship? NCVO, IVR and Involve. <http://pathwaysthroughparticipation.org.uk/resources/finalreport>

28 Richard Ross and Rosetrees Trust have used venture philanthropy to promote outstanding ideas and researchers, which in the next 5 years using leveraged grants will donate £100 million to outstanding research projects

29 Recently a leading researcher, supported by Rosetrees, voluntarily made a substantial donation to Rosetrees in recognition of its unique support and interaction with researchers, which enhances the results being achieved.

# How popular is the medical research cause?

**Figure 12**  
Proportion of donors giving to medical causes, and median amount given, 2004/05 – 2010/11



Source: NCVO

## Comment

**Liz Philpots, Acting Chief Executive, Association of Medical Research Charities (AMRC)**

These findings demonstrate that the public in the United Kingdom value medical research and choose to support it by giving to charities. Charities play a significant part in funding medical research here in the UK; together they provide around a third of all public funding for medical research. This money supports projects, people and organisations in tackling diseases and conditions, from heart disease, diabetes and cancer to dementia, cystic fibrosis and motor neurone disease.

It takes an average of 17 years for a piece of research to be developed into a new drug or treatment<sup>30</sup>. Medical research charities understand the long-term commitment involved in funding health research. They are innovative, highlighting rare or overlooked conditions, and prepared to try out new models to support research that they believe will have important outcomes for patients. It is important to demonstrate to donors how their support is making a difference. Our sector is developing new ways of capturing the outcomes and impacts of the research we fund<sup>31</sup> so we can see how it is benefiting patients.

<sup>30</sup> Health Economics Research Group, Office of Health Economics, RAND Europe. Medical Research: What's it worth? Estimating the economic benefits from medical research in the UK. London: UK Evaluation Forum; 2008 [http://www.wellcome.ac.uk/stellent/groups/corporatesite/@sitestudioobjects/documents/web\\_document/wtx052110.pdf](http://www.wellcome.ac.uk/stellent/groups/corporatesite/@sitestudioobjects/documents/web_document/wtx052110.pdf)

<sup>31</sup> Outputs, outcomes and impact of MRC Research: Analysis of MRC e-Val Data 2009 <http://www.mrc.ac.uk/consumption/groups/public/documents/content/mrc008152.pdf>

# How popular is the medical research cause?

## Comment

**Sophie Langman, Executive Project Manager, Cancer Research UK**

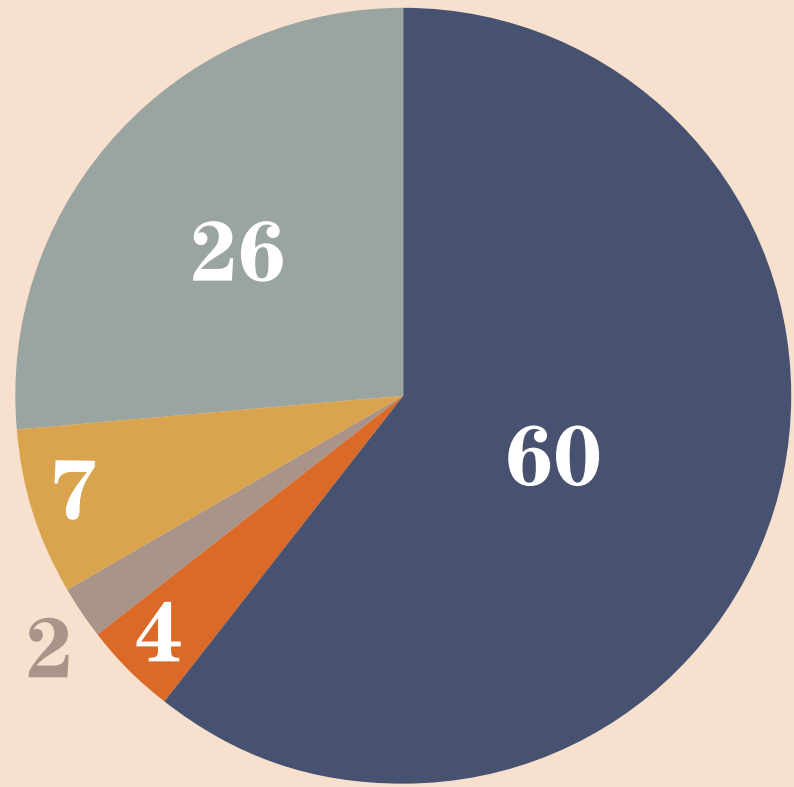
Cancer survival rates have doubled over the last 40 years and cancer research has been at the heart of that progress. Despite this, a growing and aging population mean that the number of people diagnosed with cancer will continue to rise. As a result there will be increasing numbers of people living with, and deeply impacted by cancer.

