

UK Giving 2010

An overview of charitable giving in the UK, 2009/10

December 2010



CAF Charities Aid
Foundation

ncvo 

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Foreword

Amidst a noisy and wide ranging debate around the role and responsibilities of the state in society it can be too easily forgotten that the charitable giving of ordinary citizens continues to be one of the defining characteristics of civil society. Helping others, whether by giving time or money, remains a strong tradition in the UK. For voluntary and community organisations that may find themselves dealing with the ebb and flow of statutory grants and contracts, such support from individual donors can provide a degree of certainty and, ultimately, resilience. In other words, charitable giving matters.

It would nevertheless be a mistake to assume the giving of time or money are unchanging; indeed, last year's UK Giving reported a fall in the total value of donations, whilst the government's Citizenship Survey has recorded a slight fall in volunteering levels. Monitoring such trends, so that policy makers and practitioners can understand the external environment and plan accordingly, therefore continues to be a priority for NCVO and CAF.

Voluntary organisations themselves not only benefit from donations, they also perform a role in highlighting social needs to suppliers and potential suppliers of social finance. The aspirations, if not the policies, of the last government to promote a culture of generosity will undoubtedly be taken forward under the Coalition government's Big Society proposals. In the context of the largest cuts in public spending in the post-war period, it is inevitable that more will be expected of donors. As such, we welcome the small increases in both amounts given and the proportion of the population giving compared with the previous year. However, we remain aware of how much there is to do if charitable giving and philanthropy are to fill the gap left by a retreating state. We are also aware that the causes that receive most support from donors are not necessarily those that will suffer from cuts in statutory funding.

Many metaphors were used to describe the decline in charitable giving during the recession. With the perspective that time now affords, this was clearly not the near-death experience some would have had us believe. Furthermore, tragedies such as the earthquake in Haiti remind us that when people see a need, they continue to respond by giving.

Supporting, encouraging and recognising the generosity of individual donors and philanthropists has always been an important 'leverage' role for voluntary and community organisations. It is now critical. We hope this report makes a contribution to this work.

The image shows two handwritten signatures in black ink. The signature on the left is 'Stuart Etherington' and the signature on the right is 'John Low'. Both signatures are written in a cursive, flowing style.

Sir Stuart Etherington, Chief Executive, NCVO
Dr John Low CBE, Chief Executive, CAF

Key findings

- **Charitable giving remains widespread.** In 2009/10, 56% of adults living in households in the UK donated to charitable causes. The typical amounts given per donor per month in 2009/10 were £12, measured by the median, and £31 measured by the mean. Our best estimate of the total amount given to charity in 2009/10 by all such individuals is £10.6 billion, clearly a major contribution to the work of the voluntary sector. In addition, donations from individual legacies are estimated to provide at least a further £2 billion (the latest estimate, based on 2007/08 figures).

- **High-level donors have the greatest impact on the total amounts given.** The share of total donations coming from high-level donors in the survey (those making donations of more than £100), has increased slightly, from 6% in 2005/06 to 8% in 2009/10. Furthermore, this does not take account of the very wealthy who give very large amounts; there are so few major philanthropists that sample surveys of the whole population will almost never include them.

It is estimated (from other sources that concentrate specifically on these few donors¹) that very wealthy individuals gave 100 donations of £1 million or more in 2008/09 (the latest year for which information is available), with a combined value of £1.0 billion.

- **If the recession hit giving, levels are recovering.** Over the last year the proportion of people giving increased slightly, after decreasing between 2007/08 and 2008/09 at the time of the recession. The typical (median) amount given also increased, from £10 in 2008/09 to £12 in 2009/10, whereas the mean amount given increased only slightly over the same period from £30 to £31. The overall amount of £10.6 billion given to charity was an increase in real terms of £400 million compared to £10.2 billion in 2008/09 (once adjusted for inflation). However, the total amount given has not recovered to 2007/8 levels.

- **The popularity of overseas causes increased in 2009/10.** Almost one quarter (24%) of donors gave to overseas causes, compared with 15% or 16% in the previous three years. It is possible that the well-supported Haiti appeal contributed to this greater popularity of overseas causes. Otherwise the types of causes that people give to remain remarkably stable; medical research continues to be the most popular cause in terms of the proportion of donors giving (32%) whilst religious causes continue to attract the largest median typical donations (£15).

¹ *The Coutts Million Pound Donors Report 2010* (Breeze, 2010) www.kent.ac.uk/sspsr/cphsj/documents/mpdr2010.pdf

- **The patterns of who gives and how they give remained much the same as in previous years.** Women aged 45 – 64 continue to be the most likely group to give (68%) and young men aged 16 – 24 the least likely (31%). People in managerial and professional occupations are the most likely to give (69%) and they also give larger median amounts on average (£19). Giving by cash remains the most common method of donation, used by half of all donors (50%) in 2009/10. After increasing between 2005/06 and 2008/09, the proportion of donors using direct debit now remains fairly steady at 29%. Those giving larger amounts tend to use cheque/card and direct debit so these methods continued to account for the largest shares of charitable giving, 29% and 22% respectively in 2009/10.
- **Use of the Gift Aid scheme appears to be levelling off.** Gift Aid was used by 40% of donors in 2009/10, a similar proportion to 2008/09. Before that there had been a gradual increase in Gift Aid usage. People who donate larger amounts are more likely to use Gift Aid; in 2009/10 Gift Aid was used by 73% of those giving higher-level donations (£100+) but only by 20% of those giving donations of £10 or less.

1 What proportion of people give money to charity?

Key findings

- Charitable giving is widespread: 56% of adults donated to charitable causes in 2009/10.
- The proportion of people giving increased slightly over the last year, after decreasing between 2007/08 and 2008/09. Over the longer term, we report virtually no change in the proportion giving to charity.

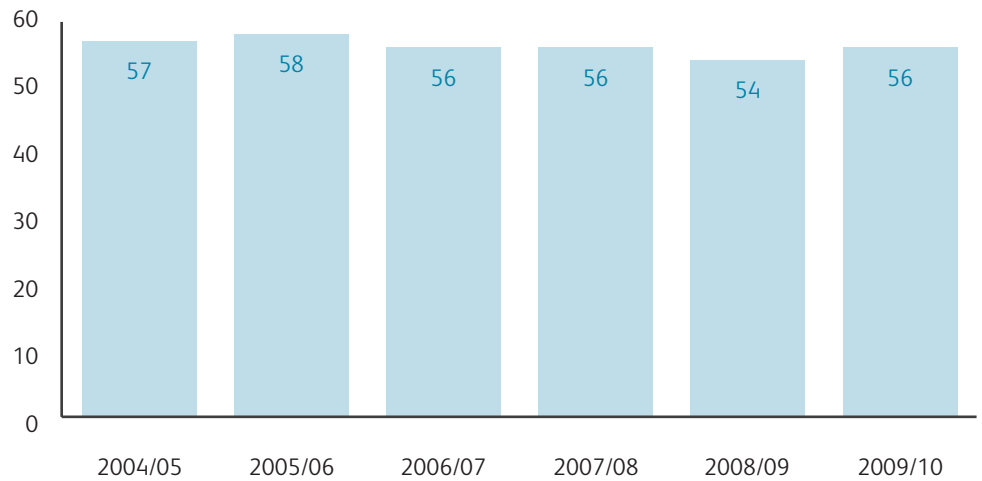
Analysis

The majority of adults in the UK gave to charity in 2009/10: 56% donated in a typical month, equivalent to 28.4 million adults. The proportion of adults giving is two percentage points higher than in 2008/09, when 54% donated. The recession was thought to have led to the decrease in giving and that may be the explanation; if the lower level of giving in 2008/09 was entirely due to the recession, however, it would perhaps be surprising for giving to return to its previous level within a year, when the impact of the recession is still being felt in many other areas.

Since the survey began, there have been other fluctuations in the proportion of adults giving. For example, there was also a decrease between 2005/06 and 2006/07 in the proportion giving, from 58% to 56%, when there was not a recession. So we cannot conclude that the recession caused the decrease in giving in 2008/09; it is one possible explanation, albeit the most obvious one. Note also that the size of the UK adult population continues to increase (from 48.2 million in mid – 2004 to 50.2 million in mid – 2009) so even when the proportion of people giving remains stable, the potential donor base increases each year.

Looking at the trend over the six years for which the survey has been carried out, the proportion of people giving has remained fairly stable, varying between 54% and 58%. Charitable giving appears to be a well-established behaviour with relatively little variation.

Figure 1 Proportion of adults in the UK giving to charity, 2004/05 – 2009/10 (%)



Source: NCVO/CAF

Find out more

- Timeline 2002 – 2010, pages 23 – 24, UK Civil Society Almanac 2010 (NCVO, 2010)
- Living Costs and Food Survey, formerly the Expenditure and Food Survey, (page 90) (ONS, 2009) www.statistics.gov.uk/downloads/theme_social/Family-Spending-2008/FamilySpending2009.pdf

2 How much is the typical gift?

Key findings

- The typical amounts given per donor per month in 2009/10 were £12, measured by the median, and £31, measured by the mean.
- The median amount increased, from £10 in 2008/09 to £12 in 2009/10, after remaining steady at £10 for the previous five years; the mean amount also increased but less markedly.

Analysis

The median donation given in a typical month in 2009/10 was £12 per donor. The mean donation was £31; this, however, is probably 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 £12 in 2009/10 increased from £10 in 2008/09; prior to that the median had remained stable at £10 for the previous five years. The mean donation of £31 was similar to the £30 reported in 2008/09; that had fallen from a high of £32 in 2007/08.

