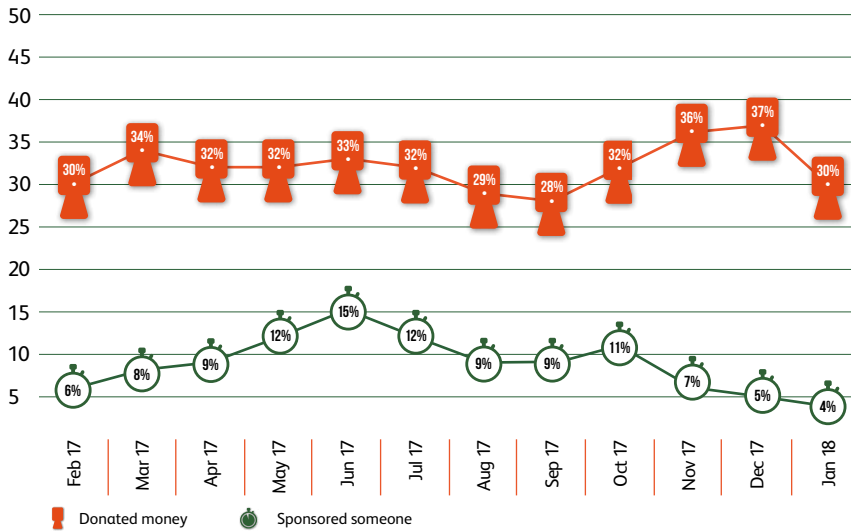


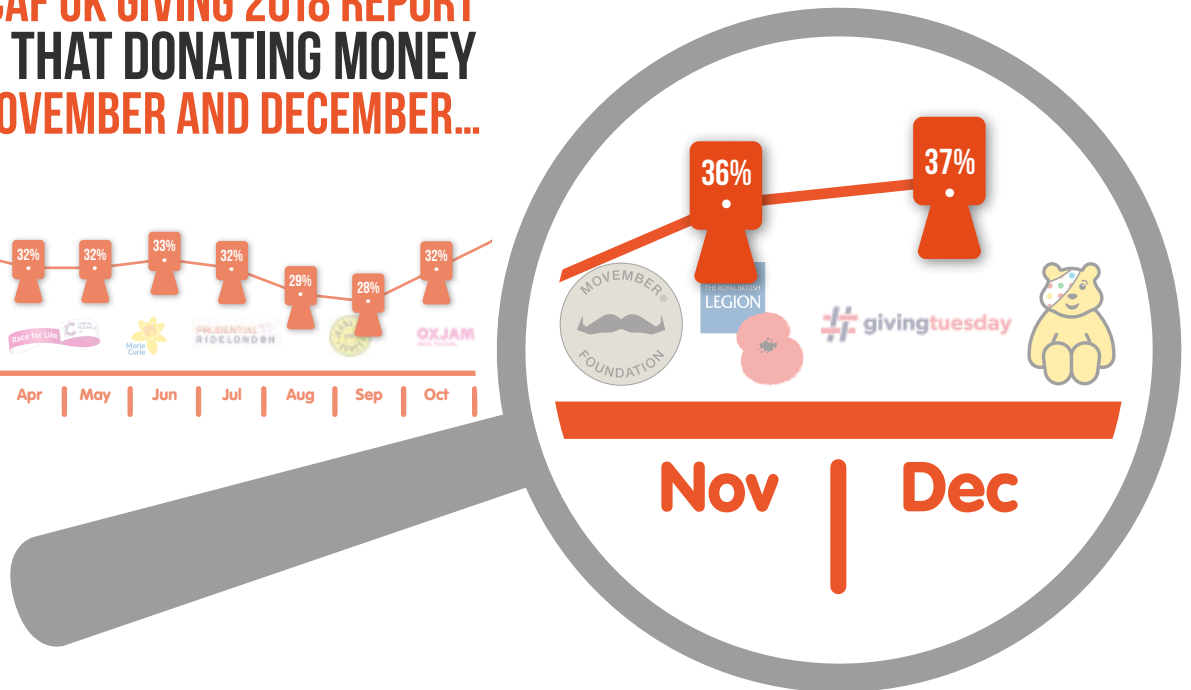
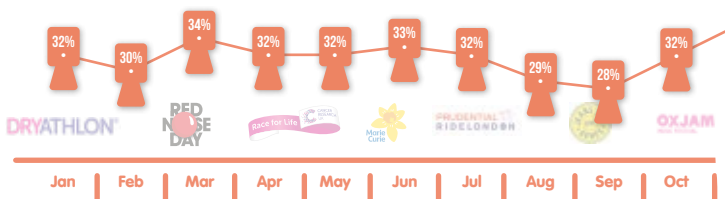
Proportion donating/sponsoring in the four weeks prior to interview



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

PATTERN OF DONATING DURING 2017

OUR FORTHCOMING **CAF UK GIVING 2018 REPORT** WILL SHOW THAT DONATING MONEY PEAKED IN NOVEMBER AND DECEMBER...



COINCIDING WITH MAJOR NATIONAL APPEALS AND CHRISTMAS CAMPAIGNS