Due to cancer’s widespread, non-discriminative and devastating impact on the population, it is a cause well supported and was listed as the most popular cause area for giving in 2011<sup>32</sup>. Additionally, cancer is listed as the UK public’s number one fear.

Our market research shows that nearly 80% of our supporters say that cancer has touched their life a great deal (39%) or to some extent (41%). Most important reasons for giving to us include concern that loved ones may be affected, belief that the donor may benefit from our work, and trusting us to use the funds wisely.

**Figure 13**  
Proportion of total income for medical research coming from different sources (%), 2006/07

- Individuals
- Public sector
- Private sector
- Voluntary sector
- Internally generated



Source: NCVO, 2010

## Find out more

Breeze, B. (2011) How donors choose charities, CGAP Occasional Paper 1. <http://www.kent.ac.uk/sspsr/cphsj/documents/How%20Donors%20Choose%20Charities%2018%20June%202010.pdf>

32 Harris Interactive Giving Trends.

# Are people giving online?

## Key findings

- In 2010/11 7% of those who gave to charity made at least one online donation.
- Use of online giving almost doubled between 2008/09 and 2009/10, from 4% to 7%, and then remained at 7% during 2010/11.
- The use of online donation varied by age but not by gender. It was most common among the 25-44 age-group, used by 13% of male donors and 12% of female donors in this age-group.

## Analysis

In 2010/11, 7% of those who gave to charity made at least one online donation. A new question was added to the survey in 2008/09 to ask donors whether they had made use of ‘emerging’ methods of giving: online, by text, phone and sponsorship<sup>33</sup>. Over the three years for which the question has been included, use of online giving increased; it almost doubled between 2008/09 and 2009/10, from 4% to 7%, and then remained at 7% during 2010/11.

Giving by telephone was less common, used by between 1% and 2% of donors. Donations by text were made by a very small proportion of people, less than 1% of donors. Although these channels are not much used at present, they may be important in retaining donors recruited through new sources; see the Comment in Chapter 4.

Sponsorship was included in the ‘emerging’ methods of donation as it appeared to have become more commonly used, and previously could not be separately identified in the main question about methods of giving<sup>34</sup>. Between 2008/09 and 2010/11 the proportion giving by sponsorship has remained steady at 11%-12% of donors.

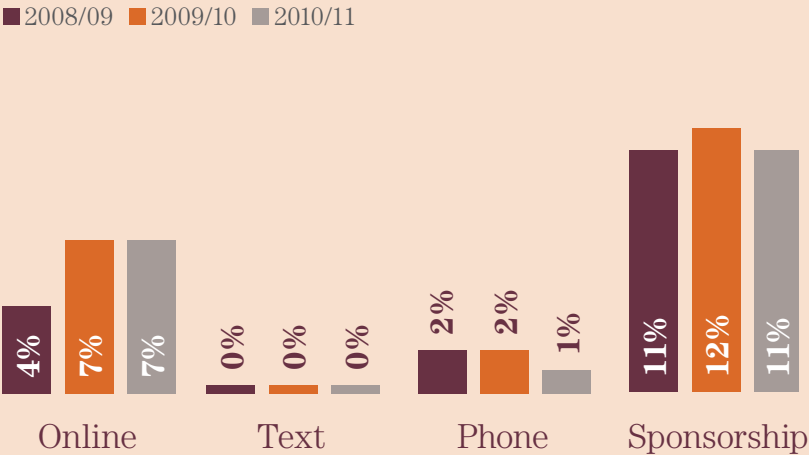
We are not able to estimate the total amount given online or by the other emerging methods, because the survey does not currently collect information about the amounts given by these methods<sup>35</sup>.