Given the way in which the mean is affected mainly by very large donations, these data suggest that there have been different patterns of change for typical donations and large donations over the last three years. The fluctuations in the mean amount donated suggest that large donations reduced between 2007/08 and 2008/09 and increased slightly between 2008/09 and 2009/10. Over the longer timescale of six years of the survey, the stability of the median amount given is striking; this makes the increase this year to £12 all the more notable.

Comparing the distribution of donors according to the size of their gift between 2007/08 and 2009/10, we can see that in 2009/10, the proportion of donors giving less than £10 was lower (38% compared with 43%), whilst the proportion of people giving between £10 and £25 was higher (31% compared with 27%). In the two other gift size categories, there was no clear trend in the proportions of people giving. The median values within the gift size categories remained fairly stable between 2007/08 and 2009/10.

Figure 2 Mean and median amounts given per donor², 2004/05 – 2009/10 (£)

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

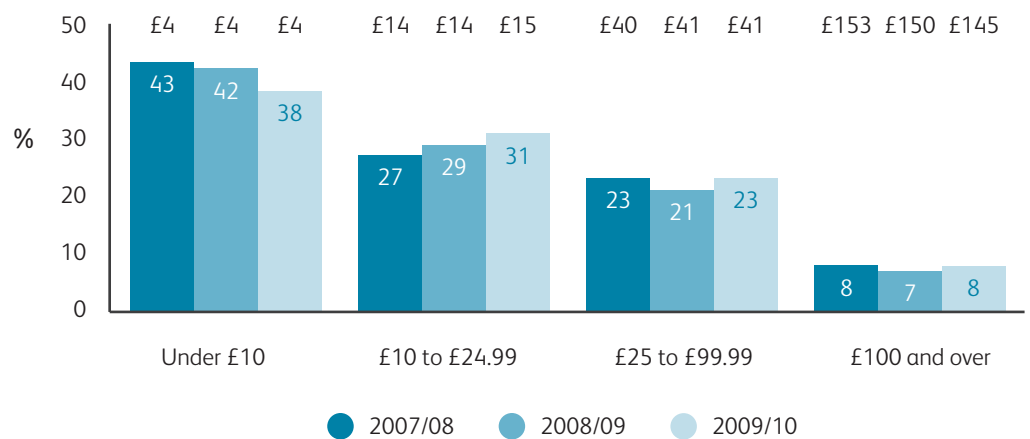
Source: NCVO/CAF

² Note that for some years the mean amounts shown here differ slightly from those shown in some previous reports, because the means and medians for all years have been recalculated to be consistent with improvements in methods of weighting and syntax. The median values remain the same except for 2007/08, recalculated to be £10 when it was previously shown as £11; this is not the large adjustment it may appear as in both cases the median falls close to the boundary between those giving £10 and those giving £11.

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.

Figure 3 Proportion of donors by size of gift, and median amount given per band, 2007/08 - 2009/10 (% and £)



Source: NCVO/CAF

Comment

Louise Richards, Director of Policy and Campaigns, Institute of Fundraising

In spite of the recession and forecasts of doom and gloom, it would appear that levels of giving have not been hit as hard as first expected and that they have remained at pre-recession levels. Many income streams appear to be recovering, and some have even shown signs of growth. This is encouraging and is testament to the extraordinary generosity of the UK giving public, as evidenced by the overwhelming response to the Pakistan Floods Appeal earlier this year. It also indicates that the investment made by charities in terms of getting their messaging right and inspiring public trust and confidence has paid off to a very large extent. Increasingly, donors are looking for more accountability, transparency and impact reporting, and those charities which have the greatest success are those which take this fully into account.

The increase in the median amount is difficult to explain, and there could be a number of factors causing this. It is possible that budgetary changes such as the increase in Capital Gains Tax have encouraged higher rate taxpayers to make more use of tax incentives and to give land, shares and property to charities in order to offset their increased tax liability.

The current mood is one of cautious optimism, albeit tempered by concerns over what is to come in the wake of the Government's Comprehensive Spending Review and public sector cuts. Whilst fundraising is holding up well in general, now is not the time to get complacent and there is no doubt that tough times lie ahead.

Find out more

- Recession Britain, (Romesh Vaitilingam, 2010) ESRC
www.esrc.ac.uk/ESRCInfoCentre/Images/Recession_Britain1_tcm6-33756.pdf

3 What is the total amount given by individuals in 2009/10?

Key findings

- The estimated total amount donated to charity by adults in 2009/10 is £10.6 billion. This is an increase in real terms compared to 2008/09 of nearly four per cent, around £400 million. The total amount given has not, however, recovered to 2007/8 levels in real terms.

Analysis

It is possible to use the survey data to estimate the total yearly amount donated by individuals living in the UK. Such calculations provide only broad estimates because data collected by surveys are subject to various types of approximations. Surveys are based on a sample of adults, rather than the whole population³ and not everyone sampled agrees to take part in the survey; if the people who do not take part are different from those who do, this makes the findings less robust (known as 'non-response bias'). Both these issues affect the data on charitable giving.

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 population⁴. We then multiply that total number of donors by the mean amount given per year⁵ to obtain the estimated total amount given.

The mean amount is the most variable element. 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.

Bearing these limitations in mind, our best estimate of the total amount given to charity by adults in 2009/10 is £10.6 billion. This is an increase in real terms, of £400 million, compared to 2008/9 when £10.2 billion⁶ was donated, after adjusting for inflation.

The increase this year in the total amount given to charity is not, however, large enough for total donations to have returned to the record levels recorded in 2007/08. The unadjusted total amounts donated in 2007/08 and 2009/10 are similar but when the 2007/08 total is adjusted for inflation, there is a real difference of around £700 million.

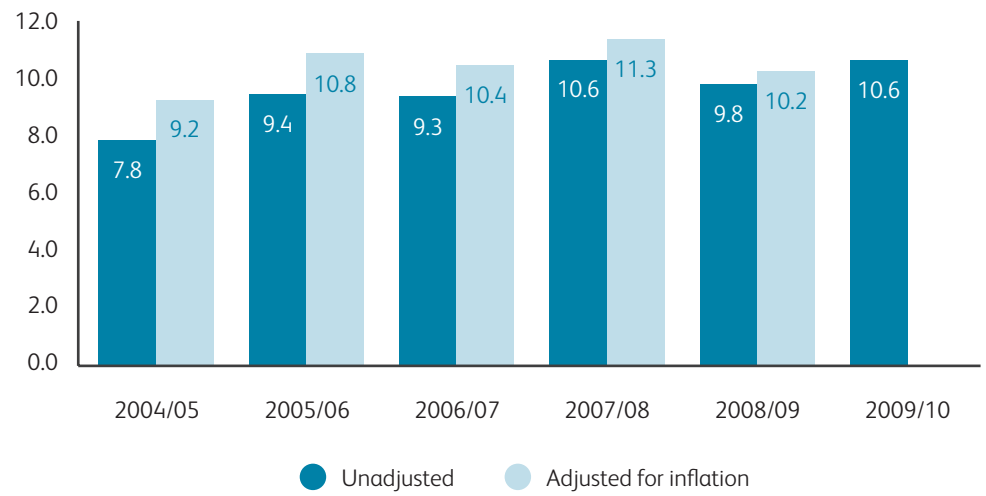
³ Figures provided by surveys are subject to 'sampling error' depending on the size and design of the sample. The great advantage of surveys based on random samples, such as this one, is that the error or precision can be calculated.

⁴ Based on the ONS mid-year estimates. Latest estimates were published in June 2010.

⁵ Calculated by multiplying the mean amount per month by 12.

⁶ The total amount given in 2008/09 was £9.8 billion. Allowing for inflation between 2008/09 and 2009/10, this is equivalent to a current value of around £10.2 billion.

Figure 4 Estimated total amounts given by individuals, adjusted for inflation and unadjusted, 2004/05 – 2009/10 (£ billions)



Source: NCVO/CAF

Find out more

- The UK Civil Society Almanac 2010 (Clark et al, 2010), NCVO www.ncvo-vol.org.uk/almanac

4 How do people give?

Key findings

- Giving by cash is the most common method of donation, used by half of all donors (50%) in 2009/10.
- The proportion of donors using direct debit has increased from 26% in 2004/05 to 29% in 2009/10.
- Giving by cheque/card and direct debit accounted for the largest shares of charitable giving in 2009/10, 29% and 22% respectively.

Analysis

Cash remains the most frequently-used method of giving, with half of all donors (50%) using this method in 2009/10. Direct debit is the next most common method, used by 29% of donors, followed by buying goods (25%) and buying raffle tickets (20%).

