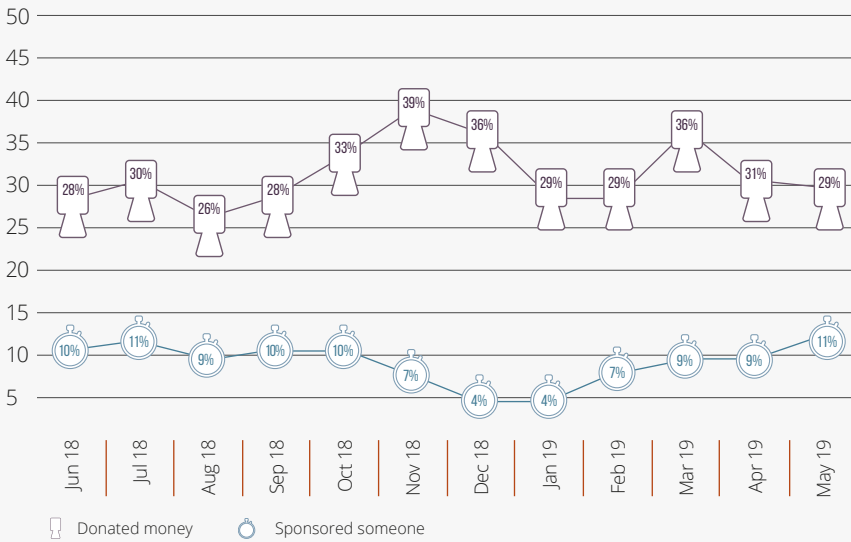


CAF UK GIVING

DONATING AND SPONSORING

Proportion donating/sponsoring in the four weeks prior to interview



Median amount donated/sponsored in the four weeks prior to interview



ARE MORE PEOPLE GIVING TO SMALL CHARITIES?

To coincide with Small Charity Week, CAF asked the public about their involvement with small charities



There has been a small but **SIGNIFICANT INCREASE** in those who can name at least one small charity from 36% in 2018 to 41% in 2019

Of those aware, 64% found out through **FRIENDS OR FAMILY MEMBERS**. Others found out through social media or fundraisers



THE IMPACT OF SMALL CHARITIES IS FELT CLOSE TO HOME



More are seeing a **POSITIVE IMPACT** in their local community than in 2018 (67% in 2019 vs 62% in 2018)

30% WERE AWARE of a small charity because a friend or family member had used it



GIVING TO SMALL CHARITIES



71% HAVE DONE SOMETHING for a small charity, up from 60% in 2018



Specifically, **MORE PEOPLE ARE** donating money, giving goods and helping to fundraise