The use of online donation varied by age but not by gender. It was most common among the 25-44 age-group; 13% of male donors and 12% of female donors in this age-group made at least one of their donations online (compared with 7% across all age and gender groups). The oldest age-group, those aged 65 and over, were the least likely to give online; only 2% of male donors and 1% of female donors in this age-group had done so.

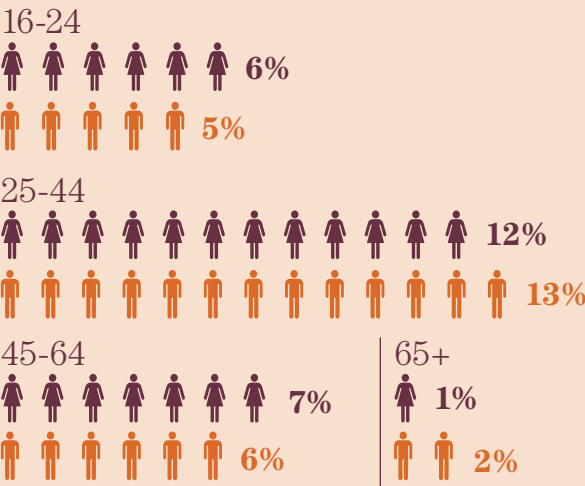
Giving online also varied by occupation group, ranging from 12% among people in managerial and professional occupations, to 6% among people in intermediate occupations and 4% among those in routine and manual occupations.

<sup>33</sup> See Methodology Table A2 for the full text of the question.  
<sup>34</sup> These are discussed in Chapter 4. Sponsorship might be included in the category ‘cash’ or ‘card/cheque’ or ‘via fundraising events’.  
<sup>35</sup> This differs from the information collected for the ‘main’ methods of giving described in Chapter 4, where details are obtained about the amount(s) and cause(s) supported for each of those methods of giving.

**Figure 14**  
Proportions of donors giving online and by other emerging methods of giving, 2008/09 – 2010/11



**Figure 15**  
Proportions of donors giving online by age and gender, 2010/11



# Are people giving online?

## Comment

**Nick Aldridge, Chief Executive Officer, MissionFish**

The rapid growth of online communication remains a huge opportunity for charities. However, with many charities still lagging behind other sectors, it has also become a threat. Almost three quarters of households have broadband and 70% of people under 45 access the internet from phones<sup>36</sup>. Two thirds of consumers shop online, accounting for nearly 10% of UK retail<sup>37</sup>. The web has also become more interactive: social media sites are now the most visited category of site. In this context, charities’ experience is alarming: one study found that less than one in 2,750 web visits is to a charity site<sup>38</sup> and this survey finds that only 7% of donors were giving online (UK Giving). The threat is that in an “online first” world, charities fail to invest in the necessary communication channels and become less relevant to people’s lives.

Our own research – Passion, persistence and partnership – shows charities are beginning to respond: 71% are on Facebook and 62% use Twitter, while the number of people entering content for charities online has tripled since 2008. In the same period, the share of voluntary income coming from online donations increased from 2% to 3.6%. The leading charities are now working to ensure their fundraising materials, and their communication in general, is accessible in real time, through mobile devices as well as desktop computers, so they can connect with the next generation of givers. It is an opportunity charities cannot afford to miss.

**Steve Bridger, Director of Spring and Beyond Profit Partner at Visceral Business**

Technology has so far not increased overall levels of giving (at least from the perspective of a charity finance director), and so it is often suggested to me that its potential is overstated. I say we ain’t seen nothing yet!

We must not mistake the short-term fundraising potential of the web and mobile for the sea change it is already bringing to people’s expectations of relationships and communication.

Web-based and mobile technologies have already begun to offer a taste of their potentially transformative impact on giving and donor behaviour. As Kiva.org turns five (after \$240m in micro-loans, with a repayment rate of almost 99%) the landscape is already different. Some recent research carried out by Accenture suggested that more than half of 18 to 24-year-olds say that the introduction of services like text and online donations has encouraged them to donate spontaneously. Africa has already passed Western Europe in the number of mobile connections, and donors will soon respond to need in near real-time and transfer money directly to the recipient’s mobile phone.