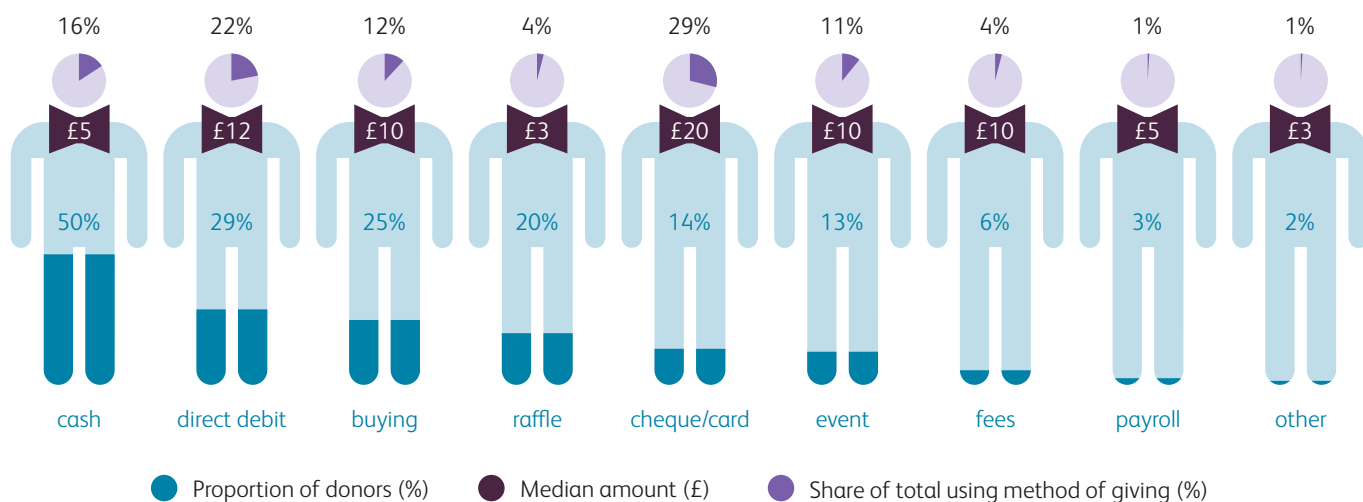
The typical median amount given varies with the method of giving. For example, the typical amounts given by cash (£5) are smaller than those given by direct debit (£12). This variation means that although cash is the most common method of giving, it does not account for the largest share of total donations. The total amount given by cheque/card is particularly high this year and accounts for the largest share of the total amount donated, 29%, compared with 23% in 2008/09. The total amount given using this method does fluctuate from year to year; just a few more or less people donating large amounts by cheque make a large difference to the total amount. The total amount given by direct debit is more consistent, although the share of total donations it accounted for decreased a little (from 24% in 2008/09 to 22% in 2009/10) because of the larger role played by cheque/card.

In 2009/10, 7% of donors had made donations online; an increase of 3 percentage points from 4% in 2008/09, when the question was first asked.

The proportions of donors using different methods of donation have remained fairly similar over time, apart from an increase in the popularity of direct debit (up from 26% in 2005/06 to 29% in 2009/10) and decreases in the popularity of buying goods and raffle tickets.

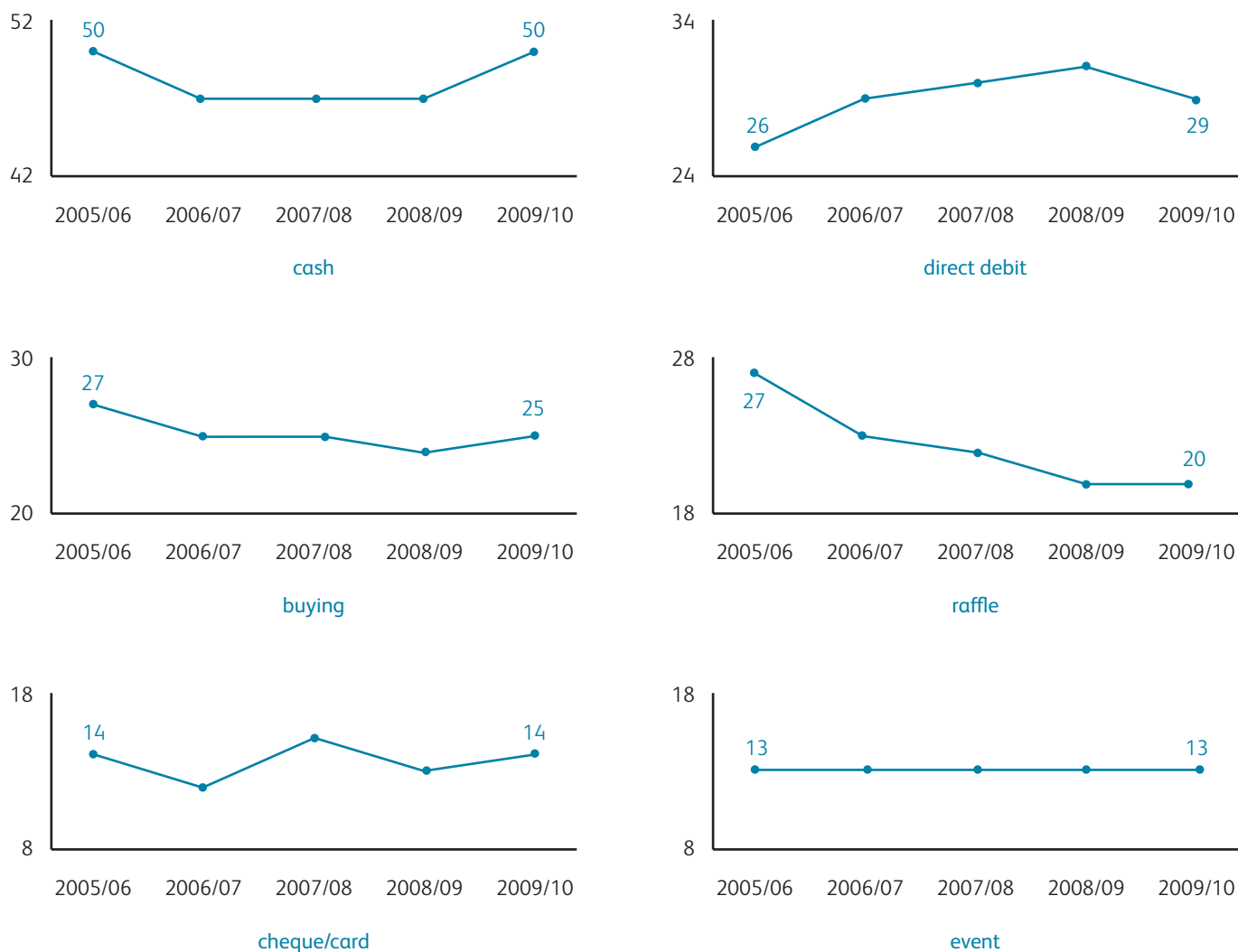
Regular methods of giving (by direct debit, payroll and membership fees and subscriptions) have increased slightly over the period covered by the survey, from 32% in 2005/06 to 34% in 2009/10, although the proportions fluctuate somewhat from year to year.

Figure 5 Methods of giving: proportion of donors (%), median amount (£) and share of total (%) by method, 2009/10



Source: NCVO/CAF

Figure 6 Proportion of people giving by method, 2005/06 to 2009/10 (%)



Source: NCVO/CAF

Comment

Alistair McLean, Chief Executive, Fundraising Standards Board

Cash remains the most popular method of giving and the question that charities must consider is 'why?'. It is convenient, it is spontaneous and in some instances, it enables some donors to feel that they have 'done their bit' thereby feeling that any obligation that they may have is achieved by irregular donations. The fact that 50% of all donors give cash does not mean that those donors don't also give in other ways. Nevertheless, many who do give cash may not be regular donors and it is these people that charities should strive to convert to regular giving because a regular gift enables longer-term planning of service provision by charities.

It is also vital that charities work hard to retain existing donors. Research shows that it costs five times more to acquire a donor than it does to retain one. Building supporter loyalty is key to donor retention. To do this, charities should invest in supporter care and create an environment where donors can give feedback to improve campaigning. Charities should listen to what their donors are telling them about fundraising and adjust their approach accordingly.

Significantly, the findings make it clear that the campaign to keep cheques beyond 2018 is justified if a consistent 14% of people donate in this way.

Find out more

- Fundraising Standards Board www.frsb.org.uk

5 Who gives and who gives more than others?

Key findings

- Women aged 45 – 64 are the group most likely to give (68%) and in 2009/10 they also gave the largest median amount (£15).
- The differences in giving by occupational group continue and may be becoming more marked; those in the managerial and professional groups are both the most likely to give (69%) and to give the largest median amount (£19).

Analysis

In 2009/10, as in all previous years of the survey, women were more likely to give than men: just over three in every five women donated money to charity (61%), compared with just over half of men (52%). In previous years, those men who did donate gave slightly more on average than women but in 2009/10 women and men who donated gave similar amounts on average (£31).

Patterns of giving also vary with age. Looking at both gender and age, women aged 45 – 64 are the group most likely to give (68%) and in 2009/10 they also gave the largest median amount (£15 compared to £12 for all adults). In previous years, men aged 65 and over were the group with the largest typical donation. Younger men aged 16 – 24 were least likely to give in 2009/10 (31%) and gave the smallest typical amount (median £5).

In 2009/10, people in managerial and professional occupation groups were the most likely to give (69%) and gave larger median amounts on average (£19), whilst people in routine and manual occupation groups were less likely to give (48%) and gave smaller median amounts on average (£10). Those in the intermediate occupation groups fell between the two extremes (61% and £14 respectively). Over the six years covered by the survey, this has been a clear pattern. Although the sizes of the differences between the groups fluctuate from year to year, there are indications that the differences may be becoming more marked over time (Figure 8).

Methods of giving also vary by age and occupation group; for example, older people and those in managerial and professional groups are more likely to make regular donations (by direct debit or payroll).

