CHARITIES AID FOUNDATION

Experts in charities and giving

CAF Charities Aid Foundation
Introduction

Charities Aid Foundation (CAF) is a registered charity that promotes charitable giving and provides financial services and social finance to not-for-profit organisations.

Our mission is to motivate society to give ever more effectively, helping to transform lives and communities around the world.

- We help individual donors give more effectively
- We support charities to allow them to thrive
- We advise businesses to allow them to achieve greater impact
- We work internationally, harnessing local knowledge and expertise, to help civil society thrive around the world

CAF works with government to improve the different ways that people are able to support charities, making it easier for people to give to the causes they care about.

We advocate on behalf of charities, reflecting their needs and concerns to decision makers and opinion formers in order to create a positive climate for charities to operate in.

We engage with politicians across different levels of government to ensure that there is a supportive network of legislators putting charitable issues on the political agenda.

We also run high-profile campaigns designed to generate positive change and secure the future of giving.

**CAF manages £3 BN on behalf of charities and donors and we work with 280,000 donors, 7,000 companies, supporting 50,000 charities.**
Understanding giving

We need to continue to develop our understanding of giving to learn about people’s motivations for supporting good causes, securing the giving environment for charities in the future.

CAF carries out research that helps the whole charitable sector to analyse giving trends, to understand how charities and government need to adapt to ensure the efficiency of giving in the future and inform policy discussion and development.

Our yearly UK Giving report provides the most comprehensive analysis of giving in the UK, including an exploration of the changing ways in which people are giving, and the different causes that they are supporting. Differences in donating habits by age, gender and region are also brought to the fore, and analysed in a way that informs the whole sector.

CAF produces the World Giving Index each year which examines participation in a range of giving behaviours across the globe, using the data to provide a ranking of countries based upon their generosity. Since CAF launched the World Giving Index, the UK has always ranked in the top ten.

The estimated total amount donated to charity by UK adults in 2014 is £10.6 BN

79% of people participated in at least one charitable giving or social action activity in the past year
We carry out research throughout the year, investigating attitudes towards charity and the impact that changing perceptions can have on donations. We track responses to major disaster appeals, and conduct research in other areas such as developing our understanding of the link between business and charity.

**The United States is the only country to be ranked in the Top 10 in the CAF World Giving Index for giving money, giving time, and helping a stranger**

**98 of FTSE 100 companies make a charitable donation in a typical year**

### Shaping the environment

CAF has been at the forefront of many of the changes that have made the UK one of the best giving environments in the world and we are continually looking for ways that we can develop our giving culture further. We seek to firmly place the needs of charities on the political agenda and work with policy makers to create the conditions charities need to thrive.

We have used our expertise to develop giving mechanisms such as Gift Aid and Payroll Giving, putting the needs of charities and donors at the heart of developments. Our Give It Back George campaign prevented the introduction of changes to tax policy that would have damaged the charitable giving landscape, and our work around counter-terrorism financing aims to ensure that people are able to give to charities across the globe with the confidence that their money will be used as intended.
Understanding charity in the UK

Charities are involved in nearly every part of our public life, and it is vital that we do not take their work for granted. CAF seeks to ensure that the value of charity is properly recognised, and that charities retain their freedom and independence to focus on making positive change.

CAF reports such as Charity Street and Social Landscape provide an insight into the important role that charities play in the UK, and their relationship with the public. We build upon this by raising awareness of the value of charity, and seeking to ensure that all audiences understand the contribution that charities make to our social fabric.

- 79% of people have used a charitable service in the last 12 months
- 68% of people rate the role of charities in society as highly important
- 82% of charity Chief Executives are optimistic about the future of their organisation
Leading thinking

CAF’s Giving Thought programme focuses on the future of philanthropy and giving, investigating the big questions that will challenge policy makers in the coming years and seeking to develop a climate that charities can operate effectively in. That includes using a historical perspective to provide insight into contemporary issues and understanding the different political and philosophical developments that have informed the establishment of our giving culture. It also means understanding changes that will impact upon the charity landscape, ranging from the development of crypto currencies, to the relationship that charities have with government as part of public service provision. CAF seeks to use our years of expertise working with charities, businesses and government to create a unique perspective, which we can use to inform the policy debate.

Securing a positive future for civil society globally

The UK consistently ranks as one of the most generous in the world for charitable giving, and many countries seek to replicate our success in developing a thriving civil society. Our Future World Giving project seeks to advise governments across the world on how they can create conditions for civil society to flourish, whilst also ensuring that civil society organisations retain the freedom to speak up for those in need.

The growth of the global middle class could see an extra $550 BN given to civil society per year from 2030. The percentage of people donating money to charity is 12% points higher in nations that offer tax incentives to individuals.
Encouraging greater giving

CAF uses our campaigns to encourage greater participation in giving, making sure that current and future generations are given the encouragement and ability to support the causes they care about.

We led a cross-party Parliamentary Inquiry into charitable giving, as part of the Growing Giving campaign. The Inquiry proposed a series of recommendations targeted at different audiences to increase participation in charitable giving, and we are currently working on their implementation. Recent areas of focus include providing guidance to charities and young people about the role of young trustees, and working with UCAS to ensure that people applying to university and college are encouraged to display the skills gained from participation in social action.

CAF has also introduced the global #GivingTuesday campaign to the UK. Established in the USA as an antidote to the consumerism of ‘Black Friday’ and ‘Cyber Monday,’ #GivingTuesday encourages people and organisations to do something positive in support of a good cause, and has the support of a number of high-profile celebrities, politicians, businesses and charities.

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CAF Global Alliance

Operating globally, CAF harnesses local knowledge and expertise to support sustainable giving around the world. Spanning six continents, with services provided by local experts in nine countries, we help donors – including individuals, major donors and companies – to create the greatest impact with their giving. We do this by working globally to increase the flow of funds to the charity and non-profit sectors through the provision of philanthropy products and services, whilst providing fundraising solutions and support for charities internationally.