## Find out more

Hughes, S. et al (2011) Passion, persistence and partnership: the secrets of earning more online, Institute of Fundraising, MissionFish and npfSynergy. [http://www.missionfish.org.uk/downloads/pdf/Research\\_summaryReport.pdf](http://www.missionfish.org.uk/downloads/pdf/Research_summaryReport.pdf)

We need to break our obsession with donor transactions and the mechanics of what may have worked adequately well in the past. Breakthroughs in giving are now just as likely to evolve from multi-layered gaming technology as from within your fundraising department.

But there appears to be an assumption that when these young people hit their mid-30s, they will miraculously convert into the regular monthly donors of the future, and rush to take out direct debits; some will; many will not.

I am not at all sure that in the future, people will share the same affinity and allegiance to big charity ‘brands’ as my generation has shown with sustained loyalty. Our focus now should be on finding alternatives that tap the power of networks such as ‘crowd-funding’, which not only bring in money, but also power community. The modest growth in the last 12 months in this area has the potential to explode.

36 Passion, persistence and partnership (2011) for link see *Find out more* above.

37 Statistics from Interactive Media in Retail Group (IMRG).

38 Experian Hitwise, 2011.



# How much is given by higher-level donors?

## Key findings

- The 2010/11 survey found that 7% of adults made donations of more than £100 per month; the proportion has fluctuated between 7% and 8% since 2006/07.
- A separate study of major philanthropists found that they made 201 donations of £1 million or more in 2008/09<sup>39</sup>, with a combined value of £1.548 billion.

## Analysis

Only a small proportion of individuals make donations of more than £100 per month: in 2010/11 the proportion was 7% of all donors. Over the period of the survey the proportion of donors giving more than £100 per month has fluctuated between 7% and 8%, after an initial small upward trend from 6% in 2005/06 to 8% in 2007/08. There is likely to be some random fluctuation from year to year because of the small numbers of such donors included in the survey<sup>40</sup>.

Although the proportion of donors giving more than £100 is small, their donations (being larger) account for a relatively large share of the total amount donated; in 2010/11 they accounted for 45% of the total amount donated. The size of this share has fluctuated from year to year but this is the lowest it has been since the survey began; this is mainly because of an increase in 2010/11 in the total amount donated, and the share accounted for, by donors in next highest gift size of between £25 and £100<sup>41</sup>.

Survey data is limited in what it can tell us about the small number of people who give very large donations; such individuals are a tiny proportion of the population, they will very rarely be sampled by surveys of the general population and, if they were, they might not take part, since non-response is known to be higher amongst the wealthy. It is therefore helpful to look at other sources for information about donations from the very rich; one of the best is a study of donors giving one million pounds or more (Breeze, 2010 see next page in *Find out more*).

The study has identified charitable donations worth £1 million or more in the three years from 2006/07 to 2008/09; there have been 193,189 and 2001 such donations respectively. The total value of the donations in 2008/09 amounted to £1.548 billion.

**Figure 16**  
Higher-level donors giving more than £100 per month, 2005/06 – 2010/11

	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11
<b>Proportion of donors giving £100+ (%)</b>	6	7	8	7	8	7
<b>Mean amount per donor among those giving £100+ (£)</b>	215	196	213	204	201	198
<b>Median amount per donor among those giving £100+ (£)</b>	160	150	153	150	145	150