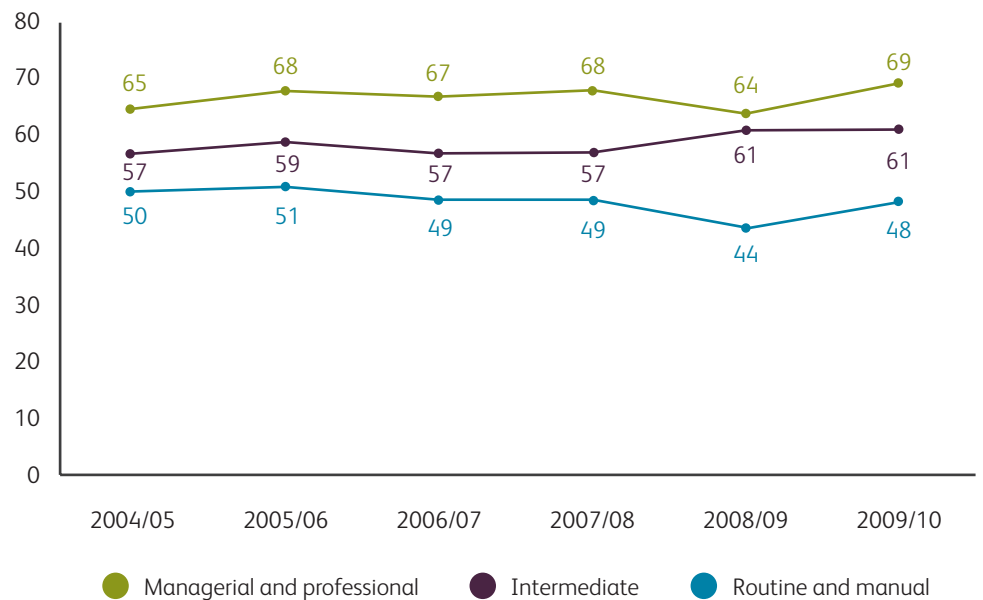
Figure 7 Proportion giving (%) and median donation size (£) by demographic group, 2009/10.



Source: NCVO/CAF

Note: X point marks exact value for the demographic group.

Figure 8 Proportion who give by socio-economic group, 2004/05 – 2009/10 (%)



Source: NCVO/CAF

Comment

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

These results provide evidence for the continuing trend in the UK where women are both more likely than men to give to charity and they typically give higher amounts. This gender pattern also holds firm once other factors such as income and education have been considered (Piper and Schnepf, 2008). The finding that male donors in the oldest category gave slightly more than their female counterparts could be due to higher female life expectancy; the average age of men here will be lower and their incomes higher and they may donate larger amounts for this reason. A recent paper based on the United States Panel Study of Income Dynamics suggests that women have a positive influence on household donating too (Yörük, 2010). To some extent, the future of donations might depend on whether men or women take responsibility for budgetary decisions.

The observed gap between occupation groups in terms of amounts given will be closely related to differences in income. It would be interesting to compare donations within one of these groups to see, for example, if there are differences between workers in the public and private sectors. Between 1993 and 2006, the UK experienced 'job polarisation'. Middle-income occupations declined by 10% and there are now more jobs in both the high-paid and low-paid sectors (Goos et al., 2009). Should this trend persist, it may well affect the overall proportion of people who give to charity in years to come.

Goos, Maarten, Manning, Alan and Salomons, Anna (2009): *Job Polarization in Europe*. *American Economic Review*, 99 (2), pp. 58 – 63.

Yörük, Barış K. (2010): *Charitable Giving by Married Couples Revisited*. *The Journal of Human Resources*, 45 (2), pp. 497 – 516.

Find out more

- Gender differences in charitable giving in Great Britain (Piper and Schnepf, 2008) *Voluntas*, 19, pp. 103 – 124
- Generosity and philanthropy: A literature review (Bekkers, R. and Wiepking, P., 2007) www.ssrn.com/abstract=1015507

6 What causes do people give to?

Key findings

- Medical research, and children and young people continue to be the most popular causes in terms of the proportion of donors giving to them. Overseas causes were also popular in 2010.
- Religious causes, overseas causes and the environment attracted the largest donations on average.

Analysis

In 2009/10, medical research was the cause supported by the largest proportion of donors (32%). The next most popular cause was children and young people (supported by 25% of donors). These have consistently been two of the most popular causes since the survey began in 2004/05. In 2010 overseas causes were supported by 24% of donors, higher than in previous years (see Theme 7 for more details).

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

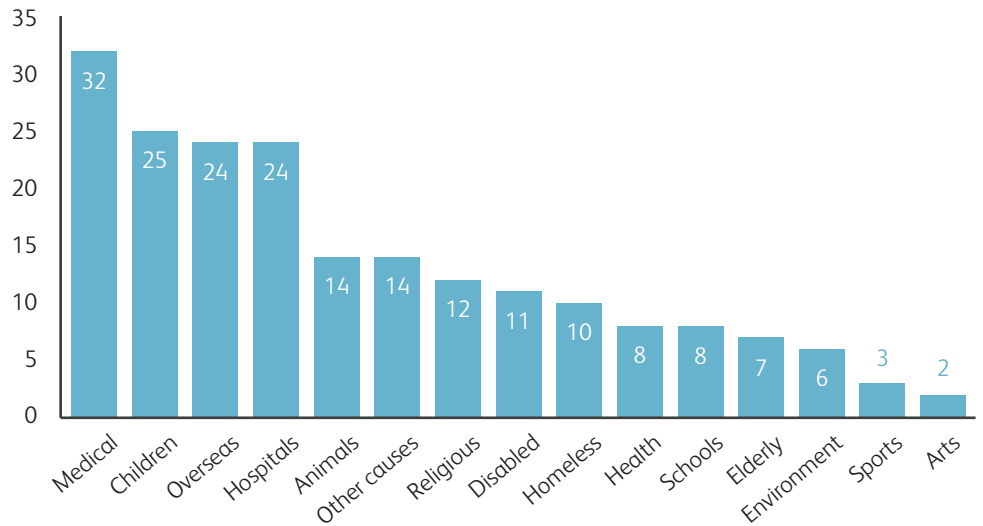
The total amount given to different causes depends on both the proportion giving and the average amount given. Overall the largest total amounts given went to medical research (17% of all money donated), overseas causes (16%), religious causes (13%) and hospitals and hospices (11%).

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. See UK Giving 2008 for more details of the relationship between causes and the income of those donating.

Data from NCVO's UK Civil Society Almanac 2010 allow us to examine the extent to which income from individuals contributes to the total income of an organisation. Religious and international organisations obtain the greatest share of income from individuals; each receive 40% of their total income from individual donations, plus further funds from legacies and earned income⁷.

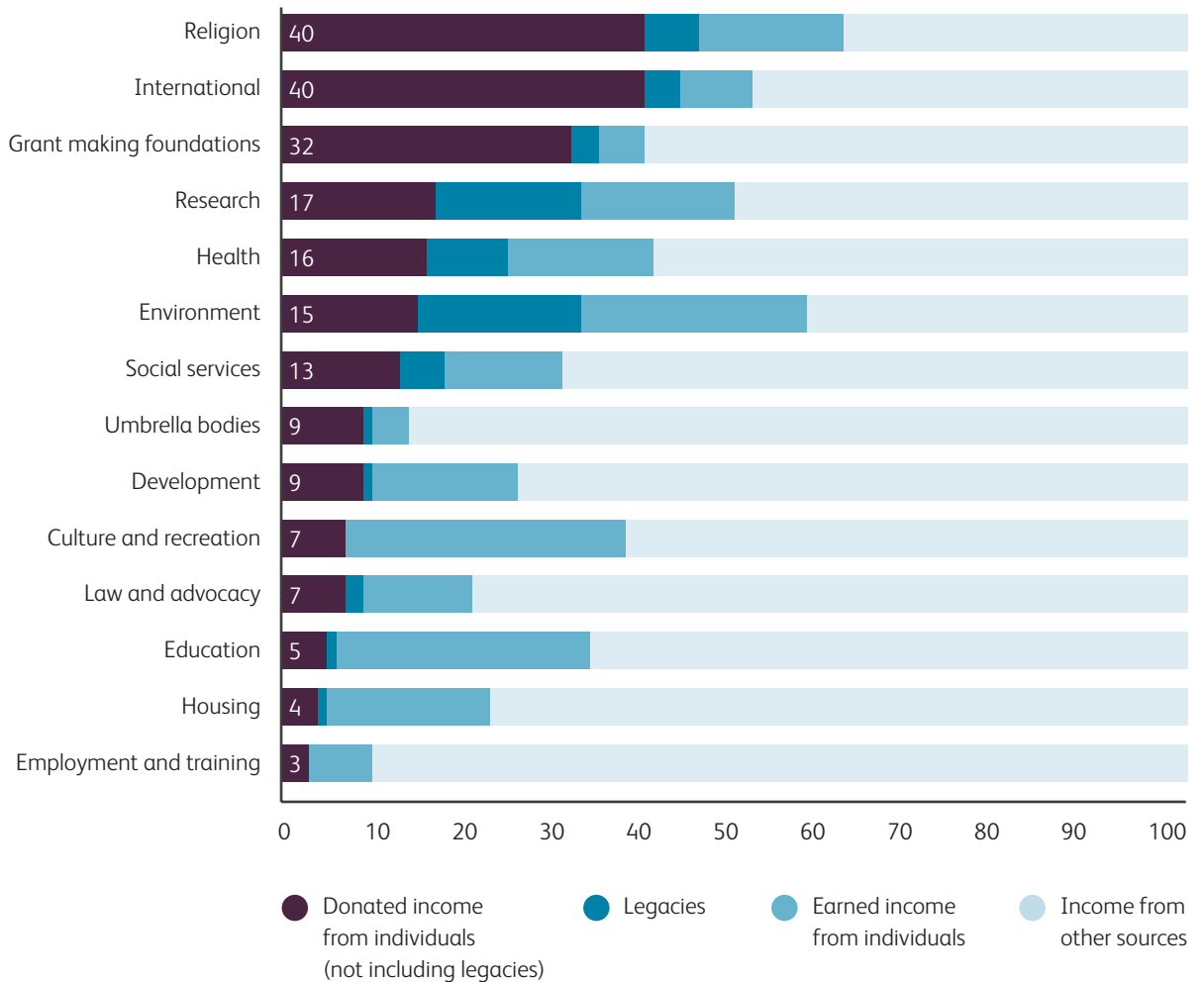
⁷ The organisations/causes are classified differently in the survey and in these data so a direct comparison is not possible.

