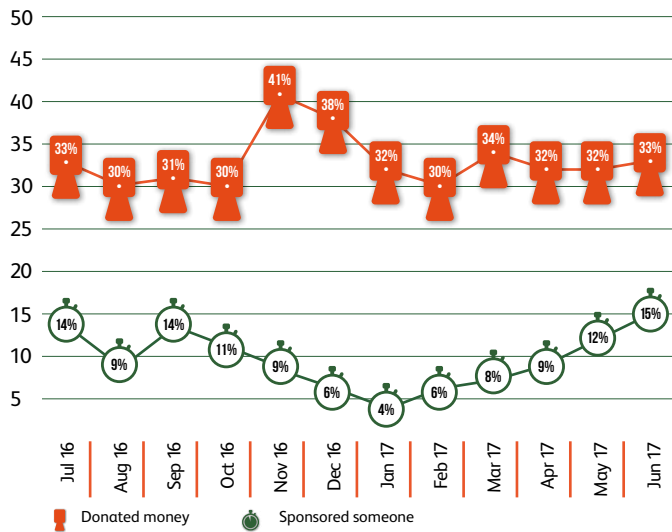
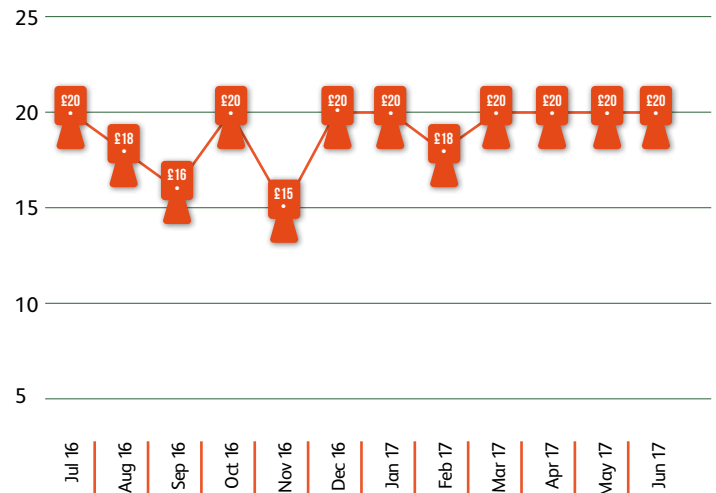


Proportion donating/sponsoring in the four weeks prior to interview



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



30% of donors in the West Midlands gave to hospitals/hospices – compared with a UK average of 22%. This was the top cause donated to in the West Midlands.



26% of donors in London gave to homelessness/housing in the last year – compared with a UK average of 18%. This was one of the top three causes donated to in London.



19% of donors in the South West and Wales gave to conservation/environment/heritage – compared with a UK average of 12%.

## WORKPLACE GIVING

58% of employees gave to charity in the workplace during the past year



Sponsored a colleague to do something for charity **30%**

AVERAGE AMOUNT £10



Donated money to a fundraising appeal at work **24%**

AVERAGE AMOUNT £8.60



Bought an item in a charity sale at work **22%**

AVERAGE AMOUNT £5

## PAYROLL GIVING

### PAYSLIP

One in twenty (5%) employees say they currently use payroll giving.

Nearly one in five (18%) would consider using it in the future.

Workplace Giving\* and 'Payroll Giving' based on fieldwork conducted during March 2017. Data is based on 456 respondents who were in employment.