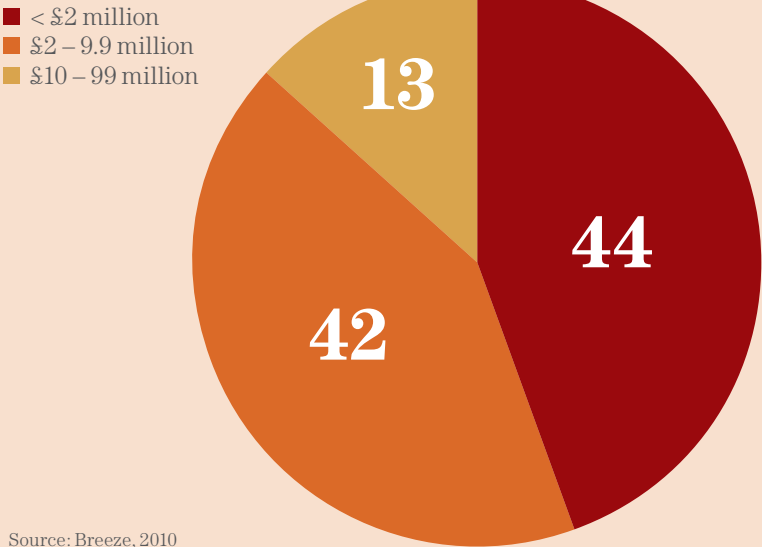
The proportion of donations worth £10 million or more has remained steady at between 12% and 14% for all three years, whilst the proportions giving between £1 million and £2 million and between £2 million and £10 million have fluctuated more; the proportion giving between £1 million and £2 million was 44% in 2006/07 compared with 51% in 2007/08.

<sup>39</sup> 2008/09 is the latest year for which information is currently available, see *Find out more*.

<sup>40</sup> The number of people surveyed giving more than £100 varies between 100 and 150; there were 130 people in 2010/11.

<sup>41</sup> For the gift band £25 – £100, there was an increase in 2010/11 in the proportion giving this amount and the amounts given were similar (see Figure 3, Chapter 2); the share of the total amount therefore increased from 33% in 2009/10 to 37% in 2010/11.

**Figure 17**  
Distribution of donations of more than £1 million, 2008/09



Source: Breeze, 2010

# How much is given by higher-level donors?

## Comment

**Dr Beth Breeze,  
University of Kent**

The data on 'higher-level donors' is notable because this group of donors accounts for such a small proportion of the donor population (7% in 2010/11) and yet are responsible for almost half (45%) of the value of total donations. Perhaps many people will be surprised to learn that for this 7% of donors, their giving starts at £1,200 per year. These donors are therefore simultaneously fairly modest yet also utterly essential.

Data presented elsewhere reinforces the finding that a handful of donors are doing a lot of heavy lifting. The Coutts Million Pound Donors reports - researched and written by staff in the Centre for Philanthropy at the University of Kent - find that in a typical year there are around 100 donations worth £1 million or more that are made by individual donors, either directly or via their personal trusts and foundations. Even these exceptionally high-level donations in the UK are low in comparison with the United States; data there, contained in the Million Dollar Donors report, defines 'mega givers' as those giving \$50 million or more!

There is much stability in both the £100+ donors and the £1 million+ donors, indicating that the major donor pool is fairly consistent. The pool of highest-level donors is thankfully reliable and yet seemingly resistant to being noticeably broadened or deepened, hence the much-needed recent push by government and other institutions to encourage more people to give and to encourage those who do give, to give more. Their success – or otherwise – will become apparent in future years' data.

**Keziah Cunningham,  
Senior Advisory Manager  
– Philanthropy, CAF**

The fact that around half of all public giving is donated by the most generous 10% is a very compelling thought. However, generosity at all levels of the wealth spectrum is to be applauded. But just think what could be achieved if both the percentage of donors and the amount donated could increase, even by a small amount, and the impact that could have on seemingly intractable social issues facing our world.

How can the number of donors and the amount donated be increased? What are the barriers? A sense of feeling uninformed? Overwhelmed by choice and not knowing where to start? How to go about giving away hard-earned wealth to achieve maximum impact? Or simply a lack of inspiration? The philanthropists we work with at CAF are increasingly interested in thoughtful strategic giving, and are challenged by some of these questions. There is evidence to suggest that finding the answers to some of these fundamental questions is vital in unlocking more money for the benefit of the charitable sector.

There has been useful and productive debate this year around how to encourage, facilitate and embed a culture of giving – a debate to which CAF has contributed. The changes to Inheritance Tax and Gift Aid announced in last year's Budget are testament to the kinds of positive steps to encourage giving that can be achieved by changes in legislation. There is more work to be done but there is a will and an appetite to remove perceived and real barriers to giving. The challenge is on, for all of us in the philanthropy world, to inspire and unlock more charitable giving. This may be achieved through taking a strategic approach to philanthropy, thereby achieving more impact and feeling more rewarded, through revolutions in technology, innovation, exploration of different models of giving along with good old-fashioned communication of the impact that giving can achieve.