Figure 9 Proportion of donors giving to different causes, 2009/10 (%)



Source: NCVO/CAF

Figure 10 Income sources by sub-sector, 2006/07 (%)



Source: UK Civil Society Almanac 2010, NCVO

Comment

Tina Mermiri, Research Manager, Arts & Business

The year-on-year trends clearly show that health-related and young people's charities consistently attract the majority of givers. Human welfare is not surprisingly at the top of most people's agenda when prioritising their philanthropic activities, as there is a sense of urgency and survival linked to their appeal. However, the amounts (both in total and on average), vary significantly according to cause, and more interestingly according to donors' social demographics.

A lot has been written about donor motivations, but ultimately more often than not, donors give to causes that are close to their heart, whether the decision is needs-or-taste-based, self-fulfilling or completely altruistic. A case in point is the arts: though they do not necessarily have that urgent appeal, people can be hugely passionate about them and therefore value some indirect benefits received as a result of their donations, such as free entry to paid-for exhibitions, exclusive experiences and networking. But though the arts often attract higher income donors, they are not funded solely by them. Causes that are able to collectively mobilise the masses could find a neat space within the 'Big Society', as they become instrumental in engaging people to give their money and time, whilst instilling a sense of pride and belonging.

But of course the challenge for charities, regardless of cause, will be to fill potential funding gaps and raise more income from individuals at a time when they themselves are under significant financial pressures.

Find out more

- The UK Civil Society Almanac 2010 (Clark et al, 2010), NCVO
www.ncvo-vol.org.uk/almanac
- Proportion of donors giving to different causes, 2004/05 – 2009/10
www.ncvo-vol.org.uk/research/giving and www.cafonline.org/ukgiving

7 How popular are overseas causes?

Key findings

- In 2009/10 almost a quarter of donors (24%) gave to overseas causes, significantly higher than in previous years.
- The Haiti appeal appears to have contributed to the greater popularity of overseas causes.
- The typical amounts given to overseas causes were no greater than in other years.

Analysis

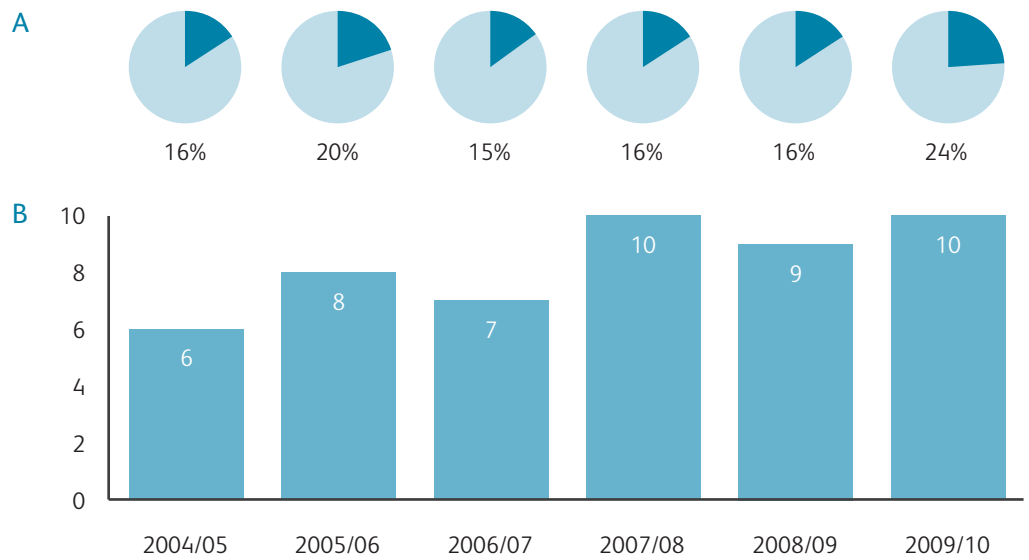
In 2009/10 24% of donors gave to overseas causes whereas the level of support in previous years had been around 15% – 16%. There are indications that the Haiti appeal accounts for the increase in popularity of overseas causes. The survey covers three months (June 2009, October 2009 and February 2010) and the proportion of donors giving to overseas causes in February 2010, at the time of the Haiti appeal, was higher than in the other two months surveyed (39% in February 2010 compared with 17% in June 2009 and 16% in October 2009). However, the proportions of donors giving to any particular cause vary considerably between months (because the sample for each month is relatively small) so it is difficult to be certain that this variation is all due to a ‘Haiti effect’.

The median amount given to overseas causes in 2009/10 (£10) was similar to the previous two years and did not vary across the months of the year. Although the mean amount given to overseas causes was higher in February 2010 (£23 compared to £20 in October 2009 and £15 in June 2009), the mean amount donated to all causes in February was higher by a similar proportion (£38 compared to £27 and £28).

The typical amount given to overseas causes has increased over the six years covered by the survey; it varied between £6 and £8 between 2004/05 and 2006/07 and then increased to between £9 and £10 between 2007/08 and 2009/10.

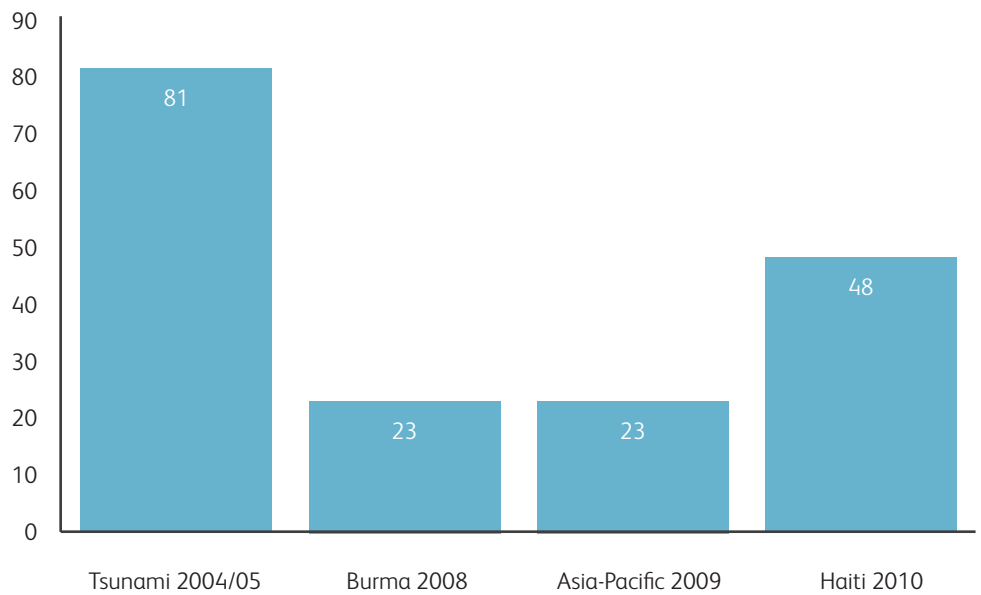
Surveys asking specifically about response to disaster appeals show that 48% of the adult population overall donated to the Haiti appeal, compared to 23% for the previous two appeals measured. A very high proportion (81%) gave to the Tsunami appeal, usually attributed in part to the disaster occurring during the Christmas holiday period.

Figure 11 A Proportion of donors giving to overseas causes (%) and **B** Median amount given (£), 2004/05 – 2009/10



Source: NCVO/CAF

Figure 12 Proportion of the adult population giving to overseas disaster appeals, 2004 – 2010 (%)



Source: CAF Disaster Monitor: summary of trends, February 2010

Comment

Brendan Gormley, Chief Executive, Disasters Emergency Committee (DEC)

The most significant increase in both the number and level of donations to overseas causes came in February 2010 - suggesting a link to the Haiti earthquake on 12 January. The DEC Haiti Earthquake Appeal raised a total of £103 million, making it the second largest appeal in our 45 year history after the 2004 tsunami. CAF's research shows that 48% of the public said they had given in response to the Haiti earthquake, a significant increase on the 23% who said they donated in response to the disasters in Indonesia, Philippines and Vietnam in 2009.

In stark contrast to many causes, more people donated to international charities in 2009/10 than the previous year. Both the proportion of donors and the population giving to international charities is the highest it has been in the last six years. Spontaneous giving in response to major emergencies has remained extremely robust, political issues, and indeed concerns about corruption, also seem to have little impact on the public's generosity. This was shown particularly starkly by the DEC Pakistan Floods Appeal which has raised over £50 million despite predictions that it would fail in some parts of the media.

The shock and concern that we feel when we see and hear about the devastation caused by a disaster is something that affects most of us at a very deep level. The most basic needs of the survivors are urgent and easy for us to understand. Our giving continues to transcend borders because of our shared humanity.

