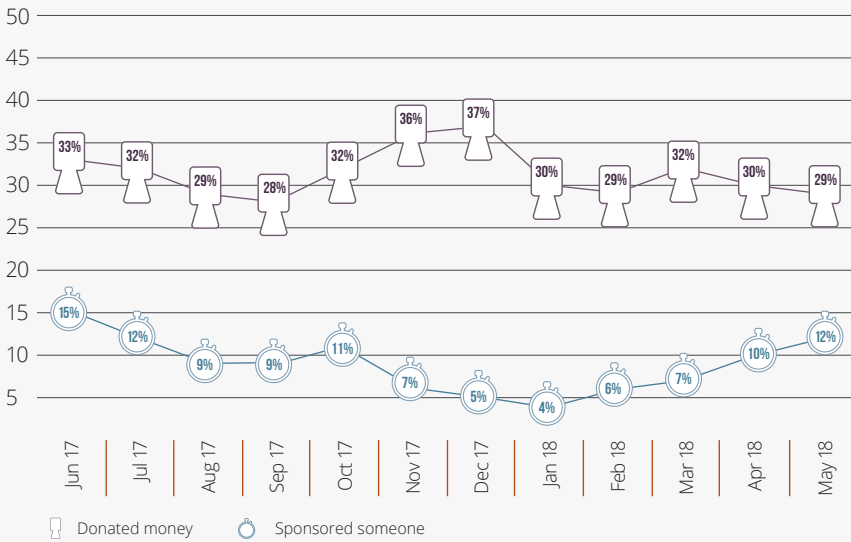


# CAF UK GIVING

## DONATING AND SPONSORING

Proportion donating/sponsoring in the four weeks prior to interview



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

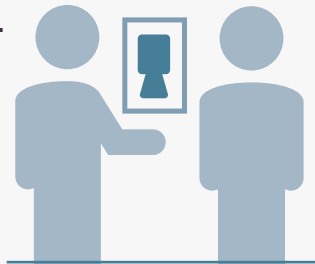


## AWARENESS OF SMALL CHARITIES



Public awareness of small charities is low, with **64%** saying **THEY WEREN'T SURE** or **COULDN'T NAME ANY SMALL CHARITIES.**

Of those aware, **59%** **FOUND OUT ABOUT SMALL CHARITIES THROUGH FRIENDS OR FAMILY.** Other top sources of awareness are fundraising events and social media.



### THE IMPACT OF SMALL CHARITIES IS FELT CLOSE TO HOME



**63%** SAW A POSITIVE IMPACT on their local community.

**34%** WERE AWARE of a small charity because a friend or family member had used it.



## GIVING TO SMALL CHARITIES



**48%** have ever helped a small charity by **GIVING MONEY**



and **58%** said that they would be likely to **DONATE MONEY** to small charities in **THE FUTURE**