## Find out more

Breeze, B. (2010) The Coutts Million Pound Donors 2010, University of Kent.

<http://www.kent.ac.uk/sspsr/cphsj/documents/mpdr2010.pdf>

Pharaoh, C. et al (2011) Family Foundations Giving Trends 2011, CGAP.

[http://www.cgap.org.uk/uploads/reports/FFGT\\_2011.pdf](http://www.cgap.org.uk/uploads/reports/FFGT_2011.pdf)

# Implications for policy and practice

**James Allen, Policy Manager at NCVO and Hannah Terrey, Head of Policy and Public Affairs at CAF**

We wrote last year that the spotlight for policy makers had been shining on giving and its importance as a social act as well as being a vital source of finance for the voluntary and community sector. As this edition goes to print there is, perhaps, even more attention on giving as a policy issue, and there has been some real progress in public policy terms over the last 12 months.

We called on the Government last year to promote philanthropy through the tax system and to modernise Gift Aid, and there has been tangible progress in both of these areas. Measures announced in the 2011 Budget included a proposal to allow organisations to claim Gift Aid on small donations up to a total value of £5,000 a year (worth £1,250 to each charity) without paperwork. HM Treasury and HMRC have been working closely with the sector to improve the working of the Gift Aid system including issuing revised guidance and making a commitment to enabling online filing. There have also been changes announced to the tax system to encourage legacy giving, the gift of works of art and to reform payroll giving.

Despite progress in policy terms, the operating environment for the sector remains tough. We identified worrying trends in low levels of financial resilience last year across the sector – these remain a concern and a number of organisations are having to scale back or indeed cease activity in light of financial difficulties. The spending cuts that were announced just 12 months ago have had a real impact on the sector across the UK and it is projected that the sector will lose over £900 million a year by the end of the Spending Review period<sup>42</sup>.

The relatively modest changes in the proportion of people giving and the amounts donated – despite considerable attention and a number of initiatives in the last year – reinforce the fact that trying to generate a ‘step change’ in giving is a significant challenge.

<sup>42</sup> Allen, J. and Kane, D. (2011) Counting the cuts: the impact of spending cuts on the UK voluntary and community sector, NCVO.

# Implications for policy and practice

**Key findings and recommendations for policy makers**

• This report has consistently shown that giving remains a widespread activity (58% of adults donated in 2010/11) but that achieving significant increases in overall rates of giving is extremely difficult. These latest findings appear to mark a continuing trend in recovery, or at least stabilisation, of giving in the post-recession climate. Whilst the median donation does appear to have fallen slightly this year, this has to be viewed in the overall context of the history of this research, with last year's figure perhaps showing a slightly anomalous increase.