Find out more

- CAF Disaster Monitor: summary of trends, (CAF, February 2010)
www.cafonline.org/disastermonitor

8 What proportion of donors use Gift Aid?

Key findings

- In 2009/10, 40% of donors used Gift Aid, a similar proportion to 2008/09.
- People who donate larger amounts are more likely to use Gift Aid; in 2009/10 it was used by 73% of those giving higher-level donations (£100 or more), compared to 20% of those giving small donations (under £10).

Analysis

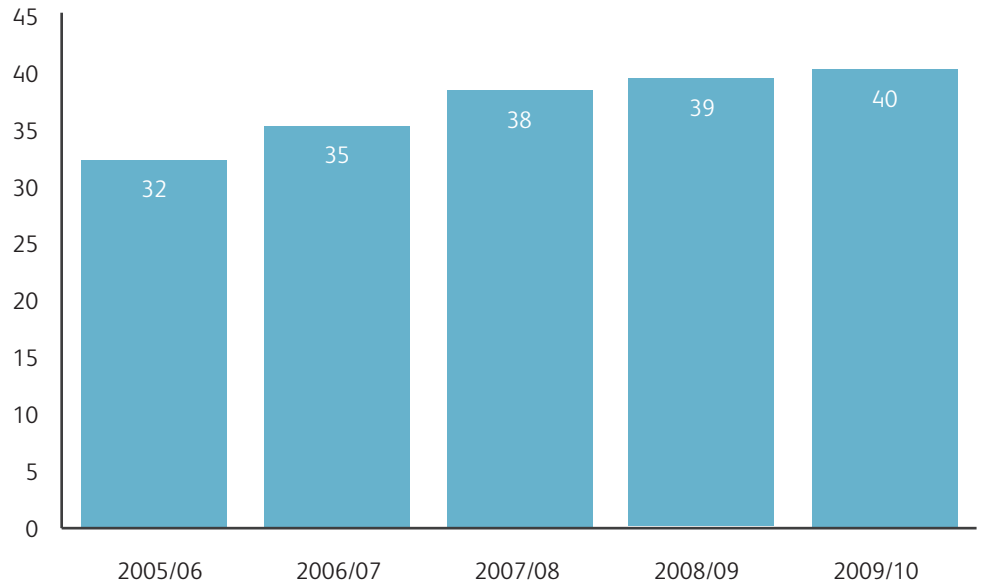
In 2009/10, 40% of donors used Gift Aid⁸. This was similar to the proportion in 2008/09 (39%). Before that there had been a gradual increase in the proportion of donors using Gift Aid, from 32% in 2005/06 to 38% in 2007/08. This year's figures provide a further indication that use of Gift Aid appears to be levelling off.

The larger the amount donated, the more likely donors were to use Gift Aid. In 2009/10 the proportions using Gift Aid increased from 20% of those giving small donations (under £10 per month) to 44% of those giving between £10 and £25, 58% of those giving between £25 and £100 and 73% of those giving higher-level donations of £100 and over. This strong relationship between amount given and use of Gift Aid has also been evident in all previous years of the survey.

This survey cannot provide any information about the extent to which charitable organisations reclaim Gift Aid. Although it is a vital source of revenue for many charities, a belief has remained within the voluntary sector that more could be done to make it easier for charities to make full use of the Gift Aid opportunity. A joint piece of work by CAF and HMRC researched what the main opportunities might be (see find out more overleaf). CAF estimates that around £750 million is lost to the sector in unclaimed Gift Aid each year.

⁸ Gift Aid is a mechanism that donors can use to 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.

Figure 13 Proportion of donors using Gift Aid, 2005/06 – 2009/10 (%)



Source: NCVO/CAF

Find out more

- Digital giving: modernising Gift Aid; taking civil society into the digital age (ResPublica, 2010)
www.respublica.org.uk/sites/default/files/Digital%20Giving.pdf
- Key barriers to the adoption of Gift Aid (CAF, 2008)
www.cafonline.org/pdf/HMRCGiftAidReport.pdf
- Proportion of donors using Gift Aid by size of donation, 2005/06 – 2009/10
www.ncvo-vol.org.uk/research/giving and www.cafonline.org/ukgiving

9 How does giving in the UK compare with other countries?

Key findings

- In an ambitious global study, the United Kingdom was identified as one of the countries with the highest proportion of adults giving money. Nearly three-quarters (73%) of UK adults reported giving in the last month, lower than Malta (83%) and the Netherlands (77%), and slightly greater than Ireland (72%), Australia (70%) and New Zealand (68%).

Analysis

International comparisons of behaviour are always difficult. Even where there is apparently comparable information from similar surveys, there are generally differences in sampling and other aspects of survey methodology, and in question wording. More broadly, the socio-economic, political and cultural contexts can vary hugely between countries. A recent report has published the most ambitious comparison of charitable giving to date, aiming to be representative of 95% of the world's adult population⁹. It reveals enormous variation in how countries and regions give.

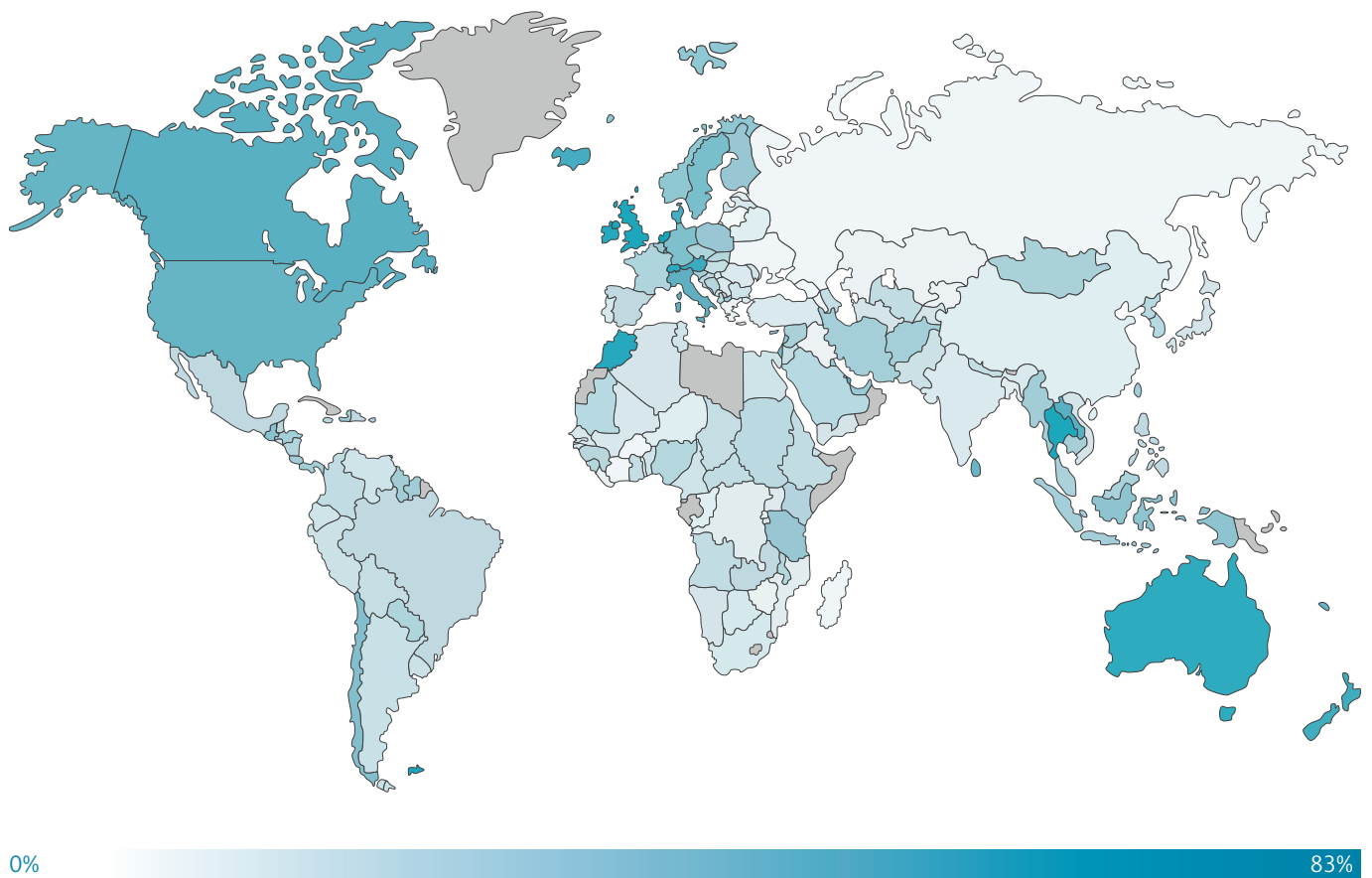
This report shows that the proportion of the population giving money to charity ranges from as high as 83% in Malta to as low as 4% in Lithuania. Figure 14 shows the countries with the highest rates of giving money: the United Kingdom had one of the highest rates with 73% of adults reporting giving to charity in the last month¹⁰, less than in Malta (83%) and Netherlands (77%), the same as in Thailand similar to Ireland and Switzerland (72% and 71% respectively), and a little greater than Australia, Hong Kong and New Zealand (around 70%).

Globally, similar patterns were found to those in the United Kingdom of giving money to charity increasing with age, and being greater among women than men (see Theme 5). The global gender difference in giving (30% of women giving compared to 29% of men) was less marked than in the United Kingdom but varied significantly between regions of the world, with South and West Europe being two of the regions with the greatest gender difference.