- It is important that policy makers recognise the level of long-term commitment that will be required to generate a real 'step change' in giving, particularly in the current difficult economic climate. This is not a short-term issue and government will need to maintain its level of interest and investment in this area.
- The primary responsibility for increasing giving lies with the voluntary and community sector, not with government. Government can however play a vital role in convening and facilitating discussion (the proposed Giving Summit marks progress in this area) and in messaging and setting the tone of the debate. Government must signal its recognition of the value of all donors and not allow the perception that only high value donations are important. Government should also lead by example and make visible pledges around the giving of both time and money.
- As giving levels are uneven across social groups, age profiles and gender, there will need to be particular, targeted interventions to increase participation rates and the amounts given by certain groups. It should be made clear, by the sector and by government, that giving should not be seen as the preserve of a select group. Women aged 45-64 remain the most likely to give (67%) and also to make the biggest median donation (£20). Those in managerial and professional occupations are more likely to give (70% participation rate) and to give more (median donation of £20). This compares to a median donation of £8 and 52% giving in routine and manual occupations. It will be important to engage with younger people and support for giving education from government will help. Building on this, there will need to be a range of engagements with other people using key connections, including the workplace to encourage people to give.
- There is, however, potential to increase the quantity and value of higher level donations. The proportion of individuals making donations of over £100 has remained static at around 7-8% since 2005/06. Numbers of very high value donations (of £1 million or more) have been consistent at around 100 per year. There is obvious scope to increase the numbers of 'major donors' and the number of major donations. This would make a considerable difference to sector finances within a short timeframe.
- The Department for Culture, Media and Sport (DCMS) are working to increase fundraising capacity – this should be complemented by the sector considering its own investment in fundraising skills, especially for seeking major donors and for major donations to be more visible and recognised to encourage others to give.
- Government should continue to modernise the Gift Aid system. Some progress has been made with, for example, the increase in allowed benefit levels and the move towards online filing. Indeed, it is encouraging that the number of donors using Gift Aid has increased slightly (to 42%) with 70% of donations over £100 now attracting Gift Aid. However, we believe that there is still considerable scope to improve the system. We would like to see the introduction of a single, 'universal' Gift Aid declaration and donor database. This would help to ensure that new digital mechanisms for giving are easily made tax-effective.
- Giving and fundraising cannot always replace lost income, and this research once again shows the concentration of giving in a relatively small number of causes – for example the report points out that "the consistency of support for medical causes is striking". Government needs to fully consider this when making decisions about the future role for the sector and in decisions around investment and cuts.
- There has, rightly, been much focus on the mechanisms for giving and a focus on promoting online giving. However, this method is still used by only 7% of donors (and only by 13% of males and 12% of females in the age group most likely to use it: the 25-44 year olds). Policy should avoid too great an emphasis on promoting new means to give at the expense of other essential considerations – such as investment in effective fundraising and creating a stronger culture of giving in the UK.

# Methodology

## NCVO/CAF survey of individual giving

The data in this report is based on the above survey, which collects information about charitable giving from adults aged 16 and over in Great Britain.<sup>43</sup> The survey is run three times a year (in June, October and February) as a module in the Omnibus survey carried out by the Office for National Statistics (ONS). The Omnibus is a multi-purpose survey developed to provide results quickly while retaining the hallmark of high quality – a random probability sample and high response rates.

The ONS Omnibus survey is carried out face-to-face in people’s homes, using Computer-Assisted Personal Interviewing (CAPI). Those interviewed are asked about their donations to charity over the previous four weeks. The ONS Omnibus survey also collects a broad range of social, economic and demographic data about the individuals interviewed; for further details, see <http://www.ons.gov.uk/ons/about-ons/who-we-are/services/opinions--omnibus--survey/classificatory-variables/index.html>

## Sample, response rate and weighting

The Omnibus survey uses random probability sampling. The sample is drawn from the Royal Mail’s Postcode address File (PAF) of small users. The Omnibus sample covers Great Britain but not Northern Ireland. The sample is stratified by region, car ownership, socio-economic status and the proportion of people aged over 65 years.

One person in each sampled household is interviewed (the ‘respondent’). At the start of the interview, the interviewer determines the household composition and then selects the respondent from among all those aged 16 and over<sup>44</sup>. As only one person per household is interviewed, the data is subsequently weighted to correct for the unequal probability of selection that this causes<sup>45</sup>. As well as accounting for the unequal probability of selection, these weights correct for certain types of non-response bias and improve precision for most variables.

43 To generalise to the UK, we check that the results of NICVA’s giving survey in Northern Ireland, are similar; so far they always have been.

44 This selection is performed at random using a Kish grid.

45 For example individuals in smaller households have a higher probability of selection.

The sample size varies a little from year to year; in 2010/11 3,364 interviews were achieved, spread evenly over the three months (June 1,157, October 1,105 and February 1,102). The response rate over the three months averaged 62% (June 64%, October 62% and February 61%).

Last year, the data for each year going back to 2004/05 were recalculated to take into account an updated and consistent methodology and weighting. Exactly the same methodology and weighting have been applied this year.

## The questions: method of donating and causes donated to

People interviewed are shown a card and asked whether they have given to charity in the last four weeks by any of the nine methods shown. They may select as many methods as they wish. For each of the methods that they report using, respondents are shown another card and asked which of the fifteen types of causes listed on the card they have donated to. The respondents/donors assign charities themselves to a cause group from the list at their own judgement, CAF/NCVO do not assign charities to a cause group.