⁹ 'World Giving Index 2010 (CAF, 2010) www.cafonline.org/worldgivingindex

¹⁰ For the methodological reasons given above, the proportion of UK people who give within this global survey (73%) is higher than the proportion reported within our UK Giving survey (56%) taken from the ONS Omnibus survey. The latter is likely to be more accurate, because the initial Omnibus question is followed up by a series of detailed questions about the amount given, method of giving, causes given to etc. This increases the accuracy of recall and reduces the bias of giving socially desirable results.

Figure 14 Proportions of adults giving to charity, by country, 2010 (%)



Source: CAF/NCVO

Note: Countries marked in grey did not participate in the survey.

Find out more

- The World Giving Index 2010, (CAF, 2010) www.cafonline.org/worldgivingindex
- Why do different surveys of giving report different findings, CAF/NCVO, 2010 www.ncvo-vol.org.uk/sites/default/files/UploadedFiles/NCVO/Publications/Publications_Catalogue/Sector_Research/UK_Giving_2009_different_survey_findings.pdf and www.cafonline.org/ukgiving

10 How much do legacies contribute to the total amount given?

Key findings

- Legacy income has increased since 2000, from £1.7 billion in 2000/01 to £2.0 billion in 2007/08.
- Legacy funding is particularly important to some sectors: social services, environmental organisations and research organisations receive the largest shares of legacy income.

Analysis

This NCVO/CAF survey of individual giving, in common with others surveys of charitable giving of individuals or households, does not attempt to collect information about legacies, 'an amount of property or money left to someone in a will'. Information about legacies is, however, available from Charity Commission accounts and this year, for the first time, the UK Giving report includes information about donations in the form of legacies in order to give a more complete picture of all charitable giving.

Income from legacies has fluctuated over the period from 2000/01 to 2007/08 (the latest year for which figures are available). Over the whole period there has been an upward trend, with legacy income increasing from £1.7 billion in 2000/01 to £2.0 billion in 2007/08, an average increase of 2.8% per year¹¹. It is not yet clear whether this fairly steady growth has been affected by the recession.

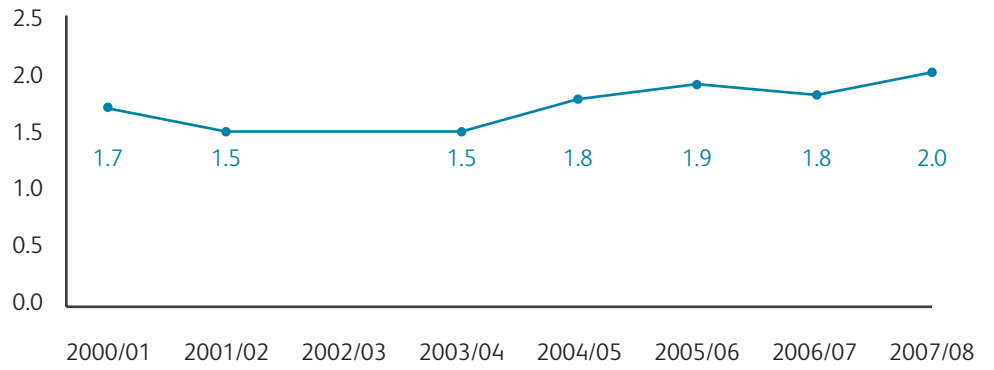
Legacy funding is particularly important to some sub-sectors. Social services, environmental and research organisations receive the largest shares of legacy income; in 2006/07, for example, social services organisations received £500 million, one-quarter (25%) of all legacy income that year. Within this sub-sector, emergency and relief organisations operating in the UK were a major beneficiary, receiving 27% of their total income from legacy funding. Animal welfare organisations benefitted particularly in the environment sub-sector (receiving 33% of their total income from legacies) and medical research within the research sub-sector (receiving 22% of their income from legacies).

It is difficult to make direct comparisons of the types of organisations receiving donations from legacies and from individuals in the NCVO/CAF survey, due to differences in categorisation.¹² It is clear, however, that medical research and overseas causes are popular for both types of giving.

¹¹ Figures have been adjusted for inflation up to 2007/8. The £2 billion would be equivalent to £2.1 billion at 2009/10 prices.

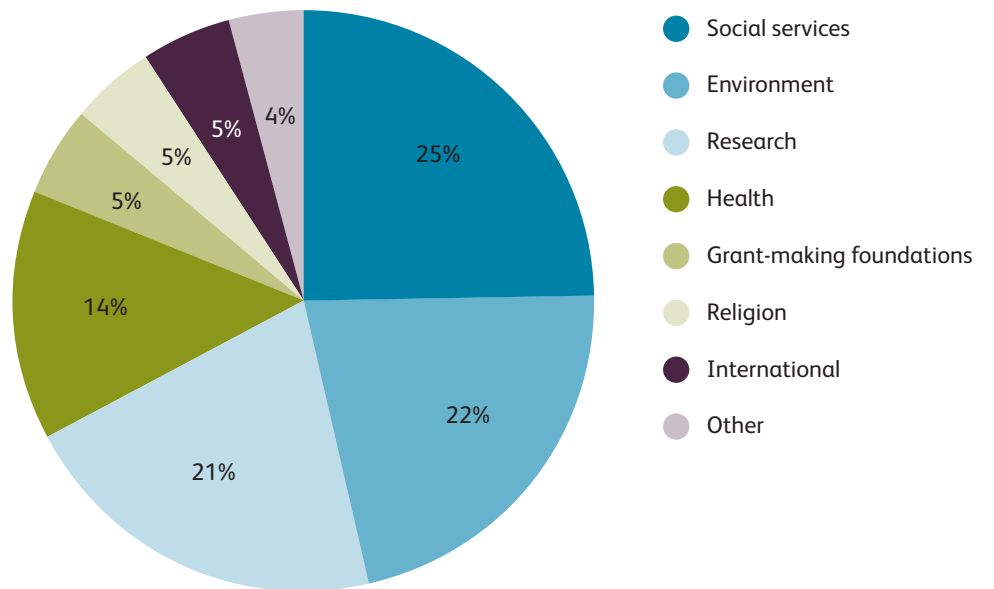
¹² Legacy income information, based on Charity Commission data, classifies the type of organisation according to the International Classification of Non-Profit Organisations (ICNPO). NCVO/CAF survey data is based on a list of causes (see Methodology) worded so that individuals can easily decide which category covers the charity they have donated to. For example, the former has a category of 'Research' whereas the latter has a category for 'medical research' but does not otherwise separately identify donations to organisations carrying out research.

Figure 15 Legacy income to the voluntary sector, 2000/01 – 2007/08 (£ billions)



Source: NCVO
 Note: 2002/03 figures are inferred.

Figure 16 Destination of legacy income by sub-sector, 2006/07 (%)



Source: NCVO

Comment

Rob Cope, Director, Remember A Charity

Gifts left in wills are a financial lifeline for all charitable causes, from children to culture, raising £2 billion each year.

Finding a cure for cancer remains this country's greatest dying wish. But without legacy income, many charities' services would suffer; others would simply not exist.

74% of people in the UK support a charity in their lifetime, yet only 7% currently leave a charitable gift in their will. A 4% upward change in behaviour would reap a further £1 billion for good causes every year.

While legacy income has been hit by the recent recession, particularly due to the dip in house prices, there are encouraging signs that the market will grow in the next few years.

The number of charitable bequests is still showing an upward growth, coinciding with increased legacy marketing activity by campaigns such as Remember A Charity. House prices are also projected to remain relatively stable in 2011. It is therefore more important than ever that the sector focuses on encouraging more people to leave charitable wills and growing the legacy market, rather than competing for smaller slices of the same cake. Only when charitable giving in wills becomes the norm, can we hope to really feel the true potential of legacies.

Find out more

- Living forever: baby boomers and legacies (Legacy Foresight, 2008)
www.legacyforesight.co.uk
- The UK Civil Society Almanac 2010 (Clark et al, 2010) NCVO
www.ncvo-vol.org.uk/almanac

11 How much is given by the highest-level donors?

Key findings

- There has been a small overall upward trend in the proportion of adults making donations of more than £100, increasing from 6% in 2005/06 to 8% in 2009/10 amongst the general population covered by the survey.
- In addition to this, major philanthropists made 100 donations of £1 million or more in 2008/09 (the latest year for which information is available), with a combined value of £1.0 billion.

Analysis

Only a small proportion of individuals make donations of more than £100: in 2010 the proportion was 8% of all donors (see Theme 2). Over the period of the survey there has been a slight overall upward trend in the proportion of higher-level donors, increasing from 6% in 2005/06 to 8% in 2009/10. There is also some random fluctuation from year to year because of the small numbers of high-level donors included in the survey. Such donations account for a relatively large share of the total amount donated; the size of this share has fluctuated between 47% and 51% since 2005/06.

Survey data are limited in what they 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 even 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 overleaf in Find out more). The study identified 96 charitable donations worth £1 million or more in 2007/08 and 100 such donations in 2008/09; the total value of these donations amounted to £999 million and £1.0 billion respectively¹³. In all three years, the majority of donations were for between £1 million and £10 million; only 13% in 2006/07, 12% in 2007/08, and 14% in 2008/09 were for £10 million or more.