Then for each cause donated to by each method, respondents are asked how much they gave and whether they used Gift Aid. Tables A1 and A3 show the full lists of methods and causes on the cards.

From 2008/09, a new question was added to the survey to ask donors whether they had made use of other methods of giving in the last 4 weeks: online, by text, phone and sponsorship. See Table A2.

## Data checking, editing and analysis

The data collected from respondents are carefully checked before analysis is carried out using IBM PASW (formerly known as SPSS). The data are amended where appropriate to remove obvious reporting/recording errors. Some anomalies will be picked up by the CAPI program and others as a result of a set of editing rules applied by NCVO/CAF. Checks are made particularly on higher-value donations, especially where they seem inappropriate to the method of giving. For example, an event gift of £2,000 is very likely to reflect giving from personal fundraising/ sponsorship rather than an individual gift and would generally be excluded. The deletion or inclusion of a few high-value donations can have a substantial impact on mean amounts, particularly given the small number of high-value donations in the whole sample. The analyses presented in this report therefore concentrate on the statistics that are less sensitive to high-value donations, for example focussing on median rather than mean values. The analyses in this report generally highlight those differences that are statistically significant.

# Methodology

Table A1: Methods of giving listed on Omnibus survey showcard

Abbreviation	Full description
Buying	Buying goods (e.g. charity shop, charity catalogue purchase, Big Issue)
Card/cheque	Credit/debit card or cheque
Cash	Cash gifts (e.g. collection at work, school, street, pub or place of worship, or sponsoring someone by cash)
Direct debit	Direct Debit, standing order or covenant
Event	Fundraising event (e.g. jumble sale, fetes, charity dinners)
Raffle	Buying a raffle or lottery ticket (not the National Lottery)
Payroll	Payroll giving/regular deduction direct from salary
Fees	Membership fees and subscriptions paid to charity (please specify)
Other methods	Other methods

Table A2: Additional question asking whether used other methods of giving

Were any of your donations made...
online
by text
by telephone
or through sponsoring someone else?
(none of the above)
coded only if spontaneous reply

Table A3: Causes listed on Omnibus survey showcard

Abbreviation	Full description
Animals	Animal welfare
Arts	Arts
Children/young people	Children or young people
Disabled	Disabled people (including blind and deaf people)
Education	Schools, colleges, universities and other education
Elderly	Elderly people
Environment	Conservation, the environment and heritage
Health	Physical and mental health care
Homeless	Homeless people, housing and refuge shelters in the UK
Hospitals/hospices	Hospitals and hospices
Medical research	Medical research
Overseas	Overseas aid and disaster relief
Religious	Religious organisations (including churches, mosques and synagogues)
Sports	Sports and recreation
Other causes	Other (including rescue services, human rights, benevolent funds and refugees) (please specify)



# Authors and acknowledgements

## Authors

Joy Dobbs, Véronique Jochum,  
Karl Wilding (NCVO)

Liz Lipscomb, Malcolm Smith,  
Richard Harrison (CAF)

## Acknowledgements

During the production of UK Giving we have received invaluable support and advice from many sources.

Special thanks to Malcolm Smith for conducting the data analysis.

We would also like to thank the following people for their contributions:

**CAF**  
Hannah Terrey

**NCVO**  
James Allen, Jenny Clark,  
David Kane

**Office for National Statistics**  
Anne Foulger, Sarah Howe,  
Sophia King, Gareth Powell,  
Oliver Tatum, Anne Brown

[www.cafonline.org/ukgiving](http://www.cafonline.org/ukgiving)  
[www.ncvo-vol.org.uk/giving](http://www.ncvo-vol.org.uk/giving)



**National Council for  
Voluntary Organisations  
(NCVO)**

Regent's Wharf, 8 All Saints Street,  
London N1 9RL

Tel: 020 7713 6161

[www.ncvo-vol.org.uk](http://www.ncvo-vol.org.uk)

Registered charity number: 225922



**Charities Aid  
Foundation (CAF)**

25 Kings Hill Avenue, Kings Hill,  
West Malling, Kent ME19 4TA

Tel: 03000 123 000

[www.cafonline.org](http://www.cafonline.org)

Registered charity number: 268369