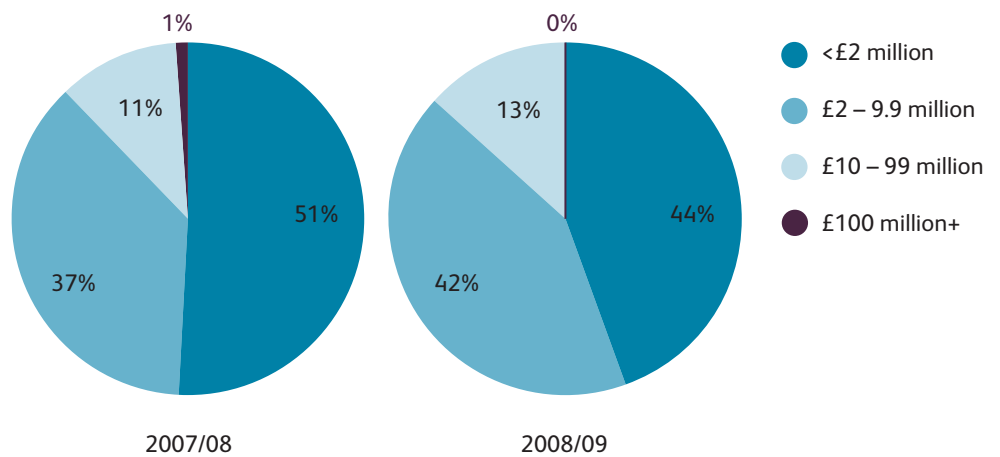
Figure 17 High-level donors giving more than £100, 2005/06 – 2009/10

	2005/06	2006/07	2007/08	2008/09	2009/10
Proportion of donors giving £100+	6%	7%	8%	7%	8%
Mean amount per donor among those giving £100+	£215	£196	£213	£204	£201
Median amount per donor among those giving £100+	£160	£150	£153	£150	£145
Share of total amount donated	47%	49%	51%	49%	47%

Source: NCVO/CAF

¹³ Adjusting for inflation, the £999 million in 2007/08 would be equivalent to around £1.0 billion at 2009/10 prices. (The £1.0 billion in 2008/09 would also be equivalent to around £1.0 billion at 2009/10 prices).

Figure 18 Distribution of donations of more than £1 million, 2007/08 and 2008/09 (%)¹⁴



Source: Breeze, 2010

Comment

Dr. Beth Breeze, University of Kent

It is good news that there has been an increase in the numbers of people who contribute £100 or more each month, because their gifts account for such a disproportionately large share of overall donations. The widespread assumption that the whole nation is joined in a common effort to fund the charity sector is an attractive and convenient myth, allowing us to believe ourselves to be ‘a generous society’, but in truth the heavy work of funding good causes is undertaken by ‘a generous few’.

The skewed distribution of donations is an important factor to be borne in mind by those hoping to encourage charitable giving and philanthropy, such as the new coalition government. It is rarely clear whether those seeking ‘more’ giving are hoping for a larger number of donors or larger donations. Both are desirable outcomes but they are different aims, requiring discrete strategies and involving distinctive pros and cons. Increasing the number of donors is appealing but creates higher administration costs for charities, especially in an era that rightly emphasises donor care and stewardship. Pursuing bigger donations is also an attractive but risky strategy, if the viability of a charity becomes dependent on a tiny pool of big givers.

Government and the sector are united in their aim to promote giving; only time will tell if they also agree that ‘less is more’ or ‘more is more’.

Find out more

- The Coutts Million Pound Donors Report 2010 (Breeze, 2010) www.coutts.com/files/million-pound-donors-report-2010.pdf

¹⁴ These estimates include donations of £1m or more made by corporate donors or professional foundations

12 Implications for policy and practice

James Allen, Senior Policy Officer, NCVO and Hannah Terrey, Head of Policy, CAF

The big picture

This edition of UK Giving comes at a crucial time for the voluntary and community sector. We are seeing greater political interest in the sector, but this is against a challenging financial and economic backdrop - rising demand, falling income and a likely period of fiscal retrenchment more severe than any other in the post-war period. In this context, issues of sector funding are clearly crucial.

The Comprehensive Spending Review has been published and it is clear that statutory funding will reduce significantly. It is essential that the impact of less spending overall is mitigated as far as possible; through changes to the tax system, a reduction in administrative and regulatory burdens where possible, a long term and intelligent approach to funding (and cuts) and a commitment to the establishment of a level playing field where the sector can compete on fair terms. The role of giving is also likely to become more significant and to overtake that of statutory funding in terms of its importance to the sector.

Alongside a decline in statutory funding, a potential for the trend in increased demand to continue, and a likely period of slow economic growth to come, there are concerns about the lack of financial resilience in the voluntary and community sector (VCS). Over one third of organisations in the VCS hold no free reserves and there are worryingly low levels of reserves held by organisations in a number of sub-sectors including employment and training and advocacy.

Generating a step change in giving

This edition of UK Giving reinforces that giving is a relatively widespread and well established practice, with 56% of adults giving regularly. The positive increase in median donations to £12 is encouraging and suggests that the recession and economic insecurity has not caused donors to reduce their level of giving. However, the priority now is not only to see stable patterns of donations, but to generate a step change in giving. A return of economic growth may also create the environment in which people feel more able to give, although the last economic boom did not prompt a big increase in giving.

The challenge for policy makers in the sector and in government is to achieve a marked increase in the numbers of people who give and the amounts given. In insecure times, this becomes even more difficult. The aim should be to:

- Consolidate and increase the level of donations from those who give already
- Promote a culture of philanthropy, where high net worth individuals are encouraged to make a greater contribution to supporting civil society
- Widen the base of donors who give. A particular focus should be on encouraging additional giving from currently under-represented groups particularly men aged 16 – 24, who have the lowest rate of giving – 31% and the lowest median donation – £5)
- Finding ways to maximise the potential of donors who are likely to give sporadically or spontaneously

- Emphasise that benefit from giving is not only derived by the recipient. Recent research demonstrates that there is a clear correlation between giving (of money) and overall wellbeing (CAF, 2010¹⁵). Existing attempts to promote giving have primarily focused on the benefit to the organisation or individual receiving help. However, those seeking to stimulate giving should also look to highlight the reciprocal benefits it carries in terms of enhancing donors' wellbeing and the positive impact it has on wider society. Those with a political and academic interest in wellbeing economics should further explore how this relationship can influence public policy development.

Changes to public policy

Government will clearly continue to play an important role in determining the funding environment within which the sector operates, albeit from a basis of less statutory funding. There are specific changes that government should make to promote giving:

- Promoting philanthropy through the tax system
 - Government should review tax incentives for charitable giving. Promoting and improving existing schemes, together with the introduction of further tax-effective giving mechanisms could help to release additional philanthropic capital for the sector.
 - In particular, effort should be made to improve and encourage the take-up of Payroll Giving by employers and employees.
 - Government should continue to investigate the case for making Lifetime Legacies available in the UK (similar to US Charitable Remainder Trusts).
- Modernisation of the Gift Aid system to ensure that it can continue to be successful.
 - Gift Aid is 20 years old and has proven to be a very successful and important scheme, securing an additional £1 billion in tax relief for the charitable sector. However donor usage has plateaued in recent years and the system has become increasingly complex and out of date. Action must be taken to break through the ceiling in Gift Aid take-up, ensuring that all eligible donors are able to participate easily and that the scheme is brought into the digital age.
 - Government should implement the recommendations of the Gift Aid forum. These recommendations include a campaign to raise the profile of giving through Gift Aid and actions to simplify the Gift Aid rules for donating through various means such as sponsorship, auctions and membership schemes.
 - Government should also prioritise action to enable Gift Aid to be fully operational on-line and to ensure that donations through innovative fundraising mechanisms, such as SMS, are easily Gift Aided.

15 The World Giving Index 2010 (CAF, 2010) www.cafonline.org/worldgivingindex

Methodology

NCVO/CAF survey of individual giving

The data in this report are based on the above survey, which collects information about charitable giving from adults aged 16 and over in Great Britain.¹⁶ 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 (see The Questions section below). The ONS Omnibus survey also collects a broad range of social, economic and demographic data about the individuals interviewed; for further details see www.ons.gov.uk/about/who-we-are/our-services/omnibus-survey/index.html

Sample 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 over¹⁷. As only one person per household is interviewed, the data are subsequently weighted to correct for the unequal probability of selection that this causes¹⁸. 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.

The sample size varies a little from year to year; in 2009/10 3,118 interviews were achieved, spread fairly evenly over the three months (June 1,074, October 1,039 and February 1,005).

To take into account an updated and consistent methodology and weighting, the data for each year going back to 2004/05 has been recalculated. This has resulted in some small changes (usually a maximum of 1 percentage point) between previously published figures and these updated figures.

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

¹⁶ 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.

¹⁷ This selection is performed at random using a Kish grid.

¹⁸ For example individuals in smaller households have a higher probability of selection.

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 A2 show the full lists of methods and causes on the cards.

From 2008/09, an additional question asked whether people had given online in the last 4 weeks and whether they had given spontaneously.

Data checking, editing and analysis

The data collected from respondents are carefully checked before analysis is carried out using 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 high-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 only those differences that are statistically significant.

Table A1 Methods of giving listed on Omnibus survey showcard

Abbreviation	Full description
Buying	Buying goods (eg charity shop, charity catalogue purchase, Big Issue)
Card/cheque	Credit/debit card or cheque
Cash	Cash gifts (eg 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 (eg 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 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
Hospital/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)

UK Giving 2010

An overview of charitable giving in the UK, 2009/10

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www.cafonline.org/ukgiving

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